

**ASSESEMENT OF THE IMPACT OF SOCIAL MEDIA ON THE
PROMOTION OF GOOD GOVERNANCE IN KWARA
CENTRAL SENATORIAL DISTRICT**

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Background of the study

The media over the years have been globally acknowledged as the watch dog of the society and their information/monitoring roles considered a sine qua non for democracy and good governance. Paradoxically, one can say social media can also be regarded as the 21st century tool of mass expression and watch dog of the society, the information production, dissemination and consumption role of social media can be considered as a sine qua non for democracy and good governance if properly utilized. Nigeria like most other democratic countries entrenched the principles of Good Governance as possible criteria for democratic governance in her 1999 constitution. The emergence of the Internet as the new mass medium of the 21st century now changes the mass media substantially. Information can be distributed at high speed, low cost, and broad scope and as a result, there is egalitarian access to the production and the consumption of news (Pratt and Stromberg, 2011)

The election of Muhammadu Buhari as president of Nigeria was hailed internationally as a historic transfer of power for Africa's most populous nation with social media playing greater role in influencing the free and fairness of the recent 2019 election. Social media with all their flaws had the power of immediacy. They

are also very participatory. In an election where you have citizens who are participating, they were also providing the news and information surrounding the elections. It was an empowerment of people through their votes, and also through their ability to disseminate information. That is not to say that traditional media didn't play a role. But the social media role was central.

The world is becoming increasingly connected via the power of the Internet; Facebook launched internet.org an initiative to gain even the most remote parts of society access to the World Wide Web. Political movements have begun to see social media as a major organizing and recruiting tool and the reverse can be said for society. Social media (done right) gives you all this because it's inherently a two-way communication system. Rather than getting brand messages, you get recommendations from friends in the form of re-shares and recommended posts, which de-commercializes the brand message. Social media is that space, the many tools helping to amplify the voices of average Nigerians, taking ordinary voices and making them extraordinary by bringing them to homes, offices, and places most of them would have probably never reached under different circumstances. It started out as a playground for mostly young jobless people.

Today, it has become the battle ground of what would arguably be the most competitive election in Nigeria's history. The advent of internet and technology has exposed majority of the global population to different interactive platforms on which

different kind of information is exchanged which might significantly have effect on human behaviour, decision and judgment (CES,2012). Social media are new information network and information technology using a form of communication utilizing interactive and user-produced content, and interpersonal relationships are created and maintained.

According to Eugene (2015) the popularity of getting political news from social media platforms is greatly increasing. A 2014 study showed that 62% of web users turn to Facebook to find political news. This social phenomenon allows for political information, true or not, spreading quickly and easily among peer networks. Furthermore, social media sites are now encouraging political involvement by uniting like-minded people, reminding users to vote in elections, and analyzing users political affiliation data to find cultural similarities and differences.

As social media gains more popularity and scope, its impact on voters' political and cultural perceptions cannot be underestimated as social media have enormous impact on good governance in Nigeria and also practically influences the way users interact, communicate and make decisions on social, cultural, and political issues in today's world. The social media has become a powerful medium which may affect voting behavior because of its potential to provide direct and cheap access to the production and consumption of current information at any part of the world without editorial filtering (Sunstein, 2001). Not only do social media provide information about political

affiliations, candidates and their party manifestoes, it also provides a platform through which voters across cultural divides can relate and interact with themselves on issues about these candidates. Social media can help taint the reputation of political figures fairly quickly with information that may or may not be true.

Information spreads like wildfire and before a politician can even get an opportunity to address the information, either to confirm, deny, or explain, the public has already formed an opinion about the politician based on that information. However, when conducted on purpose, the spread of information on social media for political means can help campaigns immensely. Open forums online have also been the root of negative and positive effects in the political sphere. Some politicians have made the mistake of using open forums to try and reach a broader audience and thus more potential voters. What they forgot to account for was that the forums would be open to everyone, including those in opposition. Having no control the comments being posted, negative included, has been damaging for some with unfortunate oversight. Additionally, a constraint of social media as a tool for public political discourse is that if oppressive governments recognize the ability social media has to cause change.

Today's social media has made the world a global village, with the quick transfer of information overriding the challenges of time and distance (Friedman, 2007). Social media has gradually become one of the important means of influencing the society and this influence is based exclusively on its social aspects of interaction and

participation. Nearly every political party in the country used social media to campaign and advance its plans, message and manifestos to supporters including advertising, mobilization and organizing in all the states of the federation, and even fundraising.

Facebook, YouTube and especially Twitter were used to let voters know how each party or particular candidate felt about important national issues ranging from security to power. Hence social media became powerful enough to influence voter decisions and choices as many voters who had fixed their minds and conscience on voting a particular party or candidate began to change their minds based on certain information or idea they got online about the party or candidate. Information gotten by a particular voter was also not static, as the same voter would use several internet tools and buttons to broadcast same message to other voters like him through medium such as blogs, Facebook, Nairaland, chat rooms etc. in order to influence them.

As a matter of fact social media has the power to bring about political participation, accountability and transparency, freedom of expression and lastly good governance if properly utilized. Therefore, this paper seeks to examine the effect of social media on good governance in Kwara State, it also clarify some basic concept and also justify the major argument of various scholar with a theory.

1.2 Statement of the Problem

Arguably, the use of social media in politics is widespread and shows no sign of abating. Furthermore, there is ample research to show the importance of social media in political movements. What is less studied is the use of social media in electioneering and democratic sustenance using the swot analytical strategy.

Nigeria, the largest democracy in Africa, is a secular and capitalist country. Here, election of representatives of people involves management of one of the mega events in the world. During 2015 general elections (The Nigerian general election of 2015 was the 5th quadrennial election to be held since the end of military rule in 1999), there were around 150,000 polling stations across the country. The electoral roll is a list of all people in the constituency who are registered to vote. Only those people with their names on the voting list are allowed to vote. The general elections ushered in new leadership in the two tiers of government in the country.

Apart from the other sources of information like the newspapers, magazines, radio and television, the social media were used as one of the viable medium which is interactive in nature. The social media offered some politicians an important platform in reaching many targeted electorates, especially the youths. The use of the biometric card readers' also bunks the idea that electronically coordinated voting is possible and

improvable. It is a statement of fact that social networking has become a very important tool for political mobilisation globally. It is gradually becoming a dependable tool in changing the opinions and influences of the public.

Realising the efficacy of this medium, some Nigerian politicians quickly embraced it and exploited it extensively for their political campaigns in the 2015 general elections. This study therefore investigates the role social media on good governance in Kwara state.

1.3 Objectives of the Study

The broad objective of the study is to assess critically the impact of social media on the promotion of good governance. The specific objectives of the study include the following:

- To assess the role of social media in creating political awareness
- To assess the influence of social media on the voting pattern.
- To find out if social media is an efficient platform for mobilisation for political participation
- To compare the advantages of social media over the other forms of media for political mobilization.

1.4 Research Questions

The following research questions were raised to guide the study:

1. What is the role of social media in creating political awareness?
2. What is the influence of social media on the voting pattern?
3. How has the social media been an efficient platform for mobilizations for political participation?
4. What are the advantages of social media over the other forms of media for political mobilization.

1.5 Scope of Study

This work is concentrated on the assessment of the impact of social media on the promotion of good governance. The study is particularly focused on Kwara State. The researcher will be using the case for examining the data collection. The study will not go beyond the objectives stated above.

1.6 Significance of the Study

This study will help to increase the knowledge about the effectiveness of social media on good governance in Kwara State. Users of social networks will also find the

findings of this study useful and informative in terms of the perception of Kwara State residents on the impact in which the social media play in good governance of the state.

Also, students and researchers who may want to carry out future research on similar topics will find this study as useful source materials for their work. Lastly, this research is useful for its contribution to knowledge as it will increase the literatures in media practices.

1.7 Operational Definition of Terms

Assessment: is the action or an instance of making a judgment about something.

Good Governance: The process of decision-making and are implemented. It is participatory, consensus oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive and follows the rule of law.

Impact: 'The actions of one object coming forcibly into contact with another' and 'a marked effect or influence'.

Promoting: Advance, promote, forward, further mean to help (someone or something) to move ahead. Advance stresses effective assisting in hastening a process or bringing about a desired end. Advance the cause of peace promotes suggests an encouraging or fostering and may denote an increase in status or rank.

Social Media: These are websites and applications that enable users to create and share content or to participate in social networking

Kwara: is a State in North-Central Nigeria, bordered to the east by Kogi State, to the north by Niger State, and to the south by Ekiti, Osun, and Oyo States, while its western border makes up part of the international border with the Benin Republic. Its capital is the city of Ilorin and the state has 16 local government areas.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Reveiw

2.1.1 The Nature and Meaning of Social Media

Social media is a means of interaction among people in which they create, share and exchange information and ideas in virtual communities and networks. Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, comment, discuss and modify user-generated content (Chiemela, Ovire, Obochi, 2015).

Kaplan and Haenlein (2010) defined social media as a group of Internet-based application that are built upon the ideology and technology of web 2.0 and allow the generation and exchange of its content. They refer to the internet-based social websites like the Facebook, MySpace, Twitter, etc. which allow users to interactively communicate with one another. Social media can also refer to those “web-based and mobile-based technologies which are used to turn communication into interactive dialogue between organizations, communities and individuals” (www.wikipedia). On the social media, the users are not passive like in the case of Television, Radio, and

Newspaper; rather they are active in the formation and exchange of information (Sweetser and Laricsy, 2008).

Typical examples of social media include Facebook, Twitter, Youtube, Google+, MySpace, Skype, Instagram, Flipagram, and Hi5. All these sites and applications have interactive options that facilitate broadcasting and rebroadcasting of information. Aside from these websites, there are also applications that people are even more accessible to on smartphones and androids.

According to Toivo-Think Tank (2012), the features are social networking and social interaction, participation, the use of social providers, openness, and collaboration. These features are linked to the six classifications of social media postulated by the same author. There classifications are: Social Networks (Facebook, Google+, Myspace, LinkedIn); Media Products Community (Youtube, Flickr, Slideshare); Blog Services (wordpress, blogger, Twitter); Information Community (Wikipedia and Wikispaces), which is also referred to as Collaborative Project; Virtual Community also called Virtual Game Worlds) includes Second Life and World of Warcraft; and Link Sharing Services (Digg and Diigo). The social media are a body of packages that users find attractive and even hard to do without.

In the same vein, (PLAC, 2012) adds that social media technologies take on different forms including magazines, internet forums, weblogs, social blogs, podcasts,

pictures, and video. Considering that social media come in diverse forms, Kaplan and Haenlein (2010) tried to classify social media into six distinct categories:

- Collaborative projects (e.g. Wikipedia)
- Blogs and microblogs (e.g. Twitter)
- Content communities (e.g. YouTube)
- Social networking sites (e.g. Facebook)
- Virtual game worlds (e.g. World of Warcraft)
- Virtual social worlds (e.g. Second Life)

2.1.2 Social Networking in Nigeria

Among all the categories of social media, it is pertinent to emphasise that the social networking sites are the most popular among Nigerians, especially the youths. A typical Nigerian has at least an account in some of these social networking sites. Here is a timeline to show the progress of the social networking world as posited by Laura (2010):

- Classmates.com (1995) is a social networking site created by Randy Conrad. The website helps users to find, connect and keep in touch with friends and acquaintances from school. Classmates have more than 40 million active members in the United States and Canada.

- Sixdegrees.com (1997) was named after six degrees of separation concept. It allowed users to list friends, family members and acquaintances and see their connection with any other user on the site. It was one of the first manifestations of social networking websites in the format now seen today. Sixdegrees closed in 2007. At its height, the website had about a million users.
- Friendster.com (2002) has more than 115 million registered users and more than 61 million regular visitors per global month. The web is also used for dating, discovering new events, bands and hobbies.
- Myspace.com (2003) was launched after e-universe employees with Friendster saw its potential and mimicked the more popular features of the social networking sites. MySpace became the most popular social networking website in the United States in 2006. The 100th million accounts were created on August 9, 2006.
- Facebook.com (2004) is the most popular social networking website boasting 350 million users globally. It was founded by Mark Zuckerberg who studied at Harvard University. The original concept of Facebook came from the colloquial name for books given out at the start of the academic year by universities to help students get to know one another better. Facebook is an online site, which requires users to register themselves and create a personal profile. A valid email address is the only requirement to join Facebook. Users can search for anyone on

Facebook and view the users' photo, but by default, can only see profiles and photo albums of other users in their own network. Within a profile, users can share interest, list work and education history, post photos, and publish notes by posting on "the wall." A news feed section shows all action such as photo/profile changes and wall posts of other users that have been added as "friends"; tagging the names of other users in photos enables those photos to also show up on the profiles of the "tagged individuals."

- LinkedIn (2003) is a business-oriented social network. Members invite people to connect instead of friends. LinkedIn is a contact management system as well as social network, and has a question and-answer section similar to Yahoo!
- Instagram which is a picture, image and video sharing site was also launched around the year 2010 and it now boasts of over 100million subscribers worldwide.

Interestingly, as put forward by (Uwem, Enobong & Nsikan, 2013), there are many Nigerianoriented sites which cater specifically for Nigerians. They include:

- Nairaland.com is also called "giant that till this moment". No Nigerian site has been able to push "Nairaland" aside since its establishment in 2005. Nairaland was opened to Nigerian users to give them a voice at home and provide massive resources for information.

- Naijaborn is a custom-built social network service that creates a searchable, detailed, user-generated database for the global Nigeria Community since 2009. It is a site which is used by many Nigerians and where their creative works are displayed. It features profiles of active members, a public user-generated blog, status update features and a place for users to upload music, arts and other media forms from their experiences. Technically, Naijaborn is a platform that strives to index Nigerian talents worldwide and make it easily accessible to the world.
- Naijapals is one of Africa's largest online social networking and entertainment communities which enable users to meet new people. It provides updates on Nigerian entertainment and metro news, gists, opinions, latest music, Nollywood movies, confessions and interactive discussion forum. Naijapal came into existence in 2007.
- Nigeriainconnect.com is the number one entertainment site for Nigerians in the Diaspora. It has a setup radio/TV for the users to link the homeland with news features, talk shows and commentaries. It was created by Marshall Anakwo in 2008

2.1.3 The Concept of Good Governance

Good Governance the African Development Bank (AfDB) policy paper, defines governance as a process referring to the way in which power is exercised in the

management affairs of a nation. In the 1992 World Bank report entitled Governance and Development, the term good governance is defined as the manner in which power is exercised in the management of a country 's economic and social resources for development. In the 1995 The Asian Development Bank (AsDB), policy paper called Governance: Sound Development Management, the AsDB defined good governance as the manner in which power is exercised in the management of a country's economic and social resources for development (Swapan, 2009).

Good governance can simply mean the effectiveness with which a government performs its work and promotes the public good. The public good is largely defined as enforcement of law and order, revenue collection, allocation of resources to meet specific demands, provision of infrastructure and promotion of human rights. Although democracy enhances good governance, the latter is not necessarily equivalent to democracy (Oketch, 2010). Good Governance is such a system which is practiced in economics, politics, and through the use of social resources. And it is such a work process in state management that civil society can express the opinion regarding the issues of concerning interest, legal rights, and differences of opinion and can participate in every issue of state. That means there exists less opportunity of effective participation of people in the existing governing system but in a good governance system, there exists manifold opportunities for the participation of people (Amada, 2014).

It gives precedence to greater involvement of the private sector and civil society in running the State, and therefore invites a rethinking both of how to govern and of the relationship between the State and society. The participation of as many citizens as possible in reaching, carrying out and monitoring decisions is an essential pillar of governance. This form of active citizenship has the advantage of making good the legitimacy gap affecting the traditional political elites and leads to participatory democracy. For citizens to be able to participate fully and effectively in decisions concerning their welfare, they must be informed and organized. This presupposes universal free access to basic education, freedom of association and expression, and the existence of an organized civil society (Dunu, 2013). This presupposes that access to information is free for those affected by the decisions and their implementation. Establishing and practicing good governance is conducive to a better human security climate in which people are less vulnerable to hunger, sickness, illiteracy, disasters, anarchy and violent conflict (Jens, 2010).

Looking at various literatures on the Good Governance concept, we could identify three strands of argument: 1. Proponents of the Good Governance agenda that sees it as a worthy goal and a means through which to impact economic growth and development. Their argument is aptly captured in this long quotation: In poorly governed countries, it is argued, corrupt bureaucrats and politicians baldly hinder development efforts by stealing aid contributions or misdirecting them into unproductive activities. It is unrealistically

long and not attuned to issues of sequencing and historical developments (Grindle, 2004; Booths, 2011) c) Good Governance ignores institutional variations across well governed states (Pitchett, 2004, Andrews, 2008).

The third stream of research raises questions about the causal effect of the quality of governance on various outcomes especially economic growth (Kurtz & Schrank, 2007a, 2007b; Khan, 2009). It is instructive to point out that current body of literature (Gerring 2001; Goertz,2005; Keefer,2009; Shirley,2010; Gisselquirt,201) have argued that good governance is a poorly defined concept and that future research should rather focus on the disaggregated components of good governance. This in part informs the structure of the discourse of this work. A critical consideration of the conceived differences surrounding the concept goes to point out the increased significance attached to the concept in recent times and also underscores the utility of the good governance components in development index across the nations and in the aggregate wellbeing of democratic governance of a country.

2.1.4. Element of Good Governance

2.1.4.1. Participation

Participation as an element of Good Governance implies the wide involvement of ordinary citizens in decision making and governance. According to UNESCO (2005)

document, participation is a crucial element for Good Governance in two ways: Participation by citizens in decision making process allows greater transparency and can help ensure that political decisions are adapted to the needs of the people and affected by them. Second, participation is important for democratic legitimacy, which depends on the investment people have as citizens in their own governing. Citizen participation in the act of governance is engendered by the media and other intermediate institutions.

2.1.4.2 Rule of law

The rule of law is the foundation of Good Governance. Good governance requires fair legal frameworks that are enforced impartially. The rule of law can be understood both as a set of practices which allow the law to perform a mediating role between various stake holders in society and as a normative standard invoked by members of society that demonstrate their assent to this principle (UNESCO, 2005). Indeed, the obvious demonstration of absence of Good Governance is the presence of arbitrariness and disregard for the rule of law. The rule of law is best seen as an ideal where impartial enforcement of laws is enthroned in every sector of the society.

2.1.4.3 Transparency

Transparency is often regarded as the openness of institutions, that is, the degree to which outsiders can monitor and evaluate the actions of insiders. The purpose of transparency is to allow citizens, to hold institutions, governments and markets

accountable for their policies and performances. Transparency is also defined as official business conducted in such a way that substantive and procedural information is available to and broadly understandable by, people and groups in society, subject to reasonable limits protecting security and privacy (Bellver & Kaufmann, 2005). Among the various elements of Good Governance, transparency is widely recognized as a core principle.

Underlying this assertion, we found that transparency is closely related to accountability and allows citizens to hold institutions and government accountable for their policies and performance and in this way reduce corruption in the polity. The root to transparency is provision of adequate information, since transparency implies sharing of information in an open manner.

2.1.4.4 Responsiveness

Good governance requires that institutions and processes try to serve all stakeholders within a reasonable timeframe, by responding to the grievances, needs and aspirations of the citizens.

2.1.4.5 Consensus oriented

There are several actors as well as many view points in a given society. Good Governance requires mediation of the different interests in society to reach a broad consensus in society on what is in the best interest of the whole community and how this

can be achieved. It also requires a broad and long-term perspective on what is needed for sustainable human development and how to achieve the goals of such development. This can only result from an understanding of the historical, cultural and social contexts of a given society or community.

2.1.4.6 Effectiveness and efficiency

Good Governance means that processes and institutions produce results that meet the needs of society while making the best use of resources at their disposal. The concept of efficiency in the context of Good Governance also covers the sustainable use of natural resources and the protection of the environment. Effectiveness and efficiency means that state institutions are functioning optimally according to the rule of law, thus tremendously enhancing the overall effectiveness of government.

2.1.4.7 Accountability

Accountability is a key requirement of Good Governance. Not only governmental institutions but also the private sector and civil society organizations must be accountable to the public and to their institutional stakeholders. Who is accountable to who varies, depending on whether decisions or actions taken are internal or external to an organization or institution. In general government is accountable to the society.

Accountability points to the responsibility of judging the practices of public administrators to determine their effectiveness in the execution of their public functions. It is a process of taking responsibility for decisions and actions by government and public service organizations, private sector companies, civil society institutions and organizations and by the individuals working in these institutions, firms and organizations. Accountability also includes how these individuals and institutions are managing public funds, and whether there is fairness and performance in all aspects in accordance with agreed rules, contracts, standards and fair and accurate reporting on performance results vis-à-vis mandated roles and/or plans (Jobarteh, 2012). One of the strengths of accountability is that it reduces the possibility of corruption in the polity to an almost zero level by reducing abuse of power by the State. Accountability includes various kinds of internal and external mechanism of scrutiny.

2.1.4.8 Equity

Equity is another feature of good governance. It is the principle requiring that no member of the community feels left out and that all groups, particularly the most vulnerable, are given the possibility of improving their lot.²⁶

2.1.5 Good Governance in the Media and by the Media

The question of whether or not the media can promote Good Governance depends on the media themselves. UNESCO (2005) publication on Media and Good Governance

clearly reveals what the media should be, and should have, in order to perform their duty effectively.

According to the UNESCO document the preconditions for the media to effectively contribute to Good Governance depend on these three elements: media freedom, independence and pluralism. Interestingly, the Center for Development Communication (2006) document echoed similar argument this way: To contribute to good governance, media should be editorially independent, free from any pressure and external interferences, and reflect the plurality of opinions and perceptions in order to truly help citizens to be informed, understand the issues at stake, make up their minds, and finally, judge events by themselves. The media must fundamentally be free from any kind of influence, particularly political, ownership, commercial or governmental control.

To effectively contribute to Good Governance, the media themselves must be credible example of Good Governance concept. First the media should uphold professional ethical rules set up through self -regulation, and constantly enhance professionalism, be accountable to the public in the way it informs, educates and entertains. In sum the media should recognize that they are accountable for their actions to the public, their profession and themselves (James, 2014). According to SCG (2006), the media must fight the 3Cs: corruption, collusion and cronyism. They must promote human rights, uphold the rule of law and keep the citizens constantly informed. What is obviously advocated here is that the media should shun unprofessional acts capable of jeopardizing the media in any way, and embrace professionalism at all cost. However, the

issue of professionalism continues to remain a critical area of challenge in relation to the contentions surrounding the journalism practice as a profession (Adaja, 2012).

2.1.6 Good Governance for the Media

For the media to function effectively they must enhance the creation and maintenance of a favourable legal environment or regulatory framework, which guarantees media freedom, independence and pluralism. However, we need to also point out that it is important for the country to as well provide an enabling environment for the media to investigate. That is an environment that is free from intimidation; detrimental media laws such as criminal, defamation laws etc (Dunu, 2013). The media practitioners have responsibility to the audience, to their profession and to the country.

There are two ways in fulfilling these obligations - professionalism and ethical conduct, in gathering and analysing information. In addition, there is also the need for infrastructure and organizational capacity and an adequate investigative capacity, without which the media would find it hard to satisfactorily accomplish the promotion of good governance (James, 2014).

2.1 7 The Effect Of Social Media On Good Governance

Various other studies have analyzed the benefits (and, in rare cases, the detriments) of the use of social media in governments. Especially transparency and accountability are

facilitated through the use of social media in and by governments (Abdelsalam et al., 2013; Bertot et al., 2010; Cho and Park, 2012; Cisar, 2003; Felten 2009; Hofmann et al., 2013; Kayani et al., 2011; Lee, 1989; Michaelson, 2011; Mossberger et al., 2013; Mundy and Umer, 2012; Osimo, 2008; Picazo-Vela et al., 2012; Zheng, 2013). It has the potential to reduce corruption, empower citizens in the sense of involving them in the decision making process, and enforce a system of checks and balances. These processes are dependent on the political will, which, drawing on Brinkerhoff (2000: 241), includes individual actors, organizations, the socio-economic system, the governance system, as well as the policies and activities that the various actors are involved with. Therefore, ICTs such as social media need to be accepted by the various actors in order that they can make a change regarding the current shortcomings in the government and governance.

As the case discussed here suggests, this is a critical process, since there are not only people who benefit from it, but also people for whom it may mean a loss of authority or influence to control decision-making processes. In order to understand the potential of social media in governance, the following chapter offers an overview of the concepts of governance, social media, transparency and accountability, and links them with Pakistan. It is also drawing on studies from other contexts and places to discuss the potential of ICTs to support good governance, transparency and accountability.

In recent times, world politics have witnessed lot of events, where social media played a significant role. Social media led to major overhauling of the world politics. On one side long standing regimes of dictators got buried under the weight of revolutions, spearheaded by internet connectivity and on the other hand voters got influenced by the campaigns on social media (Surjit and Manpreet, 2013). As the Internet has become ever-present, quicker, and ever more accessible to non-technical communities, social networking and mutual services have grown rapidly, enabling people to communicate and share interests in many more ways. (Oyesomi, et al.2014).

Modern inclinations and advancement in modern technologies seem to be eroding theglory of the mainstream media. Social Media mirrors the real world and is all about conversations. Social media facilitate the interactive web by engaging users to participate in, comment on and create content as means of communicating with social graph, other users andthe public. (Surjit and Manpreet, 2013). This implies that, social media has emerged as a major tool where citizens are able to talk about the issues of day to day life and also of national importance.

In 21st century, Facebook, and Twitter are not just innovations in the internet world, but are fast emerging as influencers and opinion creators. 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 2008 US presidential elections, many nations and politicians across the globe have continued to

embrace the platform to mobilize their citizens and candidates towards active participation in the political process.

The tactics employed by Barrack Obama in his presidential election campaign in the 2008 US elections has changed the rules of political communication and since then electoral campaigns have been more about social networking; using the existing and emerging social media platforms than the conventional approach which emphasized more of one-way communication with limited chances to generate feedbacks. (Okoro, and Kenneth, 2013). This singular event brought social networks into limelight especially Facebook which has now been turned to an advertising medium especially for Nigerian politicians.

2.2 Empirical Studies

Khazaeli and Stockemer (2013) evaluate the impact of Internet use on governance quality through analysis of Internet penetration rates in more than 170 countries and find that Internet penetration has a positive influence on governance practices regardless of regime types. The authors suggest authoritarian countries are likely to censor dissenting information online, but such practices will become increasingly difficult to maintain over time due to the development of anti-filter tools (Khazaeli & Stockemer, 2013). Hassidnand Brass (2014) investigate the role of media in government responsiveness to scandal as one aspect of governance in Kenya and China. Contrary to expectation,

authoritarian China is more responsive to public pressure addressing scandals than democratic Kenya, which indicates democracy and free media are important for government responsiveness to scandal, but free usually is necessary but not sufficient (Hassid & Brass, 2014). More studies are needed to explore governance from the field of communication studies.

In a research conducted by Ndirangu (2014) on “the contribution of mass media in promoting good governance through public participation in murang’a county: a case study of kangema ranet FM” states that achieving good governance requires the understanding and participation of every member of the society. However, it has been observed that for governance to be just and democratic, leaders more than any other sector of the society need to use their power responsibly and for the greater good.

Systems and procedures need to be in place that impose restraints on power and encourage government officials to act in the public’s best interests. The media, their roles, channels and contents, are considered powerful enough to make this achievement a reality (UNESCO, Good Governance, 2005).

Ndirangu (2014) also said that the Kenyan media have been in the vanguard in promotion and sustenance of the democracy we now have in the country. The struggle for independence was also pioneered and fought for by the media. But a great number of existing media channels in the country need to take up the responsibility of adequately

engendering better governance in our democratic polity. As the institution mandated to hold those in governance accountable, the media can effectively achieve this if they apply the basic principles of patriotism, accountability, transparency and objectivity in the discharge of their duties as well as to uphold the sanctity of truth and fairness at all times.

In effect, for the media to contribute to good governance, the media must embrace the principles of good governance themselves as a critical precondition for effectiveness in discharging their functions to the society. The watchdogs must watch themselves (Dunu, 2013). Community radio has proved to be one of the best media of communication and agenda setting at the grass-root level (UNESCO, Good Governance, 2005).

Also, Ezekiel and Peter (2014) assessed the use of radio and other means of information dissemination among the residents of Ado-Ekiti. It is a survey research employing descriptive research design of the survey type, the instrument used to collect data was questionnaire. The sampled population was one hundred and twenty residents of Ado-Ekiti (120) were selected to participate in the study using simple random sampling technique while the collected data was analysed using tables, bar chart, simple percentage and frequency count, mean and standard deviation. The findings revealed that radio is the most important instrument in information dissemination because it reaches larger percentage of the people irrespective of their location; it promotes the level of awareness

of the people on socio-political and economic issues and it also enable people to be adequately informed about programmes and activities of the government.

The cost of accessing information through radio, television and use of mobile phone were not expensive as shown by the study while that of internet, satellite and cable television were expensive. Radio was mostly used to access information followed by mobile phone, television, newspaper, social network, satellite and cable television followed by the internet. The three major problems facing the residents of Ado-Ekiti in accessing information were poor television signals, high cost of purchase, installation and subscription of satellite television and many cannot afford the cost of internet connectivity. It was concluded that more need to be done to improve accords of the residence of Ado- Ekiti to information most especially the internet and cable television.

The study proved the usefulness of radio to the listeners using radio messages to make decision and plan their affairs. Challenges that could reckless other medium of mass communication importance compared to radio importance are internet problems, a bad signal for the reception of satellite television, the cost of running print media, etc. Another important usefulness of radio is its ability to break language barriers. Many radio listeners are illiterates, even literate among them prefer radio programme broadcast in local dialects compare to a foreign language (Maina, 2013).

2.3 Theoretical Framework

2.3.1 Uses and Gratification Theory

Uses and gratification theory (UGT) is an approach to understanding why and how individuals actively seek out and use specific media to satisfy specific needs (Katz & Foulkes, 1962). Herzog (1944) used the term gratifications to describe specific types or dimensions of satisfaction reported by audience members of day time radio programmes. Subsequently, researchers became interested in why audiences engaged with various forms of media, such as listening to the radio and reading the newspaper (Wimmer & Dominick, 1994). UGT addresses how individuals choose media that satisfies their needs, allowing one to realise certification such as knowledge enhancement, entertainment and relaxation, social interaction and reward or remuneration (Ko, Cho, & Roberts, 2005).

UGT was one of the first approaches to consider the active role of the audience in media choice, suggesting that individuals actively search for identify with and employ media to fulfill specific gratification needs (Ku, Chu, & Tseng, 2013). This perspective recognizes that consumers are active, rather than passive, recipients of media. While a UGT perspective has been applied in the context of television and electronic bulletins (Leung & Wei, 2000), the rapid growth of the Internet and social media

platforms has created mediums in which a higher level of interactivity from users is required (Ko et al., 2005 ;Ruggiero, 2000).

The well-established theoretical perspective of UGT provides valuable insights into this new medium. As the underlying assumption of UGT is that users are actively involved in media usage, the theory has become increasingly relevant in studies of media channels that allow for consumer choice and interaction, such as social media (Ruggiero, 2000). Swanson (1987) advocated the need to understand the role of message content within UGT research.

Early research in this area indicated audience members seek and find different gratifications within media content, affecting consumption of the content. For example, entertainment and information gratifications, derived through the content of television programmes contribute to substantial increases in television viewing levels (Rubin, 1983).

Similarly, a UGT perspective has more recently been used to predict specific behaviours as a result of consumers' motivations for using social media sites (Smock, Ellison, Lampe, & Wohn, 2011). In social media, a brand's overt goal is to attract an audience by providing value, or gratification, through its content (Malthouse, Haenlein, Skiera, Wege, & Zhang, 2013). Content must therefore be designed in a way which creates value for individual consumers to build a stronger level of engagement and

facilitate value outcomes (Malthouse et al., 2013). Constructs based on the theoretical underpinnings of UGT, such as the need for social interaction, the need for entertainment, information seeking and sharing needs, and the desire for reward or remuneration have all been explored in recent literature that has investigated consumer choices of online and social media.

2.3.2 Agenda Setting Theory

Maxwell McCombs and Donald L. Shaw proposed this theory in 1972/1973. The major assumption of the theory is that the media set agenda for the public to follow. The theory holds that most of the pictures we store in our heads, most of the things we think or worry about, most of the issues we discuss, are based on what we have read, listened to or watched in different mass media. The media make us to think about certain issues, they make us to think or feel that certain issues are more important than others in our society (Asemah, 2011).

Wimmer and Dominick (2006) observe that the theory on agenda setting by the media proposes that the public agenda or what kinds of things people discuss, think and worry about is powerfully shaped and directed by what the media choose to publicize. This means that if the news media choose to give the most time and space to corruption, it will become the most important item on the audiences' minds. The implication of the theory is that the media can focus on the issue of corruption in Nigeria, and the people

will pay attention to it, since most of the things that members of the society worry about are the issues raised by the media.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

Research design is a blueprint of a scientific study. It includes research methodologies, tools, and techniques to conduct the research. It helps to identify and address the problem that may rise during the process of research and analysis. A research design also called a research strategy, is a plan to answer a set of questions (McCombes, 2019)

This study will adopt the descriptive survey methodology. The survey is a research technique which investigates, examines, assesses or evaluates the issues that constitute a research problem. Research design on the other hand, according to Osuala (2007), is “the process of arriving at dependable solutions to problems through the planned and systematic collection, analysis and interpretation of data.

However, as the name implies, a descriptive survey aims to describe a trend, condition or attitude. This means that what a descriptive survey sets out to study is mainly something contemporary that is, it seeks to explain something that exists at the moment. The underlying factor in a descriptive survey is that it is based on contemporary issues or occurrence (Nsikan and Uwem, 2014).

The use of survey research design is relevant in this research work because the methodology is suitable for the questioning of the researcher's sample size and will be able to provide the relevant information that will help the researcher to draw conclusions from the proposed sample population.

3.2 Population of the Study

Adeagbo (2011) says population is a set of all possible cases of interest on a research report. In most cases it is the group to which the researcher plans to generalize his research. Population of the study refers to the total number of the people involved in the study.

The study focuses on assessment of the impact of social media on the promotion of good governance in Kwara State and due to the wider reach of this social media, the researcher will only be covering five local governments out of the 16 local governments in the state. The population for the study are social media users in Kwara State. Data obtained from Nigeria Population Commission (NPC) and Kwara Bureau of statistics population (2016) the population of Kwara State is 3,192,893; this study only focuses Asa 168,300; Ilorin West 493,000; Ilorin South 282,500; and Ilorin East 276,700 (NPC 2016 estimated).

3.3 Research Method

Research approaches primarily help in defining the specific nature of the study objective, subjective or mixed. By considering these requirements, three common kinds of research approaches are a qualitative, quantitative, and mixed method. As per Ankiewicz et Al (2006) a qualitative approach purely deals with the non-numeric or subjective information, which is generated from different sources including both primary and secondary. It is relatively a simple and easy approach for researchers to complete the project at a constraint time while the lack of reliability reduces its significance for constructing an accurate study (Mangan, Lalwani, & Gardner, 2004).

In the case where accuracy is highly demanding, researchers believe on utilising a quantitative approach, which deals with the numeric data and produces empirical evidence to support the results and construct a strong investigative part of a research (Mangan, Lalwani, & Gardner, 2004). Conversely, to employ this research approach, formulation of hypotheses or the use of only objective information is essential, which is not found effective in every kind of research (as mentioned earlier). Those studies reliant on research questions and require the accuracy of results may adopt another approach called mixed method. In this, both kinds of information (numeric and non-numeric) is gathered that fulfils the need of a dissertation with efficacy (Ankiewicz, Swardt, & Vries, 2006). Although, it also can be a time-consuming process, but the reliability of the study becomes two-fold. Considering the need of current study and nature of the general

subject, it was essential to select a research approach that could be helpful in maintaining the unbiased facts.

For this purpose, the current research utilises a quantitative study since it could be helpful in generating effective results based on customers' perceptions gathered in numeric form. At the same time, it was considered essential for high accuracy of results through empirical evidence in a constrained time.

3.4 Sample Size and Sample Technique

A sample size can refer to a picked or chosen group under research area which reasonably embodies the entire population of attraction or concern i.e. a sample of population which has the attributes that are necessary to the study analysis or scrutiny. Making Use of the online format of the Taro Ya-mane formula, the sample size for this study was one hundred (100). The researcher selected participants' undergraduates from the market place, School halls, Religious Institutions, social centres in the Kwara State Polytechnic, Ilorin.

A multi-staged sampling procedure was employed in this study. The first stage, involved the purposive selection of different Local Governments Areas in the state, a combination of random and convenience sampling technique was conducted to select the LGAs. This study covers five LGAs, they are: Asa, Ilorin West, Ilorin East and Ilorin South Local Government Areas of the state. The next stage involved the random selection

of Districts/Wards: For Asa (Eiyekanrin, Abayawo, Temidire) were selected, for Ilorin West (Alore, Ogidi and Adewole), for Ilorin South (Balogun Fulani, Gaa Akanbi, Sango and Tanke) and for Ilorin East (Gambari, Oke-Oyi, Akerebiata) was randomly selected for the study.

The final stage involved the selection of sampling units from the selected Districts using convenience sampling method for ease of access to respondents from different streets in each District. This method was used to make final selection as respondents are difficult to track down from different streets. employing random sampling which will limit the administration of the questionnaire to certain level of respondents, would be an ineffective exercise.

3.6 Data Collection Instrument

Data collection tools refer to the devices/instruments used to collect data, such as a paper questionnaire or computer-assisted interviewing system. Case Studies, Checklists, Interviews, Observation sometimes, and Surveys or Questionnaires are all tools used to collect data. The main data collection instrument for this research work is questionnaire. Questionnaire was structured and designed in a way that afforded the respondents to answer the research questions appropriately and with all sense of belonging. The questionnaire comprised two parts or sections. “Section A” was embedded with

respondent's bio data in order to elicit responses on demographic details while "Section B" was concerned with questions relating to the research questions.

3.7 Validity and Reliability of the Instrument

Since the data collection instrument (questionnaire) is a standard instrument of gathering data. The researcher consulted the project supervisor to test the validity and reliability of the research tool before use by making adjustment where necessary, it gave accurate and unbiased data for effective and efficient analysis. Therefore, any findings arrived at is then be generalized.

3.8 Data Collection Method

The method of data collection for this research work was face to face or interpersonal administration of questionnaire by the researcher. Researcher sought the consent of the selected respondents and distributed the questionnaire for immediate collection depending on respondents' disposition.

3.9 Method of Data Analysis

Data analysis of the research work is regarded as one of the most crucial state where the responses were show cased. The technique for analysing the data collection for this research work was a simple statistic with the use of frequency and percentage and chart because it allows the simplicity and conformity with social science research.

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CHAPTER FOUR

DATA ANALYSIS

4.0 Introduction

This chapter contains the results of the survey conducted to to assess critically the impact of social media on the promotion of good governance. The chapter discusses the demographic profiles of respondents, analysis of research questions and discussion of findings.

4.1 DEMOGRAPHIC PROFILE OF RESPONDENTS

The major demographic characteristics in this study are respondents' age, gender, level of study and religion. The respondents' demographic profile of this study is presented in frequency and percentage format in Table 4.1

Question 1: Gender

Response	Frequency	Percentage
Male	25	25%
Female	75	75%
Total	100	100%

Table 1 = Response to Question 1.

On the table 1 above, 25 respondents (25%) were males, while 75 respondents (75%) were also females.

Question 2: Age Range

Response	Frequency	Parentage
18-25	50	50%
26-40	50	50%
41 and above	0	0%
Total	100	100%

Table 2: response to question 2

On table 17 above, 50 respondents (50%) fall within the age range of 18 – 25, also 50 respondents (50%) fell within the age range of 26-40, no respondents fall within the age range of 41 and above.

Question 3 = Religion

Response	Frequency	Parentage
Muslim	60	60%
Christianity	40	40%
Others	0	0%
Total	100	100%

Table 3: response to question 3

On table 18 above, 60 respondents (60%) were Muslims, 40 respondents (40%) were Christians and no respondents fall within others.

Question 4 = Educational Qualifications

Response	Frequency	Percentage
OND/NCE	75	75%
HND/BSC/BA	25	25%
MSC/MA/Ph.D	0	0%
Total	100	100%

Table 4 = Response to Question 4

On table 20 above, 75 respondents (75%) had attained OND/NCE, 25 respondents (25%) had attained HND/B.Sc/BA, while no respondents had attained M.Sc/Ph.D

4.2 ANALYSIS OF RESEARCH QUESTIONS

Question 5 = Activities on social helps to enhance people's participation in accelerating the work of the government in Kwara Central.

Response	Frequency	Percentage
Strongly Agreed	75	75%
Agreed	25	25%
Neutral	0	0%
Disagreed	0	0%
Strongly Disagreed	0	0%
Total	100	100%

Table 5 = Response to Question 5.

From table 5 above, 75 respondents (75%) Strongly Agreed that Activities on social helps to enhance people's participation in accelerating the work of the government in Kwara Central, 25 respondents (25%) agreed, while 0 respondents (0%) were Neutral, 0 respondents (0%) Disagreed and 0 respondents (0%) Strongly Disagreed with the position.

Question 6 = Social media helps to create awareness in the community regarding things to be done in drawing up government's budget and lengthy planning.

Response	Frequency	Percentage
Strongly Agreed	25	25%
Agreed	25	25%
Neutral	15	15%
Disagreed	25	25%
Strongly Disagreed	10	10%
Total	100	100%

Table 6 = Response to Question 6.

From table 6 above, 25 respondents (25%) Strongly Agreed that Social media helps to create awareness in the community regarding things to be done in drawing up government's budget and lengthy planning, 25 respondents (25%) agreed, while 15

respondents (15%) were Neutral, 25 respondents (25%) disagreed and 10 respondents (10%) strongly disagreed with the position.

Question 7 = Social media helps to scrutinize the budget of the state government in other to ensure transparency and accountability.

Response	Frequency	Percentage
Strongly Agreed	25	25%
Agreed	25	25%
Neutral	15	15%
Disagreed	25	25%
Strongly Disagreed	10	10%
Total	100	100%

Table 7 = Response to Question 7.

From table 7 above, 25 respondents (25%) Strongly Agreed that Social media helps to scrutinize the budget of the state government in other to ensure transparency and accountability, 25 respondents (25%) agreed, while 15 respondents (15%) were Neutral, 25 respondents (25%) disagreed and 10 respondents (10%) strongly disagreed with the position.

Question 8 = Social media influences the voting pattern of the people to a large extent.

Response	Frequency	Percentage
Strongly Agreed	45	45%
Agreed	40	40%
Neutral	5	5%
Disagreed	5	5%
Strongly Disagreed	5	5%
Total	100	100%

Table 8 = Response to Question 8.

From table 8 above, 45 respondents (45%) Strongly Agreed that Social media influences the voting pattern of the people to a large extent, 40 respondents (40%) agreed, while 5 respondents (5%) were Neutral, 5 respondents (5%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Question 9 = Social media is effectively promoting good governance through constructive government criticisms than other mediums.

Response	Frequency	Percentage
Strongly Agreed	25	25%
Agreed	25	25%
Neutral	50	50%
Disagreed	0	0%
Strongly Disagreed	0	0%
Total	100	100%

Table 9 = Response to Question 9.

From table 9 above, 25 respondents (25%) Strongly Agreed that Social media is effectively promoting good governance through constructive government criticisms than other mediums, 25 respondents (25%) also agreed, while 50 respondents (50%) were Neutral, 0 respondents (0%) disagreed and 0 respondents (0%) strongly disagreed with the position.

Question 10 = Social Media plays a relevant role in depicting the information that the people of Kwara Central need on government schemes and policies.

Response	Frequency	Percentage
Strongly Agreed	36	35.7%
Agreed	30	15%
Neutral	14	12.5%
Disagreed	10	10%
Strongly Disagreed	10	10%
Total	100	100%

Table 10 = Response to Question 10.

From table 10 above, 75 respondents (35.7%) Strongly Agreed that Social Media plays a relevant role in depicting the information that the people of Kwara Central need on government schemes and policies, 30 respondents (15%) agreed, while 25 respondents (12.5%) were Neutral, 20 respondents (10%) disagreed and 0 respondents (0%) strongly disagreed with the position.

Question 11 = Social media gives room for questions and answers between some government officials and people of the Kwara Central.

Response	Frequency	Percentage
Strongly Agreed	40	40%
Agreed	35	35%
Neutral	15	15%
Disagreed	5	5%
Strongly Disagreed	5	5%
Total	100	100%

Table 11 = Response to Question 11.

From table 11 above, 40 respondents (40%) Strongly Agreed that Social media gives room for questions and answers between some government officials and people of the Kwara Central, 35 respondents (35%) also Agreed, while 15 respondents (15%) were Neutral, 5 respondents (5%) Disagreed and also 5 respondents (5%) Strongly Disagreed with the position.

Question 12 = Social media talks about building strong civil society in the state to promote good governance.

Response	Frequency	Percentage
Strongly Agreed	25	25%
Agreed	25	25%
Neutral	15	15%
Disagreed	25	25%
Strongly Disagreed	10	10%
Total	100	100%

Table 12 = Response to Question 12.

From table 12 above, 25 respondents (25%) Strongly Agreed that Social media talks about building strong civil society in the state to promote good governance, 25 respondents (25%) agreed, while 15 respondents (15%) were Neutral, 15 respondents (25%) disagreed and 10 respondents (10%) strongly disagreed with the position.

Question 13 = Social media talks about situation of human rights and how government of the state can help protect this rights in Kwara Central.

Response	Frequency	Percentage
Strongly Agreed	25	25%
Agreed	25	25%
Neutral	15	15%
Disagreed	25	25%
Strongly Disagreed	10	10%
Total	100	100%

Table 13 = Response to Question 13.

From table 13 above, 25 respondents (25%) Strongly Agreed that Social media talks about situation of human rights and how government of the state can help protect this rights in Kwara Central, 25 respondents (25%) agreed, while 15 respondents (15%) were Neutral, 25 respondents (25%) disagreed and 10 respondents (10%) strongly disagreed with the position.

Question 14 = Social media initiate talks regarding different problems, potential and remedy of minor community and the less privileged in Kwara Central.

Response	Frequency	Percentage
Strongly Agreed	45	45%
Agreed	15	15%
Neutral	20	20%
Disagreed	10	10%
Strongly Disagreed	10	10%
Total	100	100%

Table 14 = Response to Question 14.

From table 14 above, 45 respondents (45%) Strongly Agreed that Social media initiate talks regarding different problems, potential and remedy of minor community and the less privileged in Kwara Central, 15 respondents (15%) agreed, while 20 respondents

(20%) were Neutral, 10 respondents (10%) disagreed and 0 respondents (0%) strongly disagreed with the position.

Question 15 = Younger generations are becoming more conversant with government activities due to the increase of political news posted on social media.

Response	Frequency	Percentage
Strongly Agreed	50	50%
Agreed	25	25%
Neutral	15	15%
Disagreed	5	5%
Strongly Disagreed	5	5%
Total	100	100%

Table 15 = Response to Question 15.

From table 15 above, 50 respondents (50%) Strongly Agreed that Younger generations are becoming more conversant with government activities due to the increase of political news posted on social media, 25 respondents (25%) agreed, while 15 respondents (15%) were Neutral, 5 respondents (5%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Question 16 = A communication platform such as Twitter and Facebook are persuasive, and often work to change or influence opinions when it comes to government policies.

Response	Frequency	Percentage
Strongly Agreed	35	35%
Agreed	40	40%
Neutral	15	15%
Disagreed	5	5%
Strongly Disagreed	5	5%
Total	100	100%

Table 16 = Response to Question 16.

From table 16 above, 30 respondents (30%) Strongly Agreed that A communication platform such as Twitter and Facebook are persuasive, and often work to change or influence opinions when it comes to government policies, 40 respondents (40%) agreed, while 15 respondents (15%) were Neutral, 5 respondents (5%) Disagreed and also 5 respondents (5%) Strongly Disagreed with the position.

Question 17 = Social media has democratized the communication space and removed traditional gatekeepers through its inherent participatory nature.

Response	Frequency	Percentage
Strongly Agreed	75	75%
Agreed	25	25%
Neutral	0	0%
Disagreed	0	0%
Strongly Disagreed	0	0%
Total	100	100%

Table 17 = Response to Question 17.

From table 17 above, 75 respondents (75%) Strongly Agreed that Social media has democratized the communication space and removed traditional gatekeepers through its inherent participatory nature, 25 respondents (25%) agreed, while 0 respondents (0%) were Neutral, 0 respondents (0%) Disagreed and 0 respondents (0%) Strongly Disagreed with the position.

Question 18 = Social media encourage business personnel so as they are able to spend a little portion of their profit in social service and to receive opinion from the people what they want to be done in their communities.

Response	Frequency	Percentage
Strongly Agreed	35	35%
Agreed	40	40%
Neutral	15	15%
Disagreed	5	5%
Strongly Disagreed	5	5%
Total	100	100%

Table 18 = Response to Question 18.

From table 18 above, 30 respondents (30%) Strongly Agreed that Social media encourage business personnel so as they are able to spend a little portion of their profit in social service and to receive opinion from the people what they want to be done in their communities, 40 respondents (40%) agreed, while 15 respondents (15%) were Neutral, 5 respondents (5%) Disagreed and also 5 respondents (5%) Strongly Disagreed with the position.

Question 19 = A large portion of posts on social media focused on politics.

Response	Frequency	Percentage
Strongly Agreed	60	60%
Agreed	25	25%
Neutral	10	10%
Disagreed	0	0%
Strongly Disagreed	5	5%
Total	100	100%

Table 19 = Response to Question 19.

From table 19 above, 60 respondents (60%) Strongly Agreed that A large portion of posts on social media focused on politics, 25 respondents (25%) agreed, while 10 respondents (10%) were Neutral, 0 respondents (0%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Question 20 = Social media help people of Kwara state to understand governance in the state.

Response	Frequency	Percentage
Strongly Agreed	75	75%
Agreed	25	25%
Neutral	0	0%
Disagreed	0	0%
Strongly Disagreed	0	0%
Total	100	100%

Table 20 = Response to Question 20.

From table 20 above, 75 respondents (75%) Strongly Agreed that Social media help people of Kwara state to understand governance in the state, 25 respondents (25%) agreed, while 0 respondents (0%) were Neutral, 0 respondents (0%) Disagreed and 0 respondents (0%) Strongly Disagreed with the position.

4.3 ANALYSIS OF RESEARCH QUESTIONS

Research Question One:

What is the role of social media in creating political awareness?

Table 15 analysed the role of social media in creating political awareness by revealing that 50 respondents (50%) Strongly Agreed that Younger generations are becoming more conversant with government activities due to the increase of political news posted on social media, 25 respondents (25%) agreed, while 15 respondents (15%) were Neutral, 5 respondents (5%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Research Question Two:

What is the influence of social media on the voting pattern?

Table 8 analysed the influence of social media on the voting pattern, by revealing how 45 respondents (45%) Strongly Agreed that Social media influences the voting pattern of the people to a large extent, 40 respondents (40%) agreed, while 5 respondents (5%) were Neutral, 5 respondents (5%) disagreed and 5 respondents (5%) strongly disagreed with the position.

Research Question Three:

How has the social media been an efficient platform for mobilisation for political participation?

Table 17 analysed how social media has been an efficient platform for mobilisation for political participation, by revealing how 75 respondents (75%) Strongly Agreed that Social media has democratized the communication space and removed traditional gatekeepers through its inherent participatory nature, 25 respondents (25%) agreed, while 0 respondents (0%) were Neutral, 0 respondents (0%) Disagreed and 0 respondents (0%) Strongly Disagreed with the position.

Research Question Four:

What are the advantages of social media over the other forms of media for political mobilization?

Table 9 analysed the advantages of social media over the other forms of media for political mobilization, by revealing how 25 respondents (25%) Strongly Agreed that Social media is effectively promoting good governance through constructive government criticisms than other mediums, 25 respondents (25%) also agreed, while 50 respondents (50%) were Neutral, 0 respondents (0%) disagreed and 0 respondents (0%) strongly disagreed with the position.

4.4 DISCUSSION OF FINDINGS

This research establishes the impact of social media on the promotion of good governance in Kwara Central. The concept of social media has been defined by various scholars based on their understanding and respective point of view. The concept of social media allows for an open web-based and user-friendly application which provides for new possibilities in the co-creation of content, social networking, the sharing of test and relevance, and aid connectivity and collective intelligence gathering.

In other words, social media provide for an open platform that permits friendly relationships and the ability to share information and consent with the hope of reaching a consensus on public issues. Social media involves the activities of online interactions for the sharing of interests and activities, or those who are interested in exploring the interests and activities of others. UNESCO has defined social media as the mechanism that fosters the human relationship through technology and allowing for better, faster and more constant social interactions among its users.

Social media has occupied a strong position in the process of disseminating information in today's modern societies. Its applicability for interactive sections in consensus and consent building in the governance process cannot be also underestimated. Social media or the news media has become the strongest check on the

government's power As the result of the proliferation of different types of social media platforms and the generality in usability among citizens, social media as aid governance process as the interaction between the government and its citizens are more easily accessible through these social media channels. In today's contemporary world, social media has become the world's new order as it serves as the major avenue in which different interest groups come together to form consensus and arriving at consent on a particular issue be it politically, socially and economically despite their geographical locations. The emergence of social media is quite a recent phenomenon and became popularized only when the Internet became ubiquitous and accessible to consumers worldwide, giving rise to the so-called Network Society .

The constitutive impacts of the power or influence of social media can be seen from the political crisis in the United States of American U.S.A during the Donald Trump administration and also to the ban of Twitter in Nigeria by the federal government . Social media has but negative and positive impacts depending on the side it confers. It was asserted that the negative factors that hinder social media usage in the governance process include the additional cost of using information technology to collect information that aid in organizing political rallies, civil protests, agitations for reforms on economic and social empowerment and to hold the elite accountable . It has helped in diverse ways in the sustenance and promotion of

governance due to its roles in ensuring accountability, transparency, responsiveness and equality in the governance process. Accountability, responsiveness and openness are constantly increasing through mobile connectivity which is made possible through social media.

Over the years, social media has served as a watchdog to the activities of government as for much government information is easily accessible and publicize for citizens consent and consensus. The access to information from legislative plenary, executive seating's and court rulings from institutions of government and organizational policies, budget, recruitment and services have been made more publicly due to social media which in long run aids good governance through transparency and accountability. The increase in the public usage of social media is taking the most dominant form of social movement on issues affecting the peculiarity or generality of people in the country

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CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Politics have evolved in recent decade with the advent of new technologies. Information sharing has become instant and especially with the advent of social media. The coming of these technologies brought new trend in election campaign. The ubiquitous access of these online devices has a democratizing effect as they offer citizens opportunities for more fully engagement in the political process which in turn lead to good governance. This means that voters have become more than just passive consumers of digital messages; they are now creators of the messages as seen in the just concluded 2023 general elections.

Despite its multifarious benefits in sustaining democracy and aiding good governance in anywhere across the world; social media portends huge threats to any state and her fledgling democracy. The massive use of the technology could result in loss of national sovereignty. It could also enhance cultural imperialism. The experience from social media use in Nigeria's 2019 general elections and the violence that precipitated the announcement of result as well as the drama witnessed in the Arab uprising in Tunisia, Egypt, and Libya shows that social media is a very volatile platform to trend politics.

However, the chapter one of this study which is based on the general introduction covers the background of the study, statement of the problem, aim and objectives of the study, research questions, significance as well as the scope of the study, while ending with the operational definition of terms. The chapter two which focused on the literature review covers the conceptual framework with particular emphasis on the concept, uses, benefit and effectiveness of online advertisement. It also covers the review of related studies as well as the theoretical frameworks.

The chapter three of this study which centered on the research methodology covers the research design, population of the study, sample size and sampling technique, reliability and validity, data collection instrument, analysis of data collection as well as the ethical consideration.

Chapter four of this work focused on the presentation of data analysis and analysis of research questions. While the last chapter covers the summary, conclusion and recommendation.

5.2 Conclusion

Social media such as facebook, Twitter serve as a tool of engaging and interacting with the public, organizing and mobilizing supporters, gathering voter, campaigns data, reaching the youth vote, how to vote, the use of card readers and others electoral devices. While the use of social media in 2015 general elections clearly provides important advantages to candidates, citizens and the public sphere also

benefit by having an easy method of acquiring diverse information on the election, a platform for organizing and gaining resources for meaningful participation in democracy, and a means to engage in public dialogue and interact with candidates. However, citizens should remain conscious of candidate's underlying motive for using Facebook and Twitter: to ultimately gain enough votes in order to win the presidential election. Social media have impacted on political participation, electoral awareness, transparency and accountability, promptness of information, political mobilization and finally resulted to good governance. More so, uses and gratification theory have justify this fact that with media openness people will have more responsibility to be part and parcel of production and dissemination of information this theory found it efficacy when we look at the role of the social media today.

5.3. Recommendations

The study also brought to the fore the problem of weak or no regulation of social media. To this challenge, the study suggests urgent review of media laws to address the technicalities involved in the newer technologies and that regulatory bodies should think of policy sub-sections on different types of media such as Facebook, blogging and Twitter. In the final analysis, the study strongly recommends greater adoption and use of social media in electioneering activities in Nigeria and establishment of strict monitoring mechanisms to minimize the inherent weaknesses and maximize the intrinsic values of

social media in electoral process in the continent. This we believe would go a long way in fostering transparency, accountability, sanity, and bring more decorum into the polity.

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Questionnaire

Research Topic:

Assessment of the Impact of Social Media on the Promotion of Good Governance in Kwara Central Senatorial District

Section A: Demographic Information

1. Gender: - ☐ Male - ☐ Female - ☐ Prefer not to say
2. Age: - ☐ 18–25 - ☐ 26–35 - ☐ 36–45 - ☐ 46 and above
3. Educational Qualification: - ☐ SSCE - ☐ OND/NCE - ☐ HND/BSc MSc/PhD
4. Occupation: - ☐ Student - ☐ Civil Servant - ☐ Private Sector Worker Self-employed - ☐ Unemployed
5. Local Government Area (within Kwara Central): - ☐ Asa - ☐ Ilorin East - ☐ Ilorin South - ☐ Ilorin West

Section B: Usage of Social Media

6. Do you use social media platforms? - ☐ Yes - ☐ No
7. If yes, which platform(s) do you use most frequently? (You may tick more than one)
- ☐ Facebook - ☐ Twitter (X) - ☐ WhatsApp - ☐ Instagram - ☐ TikTok - ☐ Others (please specify): _____
8. How often do you access social media? - ☐ Multiple times a day - ☐ Once daily - ☐ A few times a week - ☐ Rarely

Section C: Social Media and Good Governance

9. Do you believe social media helps in promoting good governance in your area?
- ☐ Yes - ☐ No - ☐ Not sure
10. In what ways do you think social media contributes to good governance? (Tick as many as applicable)

- ☐ Promotes transparency and accountability
- ☐ Increases citizen participation
- ☐ Spreads awareness about government policies
- ☐ Exposes corruption and misconduct
- ☐ Enables direct interaction with public officials
- ☐ Others (please specify): _____

11. Have you ever used social media to engage with government activities or public officials (e.g. complaints, suggestions, feedback)?

- ☐ Yes - ☐ No

12. How responsive do you think government officials are to public concerns on social media? - ☐ Very responsive - ☐ Moderately responsive - ☐ Not responsive - ☐ I don't know

13. Do you think information shared on social media influences political awareness and civic responsibility in Kwara Central? - ☐ Strongly agree - ☐ Agree - ☐ Neutral - ☐ Disagree - ☐ Strongly disagree

Section D: Challenges & Recommendations

14. What challenges do you think limit the effectiveness of social media in promoting good governance?

- ☐ Misinformation/fake news
- ☐ Poor internet access
- ☐ Low digital literacy
- ☐ Government censorship or restriction
- ☐ Apathy among citizens
- ☐ Others (please specify): _____

15. What recommendations can you suggest to enhance the role of social media in promoting good governance in Kwara Central?
