

Social Media or Television as Cure for Political Apathy among Nigerian Youths during Nigeria's 2023 General Elections

Authors : Igbozuruike Chigozie Jude, Agwu Agwu Ejem

Abstract : This research examines the comparative influence of social media and TV campaigns on youth participation in the 2023 general elections in Nigeria. It interrogates the roles played by these two media in influencing youth participation, especially youths in Nigeria, while revealing the factors that influenced their exposure to the media and their participation. The study employed a survey design of quantitative research method to gather the data for this study. Data was collected through a questionnaire from 300 youths in Lagos. The sample size was selected using a multi-stage cluster sampling technique. Social media was the most media that was rated to have had the most impact on youth participation during the election period with its political campaigns. The elaborate likelihood model was used to underpin the study. The study concluded that social media campaigns played a major role in political participation among the youth during the 2023 general election. It revealed how social media contributed to the youths' participation and influenced them to engage in common forms of political participation. The main recommendation of this study is that since the majority of the youths are between the ages of 18 to 35, the media should work on coming up with more content around the year to sensitize them about their political rights and enlighten them socio-politically so that they grow up to become responsible citizens in the country both politically and socially.

Keywords : social media, general election, Nigeria, political apathy, youth

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