

**ASSESSMENT OF SOCIAL MEDIA ON GLOBALISATION OF CULTURE
(THE ASSESMENT OF TWITTER ON THE GLOBALISATION OF CULTURE)**

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ABSTRACT

This research focuses on the assessment of social media on the globalization of culture. Twitter as a social media platform was assessed on how Twitter has aided in the globalization of culture. In addition, the paper also study the effect of globalization on African and Nigerian culture. This paper also looks out the infusion of Nigerian music and artist and how globalization has pushed the Nigerian music out of the borders of Africa. This research study adopted the "Uses and Gratification" and "Technological determinism theories, as a theoretical framework for this study. The method used for this study was the survey research method, which the interview method was adopted. This study concluded that Twitter as social media platform has affected positive and close the distance gap that has led to the homogeneity of culture globally. It is also recommended that global leaders, global state and non-state actors should adopt Twitter as model in communicating and relating with people that will enhance peaceful co-existence between nations of the world.

Keynotes; social media, Mass media, Culture, Twitter, Globalization

INTRODUCTION

These days, information controls the entire globe. Information is one of today's most valuable resources, and communication is the mechanism by which it is delivered. Communication is the verbal and nonverbal exchange of meaning, ideas, and information with another person.

The ability of modern digital communication to minimize the gap between time and space allows for the compression of time, leading some people to conclude that local geography is no longer important (Harvey 2010). Also, because there are no longer any time or space restrictions, everyone may now access digital media, as opposed to simply a tiny audience in the past. All people now have equal access to the ability to create and disseminate

messages, rather than only the church, the state, and the federal government (Guo-Ming 2012).

GLOBALIZATION AND SOCIAL MEDIA

The process of integrating all human ties on a worldwide scale is known as globalization. Everything, everywhere, and every global occurrence are intended to become international affairs. These interactions are only constrained by physics and nature because the world is a continuous entity. Modern and current technology has significantly loosened these constraints. The growth and adoption of information and communication technology made the world a small, interconnected village. The advancement and maximizing of interest through a variety of applications effectively eliminated the limitations of space and time. The shortcomings in social media apps severely exploded globalization. Social networking apps gave everyone access to the entire world. It has made it possible.

The growth and adoption of information and communication technology made the world a small, interconnected village. The advancement and maximizing of interest through a variety of applications effectively eliminated the limitations of space and time. The shortcomings in social media apps severely exploded globalization. Social media apps have opened up more access to each person's foot's sole. Now that everyone may broadcast, they can all communicate with anyone in real time, no matter where they are on the planet. The growth and adoption of information and communication technology made the world a small, interconnected village. The advancement and maximizing of interest through a variety of applications effectively eliminated the limitations of space and time. The shortcomings in social media apps severely exploded globalization. Social media apps have opened up more access to each person's foot's sole. Now that everyone may broadcast, they can all communicate with anyone in real time, no matter where they are on the planet.

Social media's negative consequences, particularly those of twitter, on "globertiosim," or human globalization. More and more, global patriotism is replacing nationalism. Nowadays, the majority of people simply associate their national identification with their travel passport. Global interaction made possible by Twitter has aided in the understanding of different cultures. On the earth, everything that happens has a progressive impact on everything else.

LITERATURE REVIEW

As well as on-demand access to contact anytime, anywhere on any digital device, the phrase "new media" refers to interactions and generating participation around media content. Its beginnings can be seen in the second half of the 20th century. Globalization "occurs as a result of the advent of the new media technologies," claims Flew (2013) The article continued by stating that "globalization" encompasses more than just the growth of activity outside the boundaries of sovereign governments. Electronic communication between people has become faster all around the world.

According to Spurgeon (2010), one of the most important criteria for contrasting "new" technologically networked media with "old" mass media is interactivity. It is imperative to keep in mind that an interactive communication system can support a wider range of interactions and forms of conversation. However, Jenkins (2016) separates interaction and

participation as two aspects of communication. However, "interactivity" is a trait of non-human players. According to Jenkins, "interactivity" alludes to technical communication methods. closed networks. Participation is the urge to engage in cultural and social communication (Jenkins 2006).

The "new media" includes websites like MySpace, Facebook, Twitter, Flickr and other social networking or social media and sharing sites, blogs, video games, virtual worlds, mobile phones, text messaging devices, GPS devices, social media, which includes blogs (political blogs), networks (Facebook, Twitter, etc.), and video sharing, according to Paxson (2010). (YouTube etc.). Podcasts for audio sharing, smartphone websites (such as 2go), sharing of images or videos, and podcasts (Abubakar, 2011).

The use of the internet "signals a potentially fundamental shift in who is in charge of the information expanse and resources," according to Corteaus and Hoyness (2012). (WWW). Short message service (SMS), blogs, and social media platforms like Facebook, Telegram, Snapchat, Twitter, have revolutionized

It is imperative to recognize that other online engagement, communication, and collaboration methods are being quickly replaced by social media. Social media are internet- and mobile-based tools that make it easy for people to share and debate information, according to Abubakar (2011). It is therefore difficult to overstate how important social media platforms are to the sociocultural, economic, political, and technological advancement of any nation and its citizens. More importantly, universities with a focus on young people are promoting scholarship on social media platforms all over the globe.

However, Fiske (1990) argues that communication is crucial to the survival of our society. He claims that the first aspect of communication is the transmission of messages, which involves the use of communication devices and routes by transmitters as well as the encoding and decoding of messages by senders and receivers. Second, he describes it as "creating and exchanging meanings" or "interacting with text or communications to create meaning."

SOCIAL MEDIA PLATFORMS

The development and dominance of social media as the most important aspect of the internet resulted from the emergence and success of media websites and networks. The social media enable participation and interaction online and user-generated material. There are a ton of social media networks, including ones that are multipurpose, centered on dating, social interaction, and careers. There are many different social media platforms. The most widely used social media platforms are listed below.

- Facebook was founded in 2004 and has 2.8 billion users.
- YouTube was founded in 2005 and has 2.3 billion users.
- Twitter was founded in 2006 and has 396 million users.
- LinkedIn was established in 2003 and has 250 million users
- WhatsApp- 1.2 billion users founded in 2009
- Snapchat- 528 million users founded in 2011;
- Telegram- 350 million users founded in 2013;
- Instagram- 1.3 billion users founded in 2010
- Tik Tok- 723 million users founded in 2016;

- WhatsApp- 1.2 billion users founded in 2009;
- Facebook Messenger- 1.3 billion users founded in 2011;

TWITTER'S BACKGROUND

Using Twitter as a case study, this research seeks to assess how social media has impacted the globalization of culture. A medium for sending brief messages to large audiences was what NYU student Jack Dorsey had in mind when he first unveiled Twitter to the public in 2006. With about 500 million tweets sent each day, Twitter has developed into one of the biggest social media platforms today. Through a variety of channels, Twitter has aided in the fusion of cultures and globalization. For instance, after George Floyd was killed in 2020, the platform significantly contributed to the "end police brutality" campaign. This worldwide trend sparked protests and even gave rise to the "End Sars" campaign in Nigeria. Twitter has also made it possible for people to interact with one another anonymously on a global scale across various races, cultures, and nations. Because young people use the platform primarily, it has influenced the cultures and ideals of these groups. Twitter has facilitated the exchange of norms and values by removing geographical barriers and transforming the world into a global community. Twitter has significantly aided in the cultural internationalization process. The platform has enabled the exchange of knowledge, concepts, and viewpoints on a global scale, dissolving distances and fostering international ties. Using hashtags on Twitter has given people a forum to discuss and share ideas, allowing them to form opinions based on what they read and hear from others.

TWITTER'S IMPACT ON GLOBALIZATION

Globalization in the context of this essay refers to the fusion of perspectives from around the globe. Borders between countries have been removed by globalization, and they most likely always will be, allowing for interconnectedness. For instance, it would have been challenging to communicate with someone across the country 20 years ago. But in the modern era, you can have conversations and have conversations with people from all over the globe. Globalization is influenced by many variables, some more so than others. The internet is one of the more apparent ones. not just the webpages that make up the internet but also the social media platforms. Using hashtags creates an instant platform for discussion subjects and ideas related to that hashtag. This generates conversation and enables people to develop opinions based on what they read and hear from others. Twitter has also made it possible for people from various backgrounds to engage closely with one another by facilitating the exchange of cultural norms and values. This has aided in removing barriers between cultures and bringing people together, making the globe appear smaller and more interconnected. Twitter has additionally been instrumental in social and political movements, amplifying voices and bringing attention to problems that impact people all over the world. For instance, following the murder of George Floyd in 2020, Twitter was crucial in spreading the "end police brutality" movement, which sparked demonstrations and movements all over the world. Through the exchange of information, ideas, and views, the dismantling of cultural barriers, and the promotion of interconnectedness between nations, Twitter has significantly aided in the globalization of culture. The platform has made the world seem smaller and more connected by facilitating the sharing of cultural norms and values. It has also been instrumental in social and political movements.

Twitter has significantly aided in the rapid and extensive dissemination of information, ideas, and views across borders, which has contributed to the process of globalization. The following are some significant ways that Twitter has impacted globalization:

- **Eliminating geographical barriers to communication:** Twitter enables users to connect and converse with one another no matter where they are physically located, facilitating information sharing and global collaboration.
- **Increasing the prominence of marginalized voices:** Twitter has provided a forum for marginalized communities and individuals to share their views and experiences with a larger audience even though they may not have had access to mainstream media.
- **Promoting global conversations:** Twitter has enabled the development of international discussions and debates on a range of subjects, bringing together individuals from various cultures and backgrounds and promoting greater understanding and empathetic behavior.
- **Promoting transparency:** By giving citizens, journalists, and whistleblowers a platform to share information about wrongdoing, Twitter has been used as a tool for holding governments and companies accountable.

By dismantling communication barriers, amplifying marginalized perspectives, fostering global conversations, and promoting transparency, Twitter has overall significantly shaped the discourse and path of globalization.

WORLD TENDING ISSUE

Twitter has had a significant impact on the globalization of information and ideas by facilitating the quick dissemination of hot subjects around the globe. Twitter has made it simpler for people to connect and share their perspectives regardless of geographical boundaries, with an estimated 288 million active users and increasing. Twitter has helped a number of global trending topics acquire traction, including #OccupyWallStreet, #Kony2012, #BringBackOurGirls, and #EndSars. International barriers have been broken down and discussions on subjects that transcend borders have been made possible by the platform's concision and user-friendliness. Twitter has given individuals all over the globe a platform for expression, a voice, and the ability to spark a movement. The hashtag feature has made it possible to debate many different topics quickly and widely. There is no disputing Twitter's influence on the world, which has increased discourse and altered how people perceive and respond to pressing issues. The reason it is significant is because it has fundamentally changed how we communicate and remain informed, making it more current than ever.

WORLDWIDE EFFECTS OF TWITTER

Women's and girls' rights:

Emma Watson, an actress and UN Goodwill Ambassador, introduced the HeForShe campaign in September 2014 as a global effort to involve men and boys in the fight against gender inequality. Within a few weeks, well-known people tweeted their support and encouraged others to join the campaign, including Harry Styles and Barack Obama. The word "Feminist," which was previously associated with negativity, has since gained widespread acceptance. The kidnapping of 276 Chibok girls by Boko Haram was brought to the public's notice that same year through a second Twitter campaign called #BringBackOurGirls. In a matter of weeks, the hashtag was tweeted millions of times, raising awareness of the problem on a worldwide scale. The Nigerian lawyer behind the

#BringBackOurGirls campaign contends that Twitter helped draw attention to a significant problem that would have otherwise gone unnoticed, even though some may question the efficacy of "clicktivism."

Geopolitics:

Twitter has been transforming how people and elected officials interact and take part in the democratic process. There has been a growing "democratic deficit" due to declining voter participation and involvement in many nations. Studies corroborate Twitter's role in fostering the spread of pro-freedom and pro-democracy messages as well as in giving demonstrations a boost in momentum, which has helped to address this issue by offering a new platform for political involvement. This has occurred during protests in the Middle East and North Africa as well as in nations like Europe and Africa.

World Hunger:

Twitter is frequently viewed as a venue for pointless babble, photos, and images of food. But it has demonstrated its capacity to galvanize support for significant causes and bring people together for a shared good with campaigns like #MealForAMeal and #NoMakeUpSelfie. For instance, the #NoMakeupSelfie campaign raised millions of dollars for cancer research, while Virgin's #MealForAMeal campaign gave over 300,000 meals. These instances show how Twitter and other social media platforms can unite people and advance vital causes.

TWITTER'S PARTICIPATION IN SOME AREAS OF GLOBALIZATION

- **Politics:** Through movements like #blacklivesmatter and #BringBackOurGirls, Twitter has been crucial in bringing attention to and encouraging group action.
- **Relationships:** Twitter users have the option of following other users without their consent, which can result in a form of online harassment. By requiring users to express private emotions in public, it also promotes intimacy and openness, turning intimate relationships into performances for the general public.
- **Business:** Twitter gives companies and their customers a two-way communication channel, allowing customers to readily voice complaints and companies to respond right away. Additionally, it offers chances for market research and enables devoted customers to promote the business by telling others about it.
- **Celebrity Culture:** The way star culture functions has changed as a result of Twitter. It enables fans to watch celebrities' daily lives and get in touch with them directly without management oversight, resulting in a less static and more dynamic image for celebrities. Nigerian music and performers are becoming more well-known and influential on the international stage. By working with foreign musicians, Nigerian musicians like Wizkid, Davido, Burnaboy, Tems, and Tiwa Savage are establishing themselves as artists and shattering cultural boundaries. Emerging musicians can share their music with a worldwide audience on websites like Twitter, which raises awareness of Nigerian music. The popular song "Buga" by KissDaniel and Tekno, which was played on international radio stations and served as one of the 2022 World Cup's theme songs, is a prominent example of this. Burnaboy's "Twice as Big" and Wuzkid's "Made in Lagos" were both nominated for Best Global Music Album at the 2021 Grammy Awards. This is the fourth year in a row that Afrobeats has been honored at the Oscars. The first Afrobeats radio station in the UK, Beat

London 103.6 FM, debuted in 2016 as a result of Afrobeats' popularity in the UK and Europe. With over 2 billion streams, Drake and Wizkid's "One Dance" has become the most streamed single of all time, establishing Afrobeats as a significant musical subgenre. Hip-hop, reggae, fuji, juju, apala, galala, konto, lamba, makossa, soukous, and amapiano are just a few of the musical genres that have influenced afrobeats. The percussion, with its aggressive drums, snares, shakers, and occasionally chaotic blends, is what gives this music its soul.

GLOBALISATION OF AFRICAN CULTURE VIA TWITTER

In recent years, African culture has undergone different forms of globalization, with social media playing a significant role in its dissemination and promotion to the rest of the world. A particularly effective tool for promoting African culture and the variety of African experiences and views is Twitter. Twitter is widely used in Africa, making it possible for local artists, musicians, and cultural figures to showcase the continent's rich cultural heritage and connect with a worldwide audience.

Music has played a significant role in the globalization of African culture via Twitter. African music has a long and varied past that includes traditional, folk, and contemporary genres. Twitter has made it possible for African artists to interact with fans all over the world and reach a larger audience. Twitter has been used by African musicians to interact with fans, post music videos, and promote their most recent albums. For instance, Wizkid, Burna Boy, and Davido have all used Twitter to interact with their fans and promote their music. Twitter has also been used by African musicians to work with other artists and promote their music at festivals and concerts around the world.

Twitter has also contributed to the globalization of African culture by promoting African apparel and design. African clothing has a long past and is known for its use of bold patterns, bright colors, and distinctive designs. Twitter has been used by African designers to promote their most recent collections, offer guidance on dressing well, and interact with fans and clients. African fashion designers have also used Twitter to interact with foreign designers and take part in global fashion events like New York Fashion Week.

Twitter has been an effective instrument for promoting African storytelling and literature. African literature has a long past that includes written works, oral traditions, and contemporary literature. African authors have engaged readers on Twitter, shared their most recent works, and promoted African literary culture. Twitter has made it possible for African authors to reach a larger audience and showcase the variety of African experiences and viewpoints. Twitter has also been used by African authors to engage in global literary events and work with authors from other countries.

African chefs and food enthusiasts have used Twitter to showcase the variety and richness of African cuisine, further promoting its globalization. The use of spices, unusual ingredients, and conventional culinary techniques define African cuisine. African chefs have interacted with food enthusiasts from around the globe and shared recipes and cooking advice on Twitter. African food bloggers have also made use of Twitter to showcase the diversity of African cuisine and market their most recent recipes.

In conclusion, Twitter has had a big impact on spreading awareness of African culture around the globe. Twitter has played a huge role in the globalization of African culture in a variety of areas, including music, fashion, writing, and cuisine. The platform has made it possible for African musicians, authors, artists, and other cultural figures to connect with

a larger audience and showcase the rich cultural legacy of the continent. Twitter has facilitated connections between African cultural aficionados and has promoted the variety of African experiences and viewpoints. Twitter's widespread usage has made it possible for African culture to expand its viewership and keep growing in novel and exciting ways.

GLOBALIZATION'S EFFECTS IN NIGERIA AND AFRICA

Perspectives on globalization, according to Norberg-Hodge (2006), "have largely moved from its proponents to its detractors. Those who support globalization see it as a positive and real phenomenon that enhances trade, networking, and cooperation among people regardless of their geographic locations, while those who oppose it see it as a new form of colonialism that further benefits the wealthy and powerful. Africans are included in the latter category. Most Nigerians believe that globalization has hurt their country's development and that it would have been better off without it. They blame globalization for all of the nation's problems. Aimiuwu (2004:22) claims that, for example, "globalization is accused of entrenching poverty, cruelly crushing the poor everywhere, not only widening that gap between the wealthy and the poor, across countries and within countries, but literally, like Dracular, feeding on the blood of the poor." The receipt books of poor nations only indicate dumping, while foreign direct investment from wealthy nations goes to other wealthy nations. Aluko and others (2004:119–130), note that every aspect of the current crisis, such as the failure of industries, the collapse of educational and healthcare facilities, the failure of infrastructure, can be seen as a new effort by globalization to solidify the process of re-colonization (power, transportation, water supply, and communication). environmental deterioration, inflation, a growing debt load, a depreciating currency, racial and religious violence, and a lack of public security. According to Afisi (2008:1), the continent of Africa (to which Nigeria belongs) is still plagued by poverty, unemployment, ethnic and religious conflict, intertribal wars, and underdevelopment, all of which globalization is meant to eradicate. As a result, it appears that globalization poses a threat to the economic, sociocultural, linguistic, educational, and political independence of all people in Africa (including Nigeria). The current state of the world confounds all nationalities when it comes to "how can I live." This sentiment is pervasive when globalization is viewed from a societal perspective. Africans have been among the loudest critics of globalization, arguing that it hinders the growth and culture of their region (Oni 2005:9). Because of the close integration and connections it promotes between various peoples, globalization places more cultural pressure than people realize. Afisi (2008) considers globalization to be merely an attempt to spread western culture along with all of its associated capitalist, socio-economic, and political nuances, whereas Waters (1995:3) considers it to be the direct result of the spread of European culture throughout the world through colonization, settlement, and cultural mimesis. From a cultural standpoint, the majority of Africans see globalization as merely another form of imperialism or colonialism.

According to Wilfred (1997:42–43), the current stage of globalization is simply a continuation of imperialism's more than five hundred year history.

Globalization is the most recent phase and expression of this unbroken history of oppression and tyranny over peoples, countries, conquistadors, and colonizers. Some nations have a legacy of suffocating others in terms of politics, the economy, and culture. When examining how globalization has impacted Nigerian culture, it is essential to realize

that technically speaking, there may be a better way to put it. The Oyo Empire, the Kanem-Borno Empire, the Benin Kingdom, and the Sokoto Caliphate were among the numerous varied ethno-linguistic groups that once resided in the region that is now known as Nigeria. During the colonial period, Britain forced them to come together as a single country for administrative reasons (Adedimeji, 2006). The various tribes coexisted peacefully, but there was no sign that they planned to unite as one. Despite being united centuries ago, a national culture has not yet emerged because each of the various ethnic groups has jealously guarded its culture. English still rules as the primary tongue in the country as a result. From an empirical perspective, there have undoubtedly been visible changes in Nigerian cultures over time. The negative effects of these changes have been succinctly outlined by many commenters on this topic. Ogunjimi and Na'Allah (2005:36) assert that the peculiar cultural values of Nigeria, such as languages, are being eroded by the globally affected pop culture. Acculturation, a sad phenomenon, is rapidly eradicating greeting customs, cuisine, appears (i.e., appearance and dress), custom, professions, religion, and cultural elements. It affects both adults and the developing generation, eradicating both groups' original cultural identities. Odimegwu (2007:357) notes that professors, students, and lecturers specifically participate in a variety of corrupt practices in secondary and postsecondary institutions that undermine the feeling of community and work against the goals that should be attained by education. The vast majority of secondary and tertiary educational institutions now frequently host such evils as admission racketeering, exam malpractice, sexual harassment of students by lecturers and vice versa, sale of marks, lack of sense of duty, disregard for social responsibility and public property, indecent dressing, and the general decay of the moral sense, all of which cause students to perform at appallingly low levels. Everything, according to him, is the result of the autonomous mindset that has taken over the entire educational system. It would be incorrect, though, to blame individuality for every issue he observed in Nigerian educational establishments. Western culture, which is also where individualism entered our community, had an impact on our educational system. However, these issues are not strongly reflected in their educational structure. The harmful tendencies in the Nigerian educational system must therefore be caused by something other than individuality. Nigerian cultures, according to Oni (2005), are inferior to western cultures in strength and are therefore destined to lose in a clash with western cultures. He bemoans the continual encroachment of western culture at the cost of indigenous culture, saying "the situation in Africa today is so pitiful." Africa has changed from being a region renowned for its folklore, culture, natural beauty, and rural settings where the cockcrow announces the beginning of each new day. Worship and faith in other gods and deities have been replaced by worship and faith in the one true God. Should we resume the worship of gods and goddesses decades after the rest of the world recognized the presence of a single supreme being if we want to be seen as preserving our culture? In reality, Oni attributed the current problems with our way of life in Nigeria to globalization. The negative effects of globalization seem to be more pronounced and worrisome among our young people. Teenagers in Nigeria are rapidly losing touch with traditional values, according to Oni (2005:2). This is clear from the strange culture they portray as well as from the strange dancing, garb, and language they use, all of which have an adverse effect on other aspects of social life. Sadly, this is not just a problem for Nigerian youth. The younger generation of adolescents in South Africa, according to Nicolaidis (2012:123), have largely abandoned their African culture, language, and frequently religion

in favor of attempting to be cool by imitating their main role models. Similar conclusions were drawn for young people in South Africa. American rap artists who, for the most part, show a severe lack of regard for others and who actively encourage promiscuity, particularly in the lyrics of the songs they write, on social media, and in television shows. Youth are supposed to support and contribute to the generational transmission of our culture. Therefore, it is unfortunate when they fail to perform this duty.

Teenagers and young people in general are significant societal groups that could be instrumental in advancing African traditions, claim Bello and Adesemoye (2012). Teenagers in African civilizations have unfortunately been adversely affected by western media to the point where, rather than supporting African traditions, they have become acolytes and proponents of western culture.

Akande (2002) asserts that over the previous ten years, 22,000 indigenous societies have perished due to globalization. Additionally, he foresees the extinction of 90% of all languages over the course of the following century. Globalization opponents have compiled an infinite list of negative effects that have been caused on Nigerian cultures.

THEORY FRAMEWORK

The uses and gratification theory was suggested by Katz, Blumler, and Gurevitch in 1974. Anaeto, Onabajo, and Osifeso (2008) claim that "It is assumed that the listener is engaged. The receiver chooses what will be absorbed and does not enable the media to influence their decision in any other way." This idea is predicated on the idea that viewers have attempted to achieve their goals through the media source. The hypothesis, according to McQuail (2010), may have originated in the early 1940s when researchers started probing why people listen to famous radio programs and read newspapers every day. The concept was developed in response to the need for an explanation of why people use specific media and what advantages they derive from them. Researchers studying mass communication use the uses and gratification theory to explore, delineate, and provide answers to the issues of why people use specific media and what benefits or gratifications they experience as a result. The fundamental tenet of this theory is that people use mass media for various reasons and in an attempt to gratify various desires (Gallion, 2010; Wimmer and Dominick, cited in Asemah, 2011). However, because social media tools come in a variety of formats and settings, they change how people use traditional media. Users of social networks and other computer-mediated interactions are very different from those who consume traditional media because they depend on specialized media contents (Li, 2005). Social media viewers have the advantage of being independent and able to actively look for information and numerous messages that will interest and benefit them. The connection between mass media outlets and their audiences has changed as a result of new media technologies, which have also altered the way information is gathered and disseminated. The use of social media by consumers, according to Li (2005), satisfies a range of needs, including those for cognitive function, affective function, personal integrative function, social integrative function, tension release function, and medium appeal function. As a result, social media has grown into a thriving study field that demonstrates how the U&G Theory is immediately applicable. and the participants (Matei, 2010). Researchers combined and examined the works of Asemah (2011), Gallion (2010), and Whiting and Williams as part of their evaluation of pertinent studies (2013). Most people use social

media for contact, engagement, enjoyment, information searching and sharing, socialization, self-expression, education, surveillance, and entertainment, according to these academics. The uses and pleasure hypothesis is a result of work by Jay G. Blunter and Elihu Katz. This theory provides a way to understand why and how people choose particular media to satisfy particular needs. This theory holds that people actively ingest media and are motivated to select particular media to satisfy particular needs. Clarifying how people use mass media platforms to meet their needs is the goal of their research, according to Burgeon and Dawson (2009). The uses and gratification idea holds that people use the media to achieve their objectives rather than having the media do them. The "Technological Determinants Theory" was also applied in this article.

The reductionist theory known as technological determinants asserts that technological development in a society follows its own internal logic of efficiency, which in turn affects the development of social structure and societal values. The phrase is attributed to American philosopher and economist Thorstein Veblen (1857–1929). According to the definition of technological determinism, technology or technological advancements are seen as the main causal element in societal change processes (Croteau and Hoynes). A technology's design tries to control users' actions as it becomes more widely used, reducing human agency. This perspective, however, ignores the societal advancement and the cultural setting in which the technology was developed. According to sociologist Claude Fischer (1992), "billiard ball" theories, in which technology is seen as an outside factor thrown into a social environment that results in a series of ricochet effects, are the most common types of technological determinism. According to a technological determinist perspective, which dismisses the idea that society or culture interacts with or even influences the technologies used, the applications of technology are mainly determined by the structure of the technology itself, i.e., function follows from its form (Neil Postman). This thesis contends that media, technology, or technology in general is the main driver of history and social change. The "hyper globalists" who hold this opinion believe that because technology is so widely available, rapid globalization is inevitable. Therefore, technological innovation and growth are the primary forces behind social, economic, and political change.

METHODOLOGY

This research looked at how social media is viewed in relation to cultural globalization. The survey method was employed in this research. To elicit responses from the respondent, a survey's relevance and rationale. The easiest way to describe the interview method, according to Berger (2000, p.111), is to say that it is a discussion between a researcher seeking information about a topic and an informant—someone who is presumably in possession of relevant data or information. Therefore, 25 people were interviewed in order to get a quick answer on the subject and because they were determined to be frequent Twitter users.

EXCERPTS OF THE INTERVIEW

It is believed that Twitter, a social media platform, has influenced the world and helped make it a global community based on reports and comments from the respondents. There are now cultural minglings and values shifts, particularly among today's youth, as cultural views and beliefs start to converge. Twitter has influenced users and the world to think and act in a certain manner and pattern in the areas of politics, entertainment, and lifestyles, as can be seen.

Twitter's features, which include providing global trending topics and hashtags, help its users establish an agenda. These users are multicultural and diverse in nature, but because social media has enabled users to communicate in a common language, people have been able to engage, discuss, comment, and reach a consensus on issues that have since turned into national or international problems, depending on the situation.

Twitter has been a leader in globalization in the areas of lifestyles (languages, relationships, and fashion) as a social media platform by encouraging users to speak languages that are not their mother tongue and interact with users from other countries and continents in the world, causing or leading to the unification of culture. Users often connect with their foreign mentors, role models, and protégés in the realm of relationships, easily overcoming the obstacle of distance. Since Twitter has made it possible for users to adopt, copy, and adopt the lifestyle, culture, and values system of the celebrity they follow—thereby dumping or discarding their own cultural heritage and learning new cultural beliefs—celebrity influence has also been on the rise. Twitter has made all of this feasible. Indeed, Twitter has contributed to the creation of a worldwide village.

DISCUSSIONS OF FINDINGS

RQ1: how has twitter aid in relating with the world globally?

It is not a new thing that social media has made the world a global village, breaking the physical distance barrier making people to relate with each other with needing to travel. Twitter on the other hand can never be over emphasize on this issue. It is believed. The issues of cultural shock is no longer a problem due to because people has been exposed to such cultures and made it possible for them to accept it. In the issues of cultural homogeneity, twitter has been culture to beginning to look the same because what seems to be vague has now become a norm. Twitter has a made people to relate with other people of various cultures, races, and values. Through it social features, online communities has been created, pressures groups and social groups bringing people of the same mindset from various regions, nations and races coming together to build a sustainable institution that will stand the test of time. Therefore, this online communities and institutions becomes a major force and a major state actor in voicing opinions and shaping the opinions of others, which leads to uniformity there creating a global village.

However, Jenkins (2016) identifies two properties of communication as participation and interactivity. While 'interactivity' is a property of non-human actors. According to Jenkins, while 'interactivity' describes the technical possibilities of communication. In closed systems. Participation denotes the will to communicate in cultural and social context (Jenkins 2006).

RQ2: what is the impact of twitter has had based on cultures and values?

It is no doubt that twitter had influence and change the thought pattern of users. Culture can be defined as the total way of life of people, which also include the thinking pattern,

and the ways things are done. In the area of marriages for example, due to the exposure of foreign culture that has invaded the African air space and Nigeria, we can see there is been a dramatic change in the ways people see culture. The influence of the feminist advocating for equal responsibility in marriage no longer seeing man as the head of the family but seeing a both a man and a woman as the head of the home is beginning and has almost influence the thinking pattern of most users who are buying into this idea. In addition, this has led to so many divorce cases. The impact can also be seen in the area of technology, adopting relational skill in the area of leadership and personal development. Due to frequent exposure of twitter, messages and its trending stories it has change the thinking pattern of people and has evolved the cultures and values of people bringing uniformity of culture.

It is imperative to concede to the fact social media are fast becoming the default internet mode of interaction, communication, and collaboration, Abubakar (2011) pointed that social media are both internet and mobile based apparatuses that allow people to easily share and discuss information. Therefore, the role of different social media platforms in enhancing socio-cultural, economic, political and technological development of any nation as well as its citizenry can never be globalization can never be over emphasized. More importantly, social media is being used to promote scholarship by youths' institutions of higher learning across the globe. On the positive side, twitter has made it possible to devise new means of marketing.

RQ3: What is the new culture twitter exposed?

It has been agreed that twitter has exposed people to new cultures through various information, lifestyles, fashion, languages, religious views etc. by learning new cultures and values and how to handle situations efficiently. It is also agreed that by being exposed to people's experiences, twitter as a social media platforms exposed people to this cultures. For instance the LGBTQ campaigns, which is now becoming a part of the new culture. Through this new exposure of culture, many people tends adopt to these cultures and its leading to diversity and uniformity of culture. Talking about handling of crisis, twitter has opened to be a part of a major crisis and issues troubling the world today. This new cultures includes; ways of thinking, relationship (marriage), ways of interacting, fashion and lifestyles.

Conclusion and Recommendation

Findings lead to the conclusion that Twitter has created a global village. Furthermore. It's been observed that twitter has made it possible for people to learn about and be exposed to other cultures, values, aptitudes, and ways of doing things around the world.

In conclusion, we can boldly assert that Twitter has made it possible for people to relate easily, breaking down barriers of distance and creating lasting, quality relationships between people. Twitter is used to spread information, influence decisions, and possibly even control people's lifestyles, including how they think, act, and behave. Because of the concerns that are brought up and discussed using Twitter's functionalities, this trending topic on Twitter has a tendency to unite people and affect public opinion.

Leaders of states and decision-makers in the global political system need to use social media platforms to engage in digital diplomacy in order to connect with other countries, build, and promote global peace, calm, and cultural cohesion. Additionally, by including the populace, particularly the youth, in this type of conversation and topics that have been causing division and conflict among people in the modern world, the government and other relevant parties can effectively control the problem of racism and xenophobic ideology, and other political, social and economic problems affecting the world today.

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