

Investigating the Factors Leading to Utilization of Facebook and Twitter/X Sites by Youths at Elections Evening in Nigeria: A Case Study of 2023 General Elections

Authors : Abdullahi Garba Abu, Muhammad Bello Sada, Aminu Abubakar

Abstract : Facebook and Twitter/X platforms are preferred and largely patronized by Youths in Nigeria. The simplicity and popularity of Facebook and Twitter/X have made them preferred social networking sites for Youths to handle or execute different political activities in favor of their chosen candidates or political parties. This is largely related to their interest in using the platform for the purposes of participation in 2023 political activities and general elections. The two Social Networking Sites were used to vigorously pursue party activities on the eve of the 2023 general elections. Youths engaged the two platforms in campaigning for their candidates and political parties and succeeded in reaching a wide audience, shared the policies and manifestos of their parties, engaged with supporters and even posted advertising campaigns for specific demographics. However, the utilization of Facebook and Twitter /X platforms during the 2023 elections was largely seen in two lights: positive and negative lights/intentions. Therefore, this research investigates the motivating factors for which largely Nigerian Youths engage Facebook and Twitter platforms in political activities, with reference to the 2023 general elections. The research uses a survey method through which it reaches out to respondents from all six geo-political zones. The research found that Nigerian Youths utilize the two social media sites to campaign for politicians voluntarily based on their belief in the capabilities of the candidates. It also found out that Youths were lured into using Facebook and Twitter/X sites to campaign through tribal, religious, and ethnic factors. More so, the research found out that eagerness to share political materials in support of candidates made Youths in Nigeria share unverifiable content on Facebook and Twitter sites.

Keywords : Facebook, Twitter/X, Nigerian youths, 2023 elections

Conference Title : ICESSH 2025 : International Conference on Education, Social Sciences and Humanities

Conference Location : Bangkok, Thailand

Conference Dates : January 18-19, 2025