USES AND CHALLENGES OF SOCIAL MEDIA AS PR TOOLS BY FAITH BASED STUDENTS' ASSOCIATIONS

BY

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CERTIFICATION

This is to certify that this project has been read and approved as meeting part of the requirements for the award of National Diploma in Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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DEDICATION

This project is specially dedicated to Almighty God, the Beginner and Finisher of my faith, the Sustainer of my life and who grant me the grace, knowledge and wisdom for the completion of my programme (ND) National Diploma. This also goes to my parent for their effort and support toward my success.

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ABSTRACT

This study examines the perception and uses of X by Nigerian youth and their participation in the 2023 general election. The objectives include determining the motivation, behind the use of X for political participation, the extent of its use, and how it influenced youths' decisions to support candidates using a survey research design, data were collected from 200 mass communication students at Kwara State Polytechnic through a structured questionnaire. The finding revealed that X was a crucial platform for political engagement with a significant majority of respondents acknowledging its role in connecting candidates with voters and facilitating political discourse X's low data consumption made it accessible for youths to participate in political activities, and it provided a space for them to question leaders and promote fee and fair elections despite challenges like the suspension of X operations by the Nigerian government, its impact on youth political participation in 2023 was substantial. The study concludes that X significantly influenced youth engagement in the electoral process and highlights the need for policies that support freedom of speech and digital literacy programs to enhance critical evaluation of information on social media.

CHAPTER ONE

1.1   Background of the Study

In recent times, has been a motivating factor in influencing Nigeria youth's participate in polities the 2023 general elections in Nigeria are a testament to this fact in that politicians took a substantial part of their campaigns to the platform because youths, who constitute more than. 60% of the Nigeria populations are the major users based on World Bank Reports (2021).

This social media platform have penetrated all levels of the information society and have catalysed the process of democratization and political development, the media a modern trend in information and knowledge dissemination, has taken communication beyond the limitations of the traditional way of communicating and socializing making it an essential part of people's lives affecting their social, political and economic activities one of the major application of social media is social network, where millions of people are connected to utilize as open demon for interacting with others and socializing with all types of media such as text, voice, image, or videos (Alquraan et al., 2017) the interactive nature of social media makes them fit to be used for many purpose such as job search, socialization education, entertainment, governance, political, participation, among others. Hence, X as a social instrument of communication, promote participation, connectedness, opportunity to disseminate information across geographical boundaries and the fostering of relationships and interactions among people.

The emergence of the internet, which in turns gave birth to social networkings sites, brought a paradigm shift in the electioneering process and radical transformation of the society where the populace is on longer passive

in government activities: as the media provide new avenues for political engagement the platform have "exponentially multiplied the political information, thus affording any internet user with a variety of supplemental access points to political information and activity that come at little cost in time, money and effort (Brever and Groshek, 2014:165) online political activities donating money online, electronic campaign, electronic voting and so forth.

Political participation is an important part of democracy that has been long studied political participation means "citizen" involvement in the acts, events or activities that influence the selection of and/or the actions taken by political representatives (Okoro and Nwafor, 2013 33) it is various mechanisms through which citizens express their political views and /or exercise their rights and influences on the political processes (Chatora, 2012) thus it is a civic activity and a critical part of any democracy an action taken by a citizen to influence the outcome of a political issue. Political participation could also be explained as a set of activities that citizens perform to influence government's structured policies officials.

The many benefits of using X for political include granting citizens the opportunity to participate actively and get involved fully in the political discourse by adding their voices on issues posted on social media sites the platform also afford electorates a friendlier avenue of assessing the tenets of participatory democracy that sees the media as debate avenues which and tremendously the actualization of involvement in polities X and other social media platforms also offer orange of potentials for innovating governance and finding new ways of governing by creating an opportunity of listening to citizen's opinion pool online, thereby setting ideas about citizenry needs

including the possible reaction of people towards public decision- making processes. The platform equally provide politicians with the opportunity to be informally free with the public as politicians can reach the masses to assess the political atmosphere even before venturing into the campaign. This connection helps politicians to appeal to citizens communicate their humour, indicate their approachability as well as accessibility to the public, thereby making them seem more personable and in constant contact with their supporters from the foregoing discussion it is obvious that X has facilitated and enable political participation, however, this research work is set out find out the perception and uses of X and youth participation in 2023 general election in Nigeria.

1.2   Statement of the Problem

X have being seen as a platform for political participation people easily gain access to X and they are privilege to post issues relating to politics as well as declaring their political status. Mayfield (2010) attribute the social media capacity of boosting participation to it's connectedness and textual /audio-visual characteristics appeal for one, the facebook, X, youtube, whatsApp, GSM-SMS /call, blackberries service, e.t.c. have made political participation much easier, faster and even more cost effective than ever before.

However, there are many cases of political character assassination, fake political news discrimination, intimidation, privacy invasion and propaganda.

These issues have discouraged many social media users from participating in politics as they think that social media politics are not censored. According Dun (2018) in recent anecdotal evidence point to other emerging development in ways the social media may have been used recently in Nigeria political election process especially the Nigeria coubernatorial

elections that have different dates from other general elections for instance in Nov, 2017 the Anambra state, South East, Nigeria's, gubernatorial polls have been criticized for being characterized and associated with internet brigandage, fake news, social media nuisance, and character vilification majorly on facebook whatsapp and other social media platforms.

Therefore, this study seeks to investigate the contributions and the dark side of X for political participation in Nigeria with a view to close the gap in knowledge as regards the objective of the study.

1.3   Objectives of the Study

1. To determine the motivation behind the usage of x by the Nigeria youth for political participation during the 2023 general election.

2. To know the extent to which Nigeria youth make use of x for political participation during the 2023 general election.

3. To examine the degree to which x influenced the Nigeria youths' decision to support a candidate during the 2023 general election.

1.4   Research Questions

1. What is the motivation behind the usage of X by the Nigeria youth for political participation during the 2023 general election?

2. To what extent does Nigeria youth make use of X for political participation during the 2023 general election?

3. To what degree does X influenced the Nigeria youths' decision to support a candidate during the 2023 general election?

1.5   Significance of the Study

The study on the perception and uses of x and youth participation in 2023 general election in Nigeria will be a immense benefit to other researcher

who want to conduct similar research and other research work that are related to this to study.

Therefore, the study can be a good academic source for researcher, especially in Nigeria, where there is scanty of such literature this research will be used as a trusted academic source and pave the way for scholars, lecturers and students to know the influence of social media in political participation. It will raise the awareness of the people about either positive and negative impacts of social media on the political participation of students in Nigerian society it will also encourage students to use social media beneficially as effective communication tools as well as educational media to improve their knowledge and skills.

1.6   Scope and Limitations of the Study

This study is on the focus of evaluating the perception and uses of X and youth participation in 2023 general election in Nigeria, however, this study will be limited specifically to the youth student of kwara state polytechnic living in the Ilorin East Local Government of kwara state. It is just limited to find the students perception on the usage of social media for political participation.

Limitations

- **Financial constraints:**

Insufficient fund is one of the problems that impede the efficiency of the researcher in sourcing for the relevant materials, literature or information and in the process of day collection (internets and questionnaire).

- **Time constraints**

The researcher will simultaneously engage in this study with other academic work this consequently will cut down on the devoted for the research work.

1.7   Definition of Key Terms

1.   **Perception:** The ways in which something is regarded, understand or interpreted.

2.   **Youth:** This means the part of life following childhood, the period of existence proceeding maturity or age, the whole early part of life, from childhood, or, sometimes, from infancy, to adulthood.

3.   **X:** X is a social media platform that allows users to share short messages known as "tweets" with their followers.

4.   **Election:** The selection by vote of a person or persons from among candidates for a position, especially a political office.

5.   **Political participation:** Political participation means "citizens" involvement in the acts, events or activities that influence the selection of and/or the actions taken by political representatives.

6.   **Nigeria:** Nigeria is a multinational state inhabited by more than 250 ethnic groups speaking 500 distinct languages, all identifying with a wide variety of cultures.

CHAPTER TWO
LITERATURE REVIEW

INTRODUCTION

X is the preferred political social network for both researchers and user social studies consider it a medium that consolidates political communication, making it a little more innovative, because it facilitates the rapid transmission of short of short message and promotes the dissemination. On x, public institutions, political parties, social movement, and business organizations spread their opinions and establish peer communication with partners sympathizer, militants, or clients.

Political participation on X is an a global scale in brazil and South Korea, the use of x has increased among citizen and politicians, to the extent that this network play a role in deliberation and participation because of its easiness to share user-generated content (Kim & Park, 2012, Martins de Souza et al., 2017). In Spain, it was suggested to reflect on the desirability of shifting interest in television to the image management of politicians on x, because it extends contact between leaders and citizen (Quevedo-Redondoetal, 2016) in Nigeria and Turkey, politician who wanted to make their views available to broad audiences and ordinary citizen used x, which has led to a change in election campaigns and voter courtroom (Opeibi, 2019). In new Zealand, the use of x was specifically recommended for women politicians who wish to practice public relations and gain visibility (Fountar, 2017).

This research looks into the perception and uses of x and youth participation in 2023 general election in Nigeria.

Concept X

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

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

Despite government suspension, many Nigerians continued to access X using virtual private networks (VPNs) and other means in November, 2021, the government lifted the ban after X agreed to establish a physical presence in Nigeria and comply with local regulations, including the country's data

protection laws. Since the lifting of the ban, X has resumed its operations in Nigeria and many Nigerians have returned to the platform to continue with each other and sharing information. However, concerns remain about the governments continued efforts to regulate social media and control the narrative online (Anyanwu et al., 2022).

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

Overall, x has been an important tool for political engagement in Nigerian elections allowing citizens to participate in the democratic process and hold their leaders accountable. However, its impact on elections is not without challenges, particularly in terms of the regulation and moderation of political speech. X has also made it easier for Nigerian youths to connect with political figures and organizations, allowing them to voice their opinions on issues that matter most to them. This increased level of engagement has led to more youth participation in elections across the country (Maclean, 2022).

X has become an integral part of the Nigerian online space. It has seen a tremendous amount of growth since it was initially launched in Nigeria in 2011. Over the years, millions of youths have used X to stay updated with political news, share their views and opinions, and engage with others, X has

become a go – to source for many Nigerians who are looking for reliable information on politics, sports entertainment, and other topics. It has also given people from all walks of life and avenue to express their thoughts and feelings without fear of censorship or judgement (Nguyen, 2011). Today, X is one of the most visited websites in Nigeria, as it continues to be a hub for political updates and discussions.

FEATURES OF X

X is a social media platform that facilitates the sharing of short messages called tweets. If was created in 2006 and has quickly grown to become one of the most popular social media platforms in the world. Here are some of its key features:

1. **Tweets:** X's most significant features is the ability to send and receive tweets. A tweet is a message that is limited to 280 characters or less and it can include text, images or videos.

   Users can share their thoughts, opinions, newsand ideas in real – time.

2. **Following:** Users can follow other users and receive their tweets in their feed, following allows users to stay informed about what their favourite celebrities, companies, politicians, or friends are doing.

3. **Hashtags:** Hashtags are used to categorize tweets by topic. Adding a hashtag to a tweet helps users find related tweets, and it makes the tweet more accessible to a broader audience.

4. **Retweets:** Users can share or "retweet" other people's tweets to their own followers. This feature helps to amplify the message and improve the tweet's visibility.

5. **Like/heart button:** A like or heart button is used to show appreciation for a tweet without having to reply or retweet it. This feature helps users show support to their followers without clogging up their feed.

6. **Direct messages:** X has a messaging feature that allows users to send private messages to each other. This feature is helpful for long form conversation or for communicating sensitive information.

7. **Trends:** X uses algorithms to identify popular keywords and hashtags in real-time. Trends are listed on the platform's home page and users can click on them to see tweets related to the topic.

8. **Verification:** X offers a verification process for accounts that are deemed to be of public interest. A verified account is identified by a blue checkmark next to the user's name, and it is meant to signify that the users is authentic and trustworthy.

9. **Lists:** Users can create custom lists of X accounts to follow. Lists can be public or private and are helpful for organizing the people or topics that interest you the most.

X RISKS

Because information spreads quickly on X, there are risks some of these include the following:

1. Spread of fake news or disinformation: Information is posted in real-time. So it is hard to stop or slow down the spread when it comes to fake news. X launched the birdwatch program in 2021 to help limit tweets from spreading disinformation. Users should learn to spot disinformation and report these tweets. If needed X will review and then suspend accounts if necessary.

2. **X bots:** These computer programs tweet, retweet and follow other accounts. These fake accounts can build large follower bases for advertisers when users respond. They mimic human communication and can also spread disinformation or propaganda quickly.

3. **Harassment and negative comments:** This can affect both individuals and business.

4. **Data security and privacy:** X was hacked in July 2020 by cryptocurrency fraudsters. The scan included posting tweets from hacked accounts asking for people for bitcoin currency with the promise that X would double the money for a charitable donation. It scammed people out of nearly and 100,000. Hackers also get into accounts to post information from that person typically.

MEANING OF ELECTION

Election is one of the key components in democracy because they enhance government's accountability and encourage political participation. The election is one of the basic and crucial opportunities and elements of democratic government and governance. The election would be credible when rules, regulations and laws governing, the electoral process will be freely and fairly elected to represent the electorate (MOLLAH, 2016).

According to Dye (2001), election is defined as a major instrument for the recruitment of political leadership in democratic societies. It is the key to effective participation in a democratic dispensation and the means through which people give their consents to government.

Conforming to Abah and Nwokwu (2015, 15) election no doubt is one of the definition (conventionally) or indirectly (unconventionally) in the process of decision making and governance of the society. It is unconventional

when individuals informally participate using the informal institution to influence political decision and activities of the government. Traditionally, majority of citizens ordinarily participate politically in the electoral process or communicate with remain alphetic, because their votes do not count, party programs not really translated into actions, lack of multiple parties or candidates or even public hatred against the available candidates (Ibrahim et al., 2015:10).

However, election in Nigeria in terms of origin was introduced by the colonialists. In fact, election was unheard in African until the advent of colonial rule it was argued that electoral violence in this Nigeria body polity was traceable to the colonialists who resorted to the manipulation of election on the basis of ethnic lines for instance, in 1951 election in Kano, the candidates of emits. This allies suffered various forms of discrimination as they were not given free hand to hold public meetings; individuation and victimization of this highest order were meted out to them (Abah and Nwokwu, 2015:36).

TYPES OF ELECTIONS

There are different types or ways of electing leaders in a given community. These elections are:

1. **Primary Election:** This is within a party for those to contest for a particular post like President, Senators /House of Representative, Governors, Chairman e.t.c. are nominated within themselves. Primary elections is the election that is held within the political party to choose the party representatives at the ward, constituencies, state or national level.

2. **General Election:** These types of elections are held at same time all-over the country. In the general election all the candidate that are presented by the presented by the parties for each post now come out to contest in the general election, in this election everybody who are eligible to vote cast their vote for their candidate of their choice.

3. **Bye Election:** This is the type of election held to choose a candidate for a vacant post as a result of death or resignation of the former representatives. It is usually carried out in the ward or state where such happens.

4. **Run-off Election:** This is the kind of election that is carried out when there is no candidate that wins the election as directed by the law. It takes place after no candidate earned a majority in an election.

5. **Electoral College:** This is an indirect system to election. It is the election: It is the election in which the generality of the people vote to elect people who would in turn vote several times to elect the needed representatives.

6. **Direct Election:** It involves the voters casting their votes directly in a political election for candidates of their choice and that will represent them either in the executive or legislative without interference.

7. **Indirect Election:** It is a system whereby the legislators or local government units will form the body known as Electoral College. They will have to vote for the candidate of their choice as a result of the failure of the general elections to produce elected candidates.

QUALIFICATIONS FOR ELECTION

There are basic qualifications for elections. These are:

- Anybody that must contest in an election must belong to a registered political party.

- He/she must be an adult who is able to contribute to the welfare of the nation.

- Such as individual must have clean records within and outside the nation.

- He/she must be free from all bias, favoritism, ethnicity, preference.

- He/she must be a person who is ready to serve and not a person who wants to be served.

- He/she must be a person of high intelligent quotient.

- He/she must be a disciplined and ready through.

MEANING OF POLITICAL PARTICIPATION

Political participation means "citizens involvement in the acts, events or activities that influence the selection of and /or the actions taken by political representatives "(Okoro and Nwafor, 2013:33). It is the various mechanisms through which citizens express their political views and /or exercise their rights and influences on the political processes (Chatora, 2012). Thus, it is a civic activity and a critical part of a democracy: an action taken by a citizens to influence the outcome of a political issue. Political participation could also be explained as a set of activities that citizens perform to influence governments. Structured policies or officials through political participation, citizens can elect political representatives, who make policies in favour of the citizens who are the ultimate beneficiaries of social programmes put in place by the representatives. Political participation also entails citizens engagement

in the discussion of political and economic issues which serve as yard sticks for choosing would be leaders. It may also include assessing the capabilities of the incumbencies and advocating ways of memorizing societal bill for a more.

X'S POTENTIAL TO INFLUENCE YOUTH'S RESOLVE TO SUPPORT POLITICAL CANDIDATES SUPPORT POLITICAL CANDIDATES

Akinyemi & Mobolaji (2022) stated that social media platforms, including X, have played a significant role in shaping political attitudes and opinions. Studies have shown that social media platforms can serve as important sources of political information for young people X, in particular, has become a popular platform for political discussion and activism, especially among young people. According to study by the Pew Research Centre (Auxier & Anderson, 2021), 44% of 18 to 24 years – olds in the united stated use X and many of them engage with political content on the platform.

X can also help political candidates to reach younger audiences and engage with them directly. Candidates can use X to share their policies, connect with voters, and respond to questions and criticisms in real time. This can help to build a sense of trust and transparency with young voters, who often value authenticity and accessibility in their political leaders (Okocha & Dapoet, 2022).

However, the impact of X on youths' decision to support a political candidates is complex and multifaceted. Other factors, such as political ideology, social background and personal experiences, can also influence how young people perceive and engage with political content on experiences, can also influence how young people perceive and engage with political content on X. Additionally, the presence of echo chambers and filter bubbles on social

media can limit young people's exposure to diverse viewpoints and reinforce their existing beliefs and biases. Overall, while X can certainly influence youths' decision to support political candidates, it is prosperous country, political participation.

There, includes such activities as political discourse, political campaigns voter registration, voting, writing and signing of petitions, civil protests, public consultations, donating money towards elections, joining interest groups that engage in lobbying, political advocacy, monitoring and reporting of cases of violating of the electoral process such as fraud, rigging, intimidation, violence, monetary inducements, underage voting e.t.c (Abubakar, 2011:Gabson et al., 2005; Umwuchola et a., 2017).

X AVENUE FOR YOUTH MOBILIZATION AND POLITICAL PARTICIPATION

X, in recent times, has been a motivating factor in influencing Nigerian youth's participation in politics. The 2023 general elections in Nigeria are a testament to this fact in that politicians took a substantial part of their campaigns to the platforms because youths, who constitute more than 60% of the Nigerian population, are the major user based on World Bank Reports (2021). Also, Omeni (2022) examines the ways in which the EndSARS movement in Nigeria utilized the social media platform X as a tool for organization and mobilization.

By analysing tweets, retweets, hashtags, and user interactions during the height of the protects in October 2020, the study sheds light on the role that X played in facilitating communication and coordination among protesters. The findings suggest that X served as a crucial platform for spreading information, sharing personal experiences and amplifying voices of

dissent ultimately contributing to the success f the movement. The study provides insights into the ways in which social media can be used as a tool for social change and activation in the digital age unlikely to be the only or even the most significant factor in their decision-making process.

Political Participation and X

It seems that there can be no politics without electronics interaction in this digital age. A significant part of the literature has been devoted to understanding the political actions that are conducive to X or in some network. We are at a point where it is necessary to conceive and employ theorization that are in concordance with the digital age to talk about the online phenomenon of political participation some approaches to political participation that consider the electronic would are using tools that analyze interact in traditional media, resulting that the phenomenon is underes-timated and not scaled (Trejo-Delarbre, 2015). Nowadays, even the social groups that do not interact with the digital age are affected by the dynamic of social networks.

This does not mean that people around the world participate in the net-works. In fact, most do not. But everyone is affected by the processes that take place in the global networks of this social structure (Castells, 2012, p.51).

The degree of X-political codependency is so high that some academics conduct research with questions that would not even be considered in some geographic, for example, Stravs et al., (2016). Question "why do some senators use X more often than others"? (own translation. All research questions are credited to the knowledge. The spectrum establishes conditions where it is possible to follow the dialog on these two phenomena: political participation and X, necessary and relevant to better understand the reality of

our time. But the question remains about the daily political interaction that happens 24/7 on X between ordinary users, who are unknown to the public opinion.

Social Media and Political Participation

It is fair claim that social media has its disadvantages too. For instance, Calder's (2013) study assigned that "it is necessary to know the disadvantages of new media for political communication and we have to save political participation from this situation rather than to accept it". Mahmud and Amin (2017p.66) focused on the usage of online media in political activities among university students. The findings of the study show the relationship of online and offline political participation; however, compared with facebooks, email plays a small role in political discussion. Similarly, Schmiemaan (2015) examined SNS and political participation and concluded that facebook content shows a positive response regarding political participation. Gibson and MCAllister (2012) evaluated online social ties and political engagement and examined how online platforms increase political interaction. In addition, online interaction is enhancing similar bonds among unrelated bridging networks; they found that online social contact fosters offline participation following the trend in this research domain, Papagiannidis and Manika (2016) investigated political participation and engagement via different online and offline channels and found that new media and other online channels allow political participations to get involved in politics and express their opinion openly. Individual attitudes vary as do their digital media use and real-life political participation.

The use of internet and all other e-activities improves the knowledge of online users about politics and spurs political engagement, and the impact of

e-discussion, e-information and e-political campaigning. Their findings claimed that e-campaigning directly connects and engages internet users before and after elections (Cantijoch, cuts, & Gibson, 2012). Morco, Robles, and Antino (2017) also observed this political attitudes and engagement in the case of individuals on digital platforms in Spain. Study findings show significance difference between cognitive and effective components of attitude. Rainie Smith, Scholzman, Brady and Verba (2012) investigated social media and political engagement and found that 39% of adults in the united states used social media and one out of every eights adults used social media for civic and political purposes.

Social medial generated new trends for political participation and changed the patterns of political communication Siluveru (2015) endeavored to dig out the facts about social and digital media in political communication and concluded that social media is being used for the purpose of social relations and updating the users about happenings. Stieglitz, Brockmann, Xuan (2012) analyzed the usage of social media for political communication and found a strong relationship among politicians and social media users. In addition to that, due to SNS interaction between voters and politicians has improved significantly.

Biswas, Ingles and Roy (2014) examined the influence of social media in India, on voting behaviour, their results show that social media unites people within political parties. Storck (2011) revealed that activities used social media for collective action. Hellweg, (2011) examined politicians social media use to influence constituent perceptions and found that voters responded more positively to politicians' personal content rather than to their professional content. Similarly, Kailnes (2016) discussed facebookd as a

unique platform for interaction between political parties and voters; the study provides best practices to link with voters for political engagement. Raoof, Zaman, Ahmad, and Al-Qaraghuli (2013) studied social network systems as a tool for political change. Their findings clearly showed that social media was widely used as a communication network among candidates and voters, By providing information about politics, social media invites participation and mobilization and play a vital role in political education as well as the mobilization of the public in politics (Doris, 2014).

According to the latest statistics, Pakistan has 44.61 million internet users. Among these internet users, 37 million are considered as active users of social media. Among them, 36 million use facebook, 6.30million use instagram, 1.26million use X, 2.15 million use snapchat, and 5.10million use linkedin. Moreover, 41% users are between 18 and 24 years 36% people are between 25 and 34-years old. These statistics indicate that the majority of social media and internet users are young people in Pakistan (We Are Social, 2019). Another digital marketing company published latest report named Digital statistical indicators 2018 and claims that 44.6 million out of 198.9million are internet users, which is 22% of the total population. Mobile users are 109.5 million out of the total population and among them, 32 million are active internet and social media users from their mobile devices, which is just 16% of the total population. The majority of social media users are the young people both in rural and urban areas.

2.2 Theoretical Framework

2.2.1 Uses and Gratification Theory

Based on the fact that lies in the field of mass media and communication studies, the Uses and Gratification Theory (UGT) was employed as part of its theoretical framework. UGT is a popular approach to understand mass communication. This theory places more focus on the consumer, or audience, instead of the actual message itself by asking what people do with media rather than what media does to people (Leung and Wei, 2000). UGT was first proposed by Katzin 1959 and consecutive relevant studies were conducted by Katz, Blumer and Gueritch in 1974 (Houn-feandchi Hua, 2017). Based on the definition provided in Hui-fei and Chi-Huas recent study, UGT needs and knows which media can satisfy their needs. In other words, whether an audience uses a medium is determined by the latter's usefulness in providing information and is influenced by the audience motives.

This theory assumes that members of the audience are not passive but instead they implement an active role in interpreting and integrating media into their own lives. UGT is a framework that explains how and why people actively seek out for specific types of media (Phua et al., 2017). According to UGT, people receive gratification through media, which satisfy their information, social and leisure needs. Studies applying UGT have found that the individual differences of members of the audience including media self-efficacy, habitual behaviour, prior attitudes, and self-regulation. Serve to moderate their media selections (e.g., Humphreys, Uonpape and Karnowski, 2013; Larose and Estin, 2004). These media selections, in turn, lead to enhanced knowledge, social interaction, diversion escapism.

The relevance of this theory to the study is hinged on the fact that audience are active users as they implement an active role in interpreting and integrating media into their own lives. As an active user, audience uses social media platform (WhatsApp) and the internet to expand their knowledge and identify fake news distributed online. Audience achieves gratification through WhatsApp, which satisfies their informational, social and leisure need (Katz, 1959; Katz, e.t.c al., 1974). The audience selects media (WhatsApp) based on personal needs and knows the media can satisfy it, moreover, individual as an active and not passive audience; they interpret and integrate media into their liver. Social media users' behaviours (such as sharing fake news) reflects on their previous interests without being easily affected.

Using this theory to explains the study, it explain the motive of the Nigeria youth on their use of X as a media they can actually make use for participation during the 2023 general election.

2.3   Empirical Review

Funmilola O. Omotayo, Matthew B. Folorunso. This study investigated the use of social media for political participation, among youths in Oyo state, Nigeria; specifically, the types of social media used for political participation, the types of political activities social media are used for, as well as factors influencing the use of the media for political participation. Survey research design was adopted for the study. Data was collected through a questionnaire from 322 youths in three Nigerian universities finding reveal that social media was highly used by the youths for political participation facebook was the most used, followed by WhatsApp, instragram, X and Yahoo Messenger respectively.

Majorly, the youths used social media to participate in political advocacy, political campaigns, communicating with politicians, political discussions, monitoring and reporting electoral malpractices, public consultations, joining interest, and writing letters to public officials respectively. Perceived usefulness, perceived ease of use, subjective norms, and computer self-efficiency significantly influence the use of social media for political participation, which suggests that these factors could be considered when promoting the use of social media for political participation among youths. Given the growing popularity and penetration of social media and the way they influence people's lives, the empirical findings of this study add to understanding how and why social media use will function in motivating citizens to be involved in political activities.

Temple Uwalaka, the impact of social media in political participation among students in Nigeria Humanities and social sciences. Vol. 9, No. 5, 2021, pp. 145-154.doi: 10:11648/j.hss.20210905.13. The invention and rapid development of information and communication technologies (ICTs) has attracted considerable attention in theoretical and practical debates about the role of digital media in political participation. With the emergence of digital media, people in nascent democracies such as Nigeria have started using their online presence to engage in political discussions. This has led to an increase in political protests in undemocratic and developing democracies. While majority of previous digital activism and political communication research suggests positive relationships between digital media diffusion and socio-political protest, there is little research investigating the impact of social media use in digitally organized protest to long tern political participation and efficacy formation, particularly in young democracies such as Nigeria. This

study reports on a sequential explanatory mixed methods approach, consisting of a 680 face-to-face paper survey response and 34 semi-structural qualitative interviews of university students in Nigeria. Finding show that protest experience, and political efficacy significantly increased students' intention to join politics more than social media of the variables, political efficacy was the strongest predictors of intentions to participate in politics. In addition, the study demonstrates that the experience of collective and connective actions increase the likehood of further political participation among students in Nigeria. This study concludes with a proposed flowchart of political efficacy formation among students in Nigeria.

CHAPTER THREE
RESEARCH METHODOLOGY

3.0   Introduction

Research methodology simply refers to the practical "how" of any given pieces of research. More specifically, it's about how are researcher systematically design a study to ensure valid and reliable results that address the research aims and objectives.

This chapter covers the methodology adopted in gathering of relevant information needed for actualization of the objectives of the study. The chapter is therefore discuss under the heading of research design, area of the study, population of the study sampling size and sample techniques, instruments for data collection, validation of the instrument, method of data collection and analysis.

3.1   Research Design

According to Agbayewa 2003: Kerlinger, 1966 "Research design is the plan, structure, strategy and investigation adopted to obtain answers to a research question and control variance". Therefore, the researcher will adopt survey research method which will be based on a personally administered questionnaire. The aim of survey is to provide empirical data collected from a population of respondents on which valid conclusions can be made.

3.2   Population of the study

Nwodu defined population of the study as the total number of elements within a given environment which the researcher set out of the study.

Based on the undergraduate population of kware state polytechnic, this projects suggests that the Ilorin, kwara, specifically the students of mass communication. This includes both male and female either single, married,

divorced or separated, employed and unemployed student of the polytechnic. This implies that every element, subject, objects e.t.c. is capable of providing useful and relevant data in explaining a certain phenomenon of a given study.

3.3   Sample Size and Sample Techniques

Sample size are the collection of individuals, subjects, elements and so forth that a researcher intends to use for their study. Therefore, the portion of a population selected foe a study is known as sample size.

According to Aborisade (2008) in determining the sample size should be noted that the more heterogeneous the population, the more the sample size should be and the homogenous the population, the less the sample size who are the representatives of the population. In this research study, the researcher used (200) two hundred person as a simple size which serves as the representative of the population to draw more light on the project type and research method.

Sampling technique is a scientific process of selecting representatives as a study population. In this research, non-probability sampling technique specially purposive or judgement sampling is being used.

3.4   Research Instrument

Research instruments are said to be different tools or device, therefore, in this research, questionnaire is being used as the instrument for data collection. Questionnaire is mostly used in conducting survey and it is as important as the whole research itself.

According to Saadudeen (2015), questionnaire is used to determine the outcome of a research exercise. This study employs the usage of a close-ended question to formulate is questionnaire.

3.5 Validity and Reliability of the Instrument

Validity is a way or mechanism of determining that a certain instruments, variables or data can measure what they are designed to measure by a researcher while reliability on the other hand, is concerned with the consistency of an instrument in measuring what it is designed to measure. The instrument (questionnaire) use is valid because it the most appropriate instrument for data collection in survey study. According to Saadudeen (2015) questionnaire is the best option when a researcher is interested in studying a very large population as it offers uniformity in coding question.

3.6 Method of Administration of the Instrument

The administration of the questionnaire was carried out personally by the researcher, the questionnaire was sought permission of the lectures and administration of the questionnaire. The questionnaire contained questions which help the researcher personally collected the questionnaire immediately the respondents were through with the questions.

3.7 Method of Data Analysis

The responses of the questionnaire administered were statistically analyze by researcher using table format. The analysis was what the researchers used to eventually draw up a conclusion on the perception and uses of x and youth participation in 2023 general election in Nigeria.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0   Introduction

Data analysis is the most crucial part of any research. Data analysis summaries collected data. It is a process used by researcher for reducing data to a story and interpreting it to derive insights.

In this chapter data are organized into table so that statically and logical conclusion can be gotten frills the collected data and merit will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field. Doing this would enable easy, convenience clarity and vetted comprehension. The researcher present all the questionnaire items that would provide answers to the researchers identified problem and all presentations and analysis shall be in conformity with questionnaire items and responses.

4.1   Data Presentation

Data presentation is defined as the process to using various graphical formats to usually represents the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphs, charts e.t.c. However, the organization and presentation of data shall be according to questionnaire items and responses in the (20) twenty questionnaire items developed from the three framed researcher questions the researcher aimed that using them to provide answer to his topic problem.

A total of (100) one hundred copies of the questionnaire were produced and distributed to the researcher sample populace. All presentations are done

in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the tables.

Distribution Table

RESPONDENTS	FREQUENCY
Number of questionnaire distributed	100
Number of questionnaire returned	100
Number of discard	Nil
Number of questionnaire	Nil

From the above table it can be seen that the respondent were people of Ilorin. Number of questionnaire distributed were 100, the percentage was 100%, number of questionnaire returne d was 100, No of discard was Nil, number of questionnaire not returned Nil and number of questionnaire presented and analysed are 10.

Question 1: Do you have any X handle?

Table I

RESPONSES	FREQUENCY	PERCENTAGE (%)
Yes	60	30%
No	40	20%
Total	**100**	**50%**

Source: field work 2025

From the above, 60(30%) of the respondents have access to x, while the 40(20%) on the respondent does not.

Question 2: How do you assess it?

Table II

RESPONSES	FREQUENCY	PERCENTAGE (%)
Own Phone	95	47.5%
Parent phone	1	0.5%
Laptop	4	2%
Total	**100**	**100%**

Source: field work 2025

The table above shows that shows how the respondents access X as 194 (97%) of the respondents access it through their own phone, 1(1%) of the respondent access it through parent phone, while 5(5%) of the respondent access it through laptop.

Question 3: How often do you make use of it?

Table III

RESPONSES	FREQUENCY	PERCENTAGE (%)
Very often	85	42.5%
Quite often	10	5%
Not often	5	2.5%
Total	**100**	**100%**

Source: field work 2025

From the above table, it shows how the respondents often make use of X as 85(42.5%) of the respondents make use of it very often, while 10(5%) don't often make use of it while there is none of the respondent who does not make use of it all is 0%.

Question 4: Base on your experience on X is it a good platform for political participation

Table IV

RESPONSES	FREQUENCY	PERCENTAGE (%)
Yes	99	99%
No	1	1%
Total	**100**	**100%**

Source: field work 2025

The above explains the responses of the respondent to the question as 99(99%) of the respondent agreed that X is a good platform for political participation while 1(1%) of the respondent do not agree.

Question 5: How often do you use X for political participation

Table V

RESPONSES	FREQUENCY	PERCENTAGE (%)
Very often	65	32.5%
Quite often	30	15%
Not often	5	2.5%
Not at all	0	0%
Total	**100**	**100%**

Source: field work 2025

The above table shows how the respondents often make use of X for political participation as 65(32.5%) of the respondents make use of it very often, 30(15%) quite often, while 5(2.5%) don't often make use of it while there is none of the respondent who does not make use of it at all for political participation.

Question 6: X has become an increasingly important platform for political candidates to connect with voters and disseminate their message
Table VI

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly agree	85	42.5%
Agree	10	5%
Neutral	5	2.5%
Disagree	0	0%
Strongly disagree	0	0%
Total	**100**	**50%**

Source: field work 2025

The table above shows that 85(42.5%) of the respondents strongly agree with the statement that X has become an increasingly important platform for political candidate to connect with voters and disseminate their messages 10(5%) agree to it 10(5%) 5(2.5%) are Neutral, while none of the respondent disagree and strongly disagree with the statement.

Question 7: X has proven to be a source of news for youths
Table VII

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly Agree	65	32.5%
Agree	25	12.5%
Neutral	5	2.5%
Disagree	3	1.5%
Strongly Disagree	2	1%
Total	**100**	**100%**

Source: field work 2025

From the work above table 65(32.5%) of the respondent strongly agree to the statement that X has proven to be a source of news for youths 25(12.5%) agree to it 5(2.5%) are Neutral, 3(1.5%) disagree with it while 2(1%) of the respondents strongly disagree with it.

Question 8: X helps to bring political candidates closer to the youth

Table VIII

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly Agree	50	25%
Agree	25	12.5%
Neutral	10	5%
Disagree	10	5%
Strongly Disagree	5	2.5%
Total	**100**	**100%**

Source: field work 2025

From the table above 50(25%) of the respondent strongly agree X helps to bring political candidates closer to the youth, 25(12.5%) agree to it 10(5%) are neutral, 10(5%) disagree with it, while 5(2.5%) of the respondents strongly disagree with it.

Question 9: X is also used by the political candidates to gain the support of the youth during election

Table IX

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly Agree	55	27.5%
Agree	20	10%
Neutral	15	7.5%
Disagree	8	4%
Strongly Disagree	2	1%
Total	**100**	**100%**

Source: field work 2025

Table 9 show how respondents strongly agree with the statement that X is also used by the political candidates to gain the support of the youth during election as 55(27.5%) respondents strongly agree 20(10%), agree to it, 15(7.5%) are neutral, 8 (4%) disagree to it while 2(1%) of the respondents strongly disagree with the statement.

Question 10: X performs a crucial role in carrying out political activities during election

Table X

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly Agree	55	27.5%
Agree	20	10%
Neutral	15	7.5%
Disagree	8	4%
Strongly Disagree	2	1%
Total	**100**	**100%**

Source: field work 2025

Table 10 shows how respondents strongly agree with the statement that X is also used by the political candidates in carrying out political activities during election as 65(32.5%) respondents strongly agree, 25(12.5%) agree to it, 5(2.5%) are neutral, 3(1.5%) disagree with it, while 2(1%) of the respondents strongly disagree with the statement.

Question 11: X is mostly use and adopt by the youth in participating in political affairs due to it's low consumption of mobile data

Question 11:

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly Agree	75	37.5%
Agree	15	7.5%
Neutral	5	2.5%
Disagree	3	1.5%
Strongly Disagree	2	1%
Total	**100**	**100%**

Source: field work 2025

From the table above 75(37.5%) of the respondents strongly agree that x is mostly use and adopt by the youth in participating in political affairs due to it's low consumption of mobile data. 15(7.5%) of the respondents agree, 5(2.5%) remains neutral, 3(1.5%) disagree with this point while 2(1%) of the respondents strongly disagree.

Question 12: Open a room for the youth where they question their leaders about their policy

Table XII

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly Agree	50	25%
Agree	25	12.5%
Neutral	12	6%
Disagree	8	4%
Strongly Disagree	5	2.5%
Total	**100**	**100%**

Source: field work 2025

The table 12 above show how respondent respond to the statement that X open a room for the youth where they question their leader about their policy as 50(25%) strongly agree, 25(12.5%) agree to it 12(6%) remains neutral, 8(4%) disagree, while 5(2.5%) of the respondents strongly disagree with this point.

Question 13: X platform serve as the watch dog between the people and their representative on their political activities

Table XIV

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly Agree	54	27%
Agree	18	9%
Neutral	10	5%
Strongly Disagree	12	6%
Disagree	6	3%
Total	**100**	**100%**

Source: field work 2025

The table above shows that responses of the respondent to the statement above as 54(27%) strongly agree 18(9%) agree to it, 10(5%) remains neutral, 12(6%) strongly disagree while 6 (3%) disagree to the statement.

Question 14: X helps in promoting free and fair election

Table XV

RESPONSES	FREQUENCY	PERCENTAGE (%)
Strongly Agree	56	28%
Agree	18	9%
Neutral	14	7%
Strongly Disagree	8	4%
Disagree	4	2%
Total	**100**	**100%**

Source: field work 2025

The above shows the responses of the respondent to the statement X helps in promoting free and fair elections as 56(28%) strongly agree, 18(9%) agree, 14(7%) remains neutral, 8(4%) strongly disagree while 4(2%) disagree to the point.

4.1.1 Analysis of the Demographic Segment

Question 15: Distribution of the Age of Respondents

RESPONSES	FREQUENCY	PERCENTAGE (%)
18 – 25	70	35%
26 – 35	29	14.5%
36 – 45	1	1%
46 and above	0	0%
Total	**100**	**100%**

Source: field work 2025

In the above table, 70 respondents on (35%) fall between age bracket of (18 – 25) years and 29 respondents on (14.5%) fall between the age brackets of (26 – 35) years for the age bracket of (36 – 45) years we have 1 respondents on 1% and then 0 respondents 0% represents for age 46 years and above.

Question 16: Distribution of Sex Respondents

RESPONSES	FREQUENCY	PERCENTAGE (%)
Male	52	76%
Female	48	24%
Total	**100**	**100%**

Source: field work 2025

In the response to the question of the distribution of respondents according to their sex, 52 respondents representing 25.1% of the population are male while 48 representing 24% are female.

Question 17: Distribution of Religion

RESPONSES	FREQUENCY	PERCENTAGE (%)
Islam	60	30%
Christianity	40	20%
Total	**100**	**50%**

Source: field work 2025

The above table shows the number of respondents religion and from the table 60(30%) are Muslims religion while 40(20%) of the respondents are Christian.

Question 18: Martial Status

RESPONSES	FREQUENCY	PERCENTAGE (%)
Single	88	44%
Married	12	6%
Divorce	0	0%
Total	**100**	**50%**

Source: field work 2025

The table 18 above shows the marital status of the respondents. According to the table 88(44%) are single, 12(6%) are married while 0(0%) of the respondents is divorce.

Question 19: Occupation

RESPONSES	FREQUENCY	PERCENTAGE (%)
Students	90	45%
Civil Servant	5	2.5%
Traders	0	0%
Others	5	2.5%
Total	**100**	**100%**

Source: field work 2025

Table 19 above shows the occupation of the respondents according to the table 90(45%) are respondents for students 5(2.5%) are respondents for civil servants, 0(0%) none of the respondents are traders, while 5(2.5%) are those i.e. people with various occupation.

4.2   Analysis of Research Questions

Question 1: what is the motivation behind the usage of x by the Nigerian youth for political participation during the 2024 general election?

Table 4 answered the motivation behind the usage of x social media for political participation as it was gathered that in table 4 that (99%) of the respondents agree that x is a good platform for political participation while 1(1%) of the respondent do not agree therefore making them to be motivated in using x for political participation.

Table 6 also answered this research question one as it's relating to the motivation of using x for political participation as it was gathered that 85(42.5%) of the respondents strongly agree with the statement that x has become an increasing important platform before political candidates to connect with voters and disseminate their messages 10(5%) agree to it,

5(2.5%) are neutral, while none of the respondent disagree and strongly disagree with the statement.

Table 11 also answered this research question as it was gathered that 75(37.5%) of the respondent strongly agree that x is mostly use and adopt by the youth in participating in political affairs due to it's low consumption of mobile data, 15(7.5%) of the respondents agree to it 5(2.5%) remains neutral, 3(1.5%) disagree with this point while 2(1%) of the respondents strongly disagree.

Table 12 also answer this question as it was gathered that 54(25%) of the respondents strongly agree to it's statement that x open a room for the youth where they question their leaders about their policy as 25(12.5%) agree, 12(6%) remains neutral, 8(4%) disagree, while 5(2.5%) of the respondents strongly disagree with this point.

Question 2: To what extent do Nigeria youths make use of x for political participation during the 2024 general election?

Table 9 answered this research question as it was gathered that 55(27.5%) respondent strongly agree x is used by the political candidate to gain the support of the youth during election as 20(10%) agree to it 15(7.5% are Neutral, 8(4%) disagree with it while 2(1%) of the respondents strongly disagree with the statement.

4.3   Discussion of Findings

The purpose of this study is to examine the perception and use of x and youth participation in 2024 general election in Nigeria. The result obtained the statistical analysis in this study was used to provide an answer to this research study, as data were presented into table using simple percentage tabular

presentation in the chapter four of this study to provide 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 questionnaires were administered to the respondent and all the copies of the questionnaire were returned.

Our findings confined that x has become an increasingly important platforms for political candidate to connect with voters and disseminate their messages as 85(42.5%) of the respondents strongly agree with the statement 10(5%) agree to it, 5(2.5%) remain Neutral while none of the respondent disagree and strongly disagree with the statement.

We also discovered that x helps to bring political candidates closer to the youth as 50(25%) of the respondents strongly agree with the statement, 25(12.5%) agree to it 10(5%) are Neutral, 10(5%) disagree with it, while 5(2.5%) of the respondent strongly disagree about it.

It was also discovered that x performs a crucial role in carrying out political activities during election as 65(32.5%) respondent strongly agree, 25(12.5%) agree to it, 5(2.5%) are Neutral, 3(1.5%) disagree with it, while 2(1%) of the respondent strongly disagree with the statement.

We also discovered that x is mostly use and adopt by the youth in participation in political affairs due to it's low consumption of mobile data. 75(37.5%) of the respondents strongly agree to it. 15(7.5%) of the respondents agree to it, 5(2.5%) remain Neutral 3(1.5%) disagree with this point while 2(1%) strongly disagree to this statement.

It was also discovered that x open a room for the youth where they question their leaders about their policy as 50(25%) strongly agree, 25(12.5%)

agree, 12(6%) remain neutral, 8(4%) disagree while 5(2.5%) strongly disagree to this statement.

We also discovered that x helps in promoting free and fair elections as 56(28%) strongly agree 18(9%) of the respondents agree to it, 14(7%) remains Neutral, 8(4%) disagree, while 4(2%) of the respondent strongly disagree to this point.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   Summary

The research study is based on "perception and uses of x and youth participation in 2023 general election in Nigeria". 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 it's contents.

Chapter one is based on the background of the study with emphasis and explanation on the perception of the youth in using x to participate in politics. In Nigeria, x was a crucial platform for engaging youth in using x to participate 2024 general election. it provided a space for young Nigerians to discuss political issues, share their views and organize campaigns. Politicians also used z extensively to connect with younger voters making it a significant tool for political engagement during the election.

However, it's worth noting that in June, 2021, the Nigeria. Government suspended x operations, which could have affected it's role in the 2024 election depending on the timeline of the suspension and any subsequent developments. It also contains the statements of research problems, research objectives, and research question. Significant of the study and it's limitation with operational definition of key terms.

Chapter two of this research work explained the conceptual framework which helps in understanding and having more knowledge about the key concept of the study, the theoretical framework of the research applied by the researcher which is the Agenda settings theory uses and gratification (UGT) which helps in revealing that political parties and their candidates do make use

of x in other to manipulate the youth in supporting them and also to persuade them to participate in the electoral process of their country. It also contains the review of related studies which was done to explain the nature of different individual research work.

Chapter three of this research work however contains research methodology adopted in this study research resign, population of the study which are youth students population of kwara state polytechnic, Ilorin kwara, specifically the student of mass communication. Sample size which is (200), two hundreds and sampling technique which is purposive sampling techniques and instrument used in the research study was questionnaire that was administered amidst the sampling size of the population, it also clearly state validity and reliability of the instrument and along stated the method of data analysis.

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

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

5.2   Conclusion

The research study aimed at a finding out the "perception and uses of x for political participation among student for kwara state polytechnic, Ilorin".

The political participation is set to be the various mechanisms through which citizens express their political views and /or exercise their right and influences on the political processes. While social media is website and computer program that allow people to communicate and share information on

the internet using computer, mobile phone, or other communication gadgets, by this social media is set to support of stand as the medium where youths talk about any political discussion and also the development of the society. X has had a major impact on Nigerians' political views and opinion, the platform has allowed for greater access to information about candidates and their policies, as well as opportunities for political conversation among Nigerians. It also provides a space for citizen to express their views on current events and share ideas with others from across the country.

Based on our findings and the observation it was discovered x has candidates to connect with voters and disseminate their messages, watch dog, discussion of dispute, bringing of the political candidates and the youth together.

The youth believe that x performs a crucial role in carrying out political activities due to the ability to reach large number of youth so it's mostly used and adopted by the electorates in participating in political affairs due to it's low consumption of mobile data. The perception and uses of x serves as a vital platform for young Nigerians to engage in political discourse, share their views, and mobilized for the election. Despite challenges such as the suspension of x operations by the Nigerian government in June 2021, it's impact on youth participation in the election cannot be understanding moving forward, understanding the role of social media platforms like x in political engagement will be crucial for fostering greater youth involvement in Nigeria politics.

5.3   Recommendations

1.   There should be a comprehensive review of social media politics to ensure that they support freedom of speech.

2.   There should be an important digital literacy programs to educate young Nigerians on how to critically evaluate information they encounter on social media platforms like x.

3.   Development of initiatives aimed at increasingly youth participation in politics, both online and offline, leverage platforms like x to amplify their voices and concerns.

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QUESTIONNAIRE

We are students of the above-named institution conducting a final-year research.

Dear Respondent,

This questionnaire is designed to raise relevant information on the (uses and challenges of social media AS PR Tools among faith based student Association).

We will be glad if you respond to this questionnaire as your response will be of immense benefit to the success of this research study, all information supplied shall be used for mainly academic and educational purpose only.

Thanks.

Yours Faithfully,

INSTRUCTION: Please tick (√) as applicable to you.

SECTION A: DEMOGRAPHIC INFORMATION

1. **Gender:** Male (   ), Female (   )
2. **Age:** (a) 18 – 23 years ( ),   (b) 24 – 29 years ( ), (c) 30 and Above ( )
3. **Level of Study:** (a) ND I (   ), (b) ND II (   ), (c) HND I (   ),

    (d) HND II (   )

    (e) Others please specify (   )
4. **Marital Status:** (a) Single (   ), (b) Married (   ), (c) Divorced (   )

SECTION B: RESEARCHED BASED QUESTIONS

INSTRUCTION: This require research statement please tick (√) the option, Agree, Disagreed, Strongly Agreed, Strongly Disagreed and Neutral

S/N	STATEMENTS	SA	A	N	D	SD
5.	You often use social media					
6.	You spend many hours on social media					
7.	You spend more hours on social media than your studies					
8.	Social media is making it difficult for you to manage your time.					
9.	Twitter, Facebook and Whatsapp are the mad or social media you often use					
10.	Social media have it difficult for you to engage in many other things					
11.	You would be able to manage your time without social media.					
12.	Many phone users spend more time on social media they spend on many things.					
13.	Social media addiction has become unimaginable problem to many people.					
14.	You don't sleep early at night because of social media not Because of other things					
15.	Social media are often misused by people					
16.	You know what public relation is all about					

17.	Every Good association should have a functioning PR.					
18.	Public relations is a tool for maintaining good Images for association.					
19.	You belong to a faith based association on the campus.					
20.	Your faith-based association has a PR office.					
21.	The PR office helps the association to maintain good relations with you and other members of the association.					

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