

A SYTEMATIC REVIEW OF SOCIAL MEDIA ARTICLES IN NIGERIA

ALADENIKA, OLUWAFEMI EMMANUEL
michaelwood4589@gmail.com
+2347061010742

Department of Mass Communication
Redeemer's University Ede, Osun State

&

MOSHOOD, KAYODE SULIEMAN
moshoodsuliemanff@gmail.com
+2348035769261

Department of Mass Communication
Redeemer's University Ede, Osun State

&

IFEDUBA, EMMANUEL (PhD)
emmanuel.ifeduba@yahoo.com
Department of Mass Communication
Redeemer's University Ede, Osun State

ABSTRACT

Communication evolved at the birth of the internet which also led to the birthing of the social media. The coming of the social media has made communication quicker, faster and has eliminated some barriers including physical barriers to some extent and it has enhanced feedback. The social media has made integration possible leading to globalization and integration of culture whereby people from different race and culture comes together and interact together. Hundred annotated bibliography was analyzed for this study. The paper tends to focus on the thematic study which has been researched so far by researchers. However, the paper concluded that social media has been a tool in shaping opinions, creating awareness and used as an advocating tool to promote vigilance, unity and enhance communication between nations.

Keynotes: social media, internet, and new media

INTRODUCTION

The new media are those communication, representation, and expression techniques and social practices that have emerged using digital, multimedia, networked computers and the means by which this machine is held to transform the work in other media, such as books, movies, newspapers, magazines, radio, television, telephone, etc. (Diri, 2009, p.177). In addition to being new, enabled by digitalization, and generally accessible for use as personal communication devices, the new media can also be described as the desperate sets of communication technologies that share some characteristics (Mcquail, 2010, p.136).

The various internet-based applications, from social networks to user-generated content and micro-blogging, have empowered nearly every user of the new media to be a potential broadcaster, with the ability to rapidly create, modify, and share digital contents and knowledge with millions of other users both locally and globally. This trend encourages new and emerging patterns of communication, demolishes artificial borders, while creating a participatory and new forms of other creative expression. This way, more people get to express themselves and participate in public debates more than before.

2011 (Adelabu). Almost any person can communicate to a broad and diverse audience using the numerous platforms provided by new media, whether it be through blogs, social networking sites, online forums, or chat rooms. Citizens from all around the world may now question authorities on issues, expose corruption, and voice their thoughts via new media much more easily. Images that media outlets would have prohibited due of their sensitive nature frequently circulate online. People write and discuss without boundaries when using the internet. The emergence of these new frontiers has given the media the chance to improve its operations.

(2011) Adelbu. A global interactive web community has been created by new media outlets where connected people can readily exchange ideas, messages, and information about everything that is now happening in the world. More information is easily obtained through this than through any other source. Essoungou (2010, para. 5) may have had this in mind when she asserted that "new media could help raise awareness." It is undeniable that the "family" of the new media is in the electronic genre of journalism, and the availability of these new communication channels is still another advantage for both the broadcast and the print media separately (Ahmed, 2013, p.109).

METHODOLOGY

The systematic review method and quantitative research are the research methodologies employed in this work. A systematic review is a procedure and research approach for finding relevant research, evaluating it critically, gathering and analyzing data from it. For this study, content analysis will be the quantitative research technique used. When describing communication material and contrasting media content with real-world content, content analysis is utilized or applied. One hundred (100) annotated bibliographies of social media pieces from Nigeria make up the study's sample. Between January and February 2023, data was searched. Academia, Research Gate, Google Scholar, Library Sources, Review of Communication and Media Studies, New Media and Mass Communication, International Journal of Soila Sciences and Management Review, Journal of

Communication Studies, and other databases were used in this study. Titles, abstracts, and keywords from studies were accessible through these databases. Following the selection of the database, the search format and keywords were created. Social media and security, Nigerian social media articles, Nigerian social media research, and Nigerian social media research in journals were some of the keywords considered in this study. The articles were chosen after meeting the following requirements:

- Articles written in English
- Articles discussing social media in Nigeria
- Articles published by Nigerian authors

Exclusion criteria include:

- Articles written in mixed language
- Articles not relating to social media Nigeria
- Literature review articles were excluded
- Articles without any information related to the topic were excluded

Finding possibly pertinent papers with the study's objectives led to the selection of the studies. The authors first examine the abstract before reading the body of the articles to see if they meet the requirements for inclusion. The evaluation was completed in the following phase by choosing pertinent articles that matched the requirements for inclusion. This study's results were tabulated for analysis.

LITERATURE REVIEW

SOCIAL MEDIA PLATFORMS

since the inception of the internet, social media platforms and blogs have been established which has enhance communication and free flow of information and other news content which has led to globalization of culture and has broken the physical barriers of communication.

Here are the few list social media platforms and ownership, year established and revenues generated.

Social media platform	Owner	Year established	Estimated revenue
Facebook	Mark Zuckerberg	2004	\$ 94.7 billion (2021)
Instagram	Mark Zuckerberg	2010	\$ 13.86 billion (2021)
Twitter	Elon Musk	2006	\$ 3.7 billion (2021)
Snapchat	Snap Inc.	2011	\$ 2.5 billion (2021)
LinkedIn	Microsoft	2002	\$ 10 billion (2021)
Youtube	Google	2005	\$ 36 billion (2021)
TikTok	Byte Dance	2016	\$ 54 billion (2021)
Pinterest	Ben Silbermann	2010	\$ 1.7 billion (2021)
Reddit	Advance publication	2005	\$ 119 million (2021)
Tumblr	Automatic	2007	\$ 100 million (2016)
Wechat	Tencent	2011	\$ 68.7 billion (2021)
Line	Naver Corporation	2011	\$ 1.4 billion (2021)
Telegram	Pavel Durov	2013	\$ 110 million (2020)
Viber	Rakuten	2010	\$ 200 million (2018)
Discord	Jason Citron	2015	\$ 130 million (2020)
Weibo	Sina Corp	2009	\$ 1.6 billion (2021)
Vkontakte (VK)	Mail_ru Group	2006	\$ 740 billion (2021)
WhatsApp	Mark Zuckerberg	2009	\$ 19 billion (2023)

It is important to note that revenue figures are constantly changing and can be influenced by a variety of factors, including changes in user behavior and advertising trends. Additionally, some social media platforms are privately held companies and do not release revenue figures to the public

Social media and religion: While "Religion Online" is said to merely provide information about religion, such as doctrines, polity, organization, beliefs, and religious publications, "Online Religion" is associated with active participation in online worship, which is characterized by prayer, rituals, and meditation. Additionally, it provides chances for religious service (Hadden & Cowan 2000; Helland 2000, 2007; Young 2004). However, according to Cowan (2004), the vast majority of websites work to close the gap between online religion and it. According to the prior definitions of these categories, Chilwa (2012c) demonstrates that digital worship among Nigerian (or African) Christians

incorporates elements of both online religion and online religion. Emile Durkheim's theory of religion does the finest job of capturing the concept of community (or communality). Durkheim had claimed in his book *Elementary Forms of Religious Life* (1912) that religion was merely a manifestation of social cohesion and that the totems that the Australian aborigines worshipped were expressions of their own ideas about the fundamental nature of society. He claimed that religion existed in all communities, not just among the Australian aborigines. According to Durkheim, we each see a power greater than ourselves—our social life—and give that vision a supernatural appearance. Durkheim believed that when we express our religion in groups, the symbolic power is increased. As a result of the synthesis of all of our individual consciousnesses, religion develops into an expression of our collective consciousness and eventually becomes its own reality (Kruger 2005). According to Durkheim's functional definition of religion, a church is made up of a coherent set of beliefs and practices relating to sacred objects; these beliefs and practices come together to form a single "moral community" known as a Church, which is made up of all its adherents.

Online worshippers find comfort in the space provided by the Internet to connect with one another and provide spiritual inputs where the offline local church had occasionally failed (Campbell 2005). Online communities are more and more accepted as "real" because they exhibit characteristics of a traditional community. In other words, modern online communities work nearly exactly the same way as offline communities and are often a viable alternative for those whose expectations of traditional communities have been unmet. An online community can be defined as a group of individuals who have come together in a virtual "space" where they can engage, connect, and potentially get to know one another better over time.

According to Rheingold (1993), online communities emerge when people engage in public discourse for a sufficient amount of time and with enough humanity to weave a web of intimate connections. According to Androutsopoulos (2006), an online community should regularly engage in conversation around a common interest or goal while developing clearly defined social roles, hierarchies, and shared norms that are anchored by a shared sense of history and awareness of group differences. Thus, a religious online community offers social contact, information exchange, and collaboration just like other online "communities" do, but it does it along religious or faith-based lines.

Social media and health: According to Oyama and Okpara (2017), social marketing's key component of health communication is changing people's behaviors or habits in order to combat sickness. As a result, the media, which serves as a repository for knowledge and instruction, contributes significantly to the promotion of health communication. Oyama and Okpara note that the focus of health communication is primarily on concerns relating to preventive than curative measures, and that the media has a duty to the public to ensure that health messages and campaigns are carried out successfully. In fact, according to Wogu et al. (2019), media messages can be utilized to spread information on disease outbreaks, symptoms, modes of transmission, mortality rates, treatment facilities, and other topics.

The media has a reputation for being actively involved in promoting public wellbeing through a variety of channels. The media is a recognized stakeholder across various human

activities, from programming to involve people in the development process to delivering the necessary education, information, and enjoyment. Through the lens proposed by Flora, Maibach, and Maccoby (1989), the roles of the media in health communication can be better understood. According to this framework, the media perform the roles of an educator, supporter, promoter, and supplement. Below is a thorough description of these responsibilities to further explain their significance.

The media supports health communication by promoting a program idea and consistently talking about health-related concerns. Remember that the media sets the public's agenda by emphasizing the issues they want people to think about. In this regard, it is possible to provide health communication campaigns, programs, or issues the necessary prominence in order to win over the public. When utilized to promote already-existing programs created by the government or NGOs, the media play the promoter function in health communication. The media can keep enticing viewers to offer input and then take part in such programs. This is possibly the most typical role that the media play in health, according to Flora et al. (1989).

The media play a role in bringing the target population into contact with the health communication program when they are integrated. According to this theory, the media supplemented traditional forms of health communication. In light of the aforementioned, the media become publicly involved in campaigns with various tactics, moving beyond merely the mainstream method of using the medium, and are clearly perceived to be actively working to improve the lives of people through campaigns. It falls under corporate social responsibility. The aim is frequently to convey the necessary information to the audience, regardless of the channel or medium employed for media

Generally speaking, the media play a significant role in health communication with the aim of giving the public the necessary health information so they may make informed decisions about their health. The public health community and policy makers, however, are ignorant of this fact and as a result, they are unable to recognize the crucial role that the media play in health communication (Institute of Medicine, 2003). Social networking can fill in the time that many young people today don't have for television.. Instead, they favor using new media tools, particularly social media, to stay current on world events as they are in motion. This is the straightforward justification for using technology to combat COVID-19, and social media in particular seems useful and prominent in that sense because to its pervasiveness and interaction.

Social media and crimeThe Special Anti-Robbery Squad (SARS) was disbanded in Nigeria as a result of studies like Oloyede and Elegba's (2020) exploration of the effect of social media hashtags like the #EndSars on raising awareness of police extortion, rape, assault, and extrajudicial killings. Due to the development of social media, political engagement in Nigeria has significantly increased over time. Agbaenyi, Okafor, and Nwagbo (2015) attributed the victory of the opposition party (APC) in the 2015 general elections to the use of social media by political actors for transmitting campaign promises and exposing some flaws of the ruling party and its government to the general public as opposed to the mainstream media, which was largely under the control of the ruling party. Despite the benefits of social media, there have been several calls for its regulation from both individuals and governments globally. The UK government passed the 2013

Defamation Acts in response to defamatory actions taken by individuals on social media (Chin, 2013). Cyberbullying, election tampering, FOMO, social media addiction, and the dissemination of fake news are just a few examples of social media's "dark side," so an impartial, trustworthy, and all-encompassing regulatory framework that covers all social media companies must be established (Baccarella, Wagner, Kietzmann, & McCarthy, 2019). Researchers O'Keeffe and Clarke-Pearson (2011), who stated in their 2011 report that pre-teens and teens who spend a lot of time on social media platforms like Facebook start to exhibit classic depression symptoms that are triggered by the intensity of the online world, putting them at risk of social isolation, which in turn leads them to risky social media platforms for "help" that may promote substance abuse, unsafe sexual behavior, and other negative behaviors, are also calling for intervention. (2011) O'Keeffe and Clarke-Pearson. In a similar vein, Goodwina, Lemola, and Ben-Ezrab (2017) argue for treatments that focus on French individuals' use of social media, especially among those who are most susceptible to distress. According to their research, the 2015 Batlancan terror attacks in Paris, France, had a substantial impact on traumas and sleep disorders.

Social media and security: After the American attack on the World Trade Center on September 11, 2001, security threats have increased globally. Many people have lost their lives and personal property as a result of these threats, including governments and their agents, in many nations, including those on the African continent (Nsudu and Onwe, 2017). Similar to other African nations like Kenya, Somalia, and Sudan, Nigeria also experiences insecurity. Nsudu and Onwe (2017) estimate that there were around 90 instances of ethno-religious and political violence in Nigeria between 1999 and 2005.. From 2005 to the present, numerous types of conflicts have arisen as a result of an upsurge in terrorism by groups like Boko Haram and Fulani Herdsmen, among others. By way of example, in March 2017, BH issued a 27-minute video with the group's commander, Abubakar Shekau, pledging to continue his insurgency until he establishes an Islamic caliphate over west and central Africa (The Associated Press, 2017). This shows how SM is directly and indirectly effecting these conflicts.

As was already mentioned, social media can be characterized as online tools and services that connect people and allow for online interaction. Through platforms like WhatsApp, Facebook, Twitter, and others, the new media has expanded social and political contacts (Chukwuere and Onyebukwa, 2017). Terrorist organizations with dedicated servers and websites use social networking platforms to disseminate their message (Nsudu and Onwe, 2017). They utilize the platform for recruiting new members, generating money, developing training programs, and other types of cybercrime. This platform aids in the promotion of regional and global terrorist organizations and the accompanying insecurity. International and local terrorist organizations use social media to plan attacks and escape routes (Nsudu and Onwe, 2017). The authors also made reference to the fact that they use the media to publicize themselves and disseminate misinformation. Locally, Nigerians are experiencing more insecurity, and daily threats to lives and property are present. The penetration and spread of social media have an impact on this insecurity. Social freedom and a lack of cyberspace law make it difficult to simply regulate or filter social media from the general public (Nsudu and Onwe, 2017).

Social media's linked social freedom of expression allows users to create content at any time and post it online. In addition to being used by terrorist organizations to undermine a

nation's security and stability, social media also allows its users to incite fear among one another by spreading false information and phony posts that serve as vehicles for propaganda and dread. As an illustration, consider the rise in the quantity and variety of unverified news and information coming from northern and southern Nigeria on social media platforms. Additionally, the misuse of SM has been linked to Kenya's national security (Kimutai, 2014). The majority of the time, these news and information are neither trustworthy nor validated, which leads to the spread of false information. However, thousands and millions of people retaliate right away, fighting one another on the basis of race, religion, and tribe, when any type of attack or terrorist news is broadcast. Such news also immediately incites tension, fear, and violence in society. As a result, the presence of SM has the following effects on the insecurity conditions in Nigeria's northern and southern regions (Nsudu and Onwe, 2017): The platform is used by terrorist and other criminal organizations to carry out attacks, kidnaps, rape, robberies, and many other crimes. Nsudu and Onwe (2017) claim that the media is also utilized in industrialized nations to combat terrorism and other types of criminal activity. According to a study by Nsudu and Onwe (2017), social media platforms like Facebook have been used in Nigeria to combat human trafficking and other issues. At this time, insecurity is seen as a barrier to Nigeria's socioeconomic development.

Social media and advertising: The practice of increasing website traffic or attention using social media platforms is known as social media advertising. Campaigns for social media advertising typically focus on making an effort to produce material that is interesting and motivates users to share it with their social networks. Traditional campaigning strategies are being eclipsed not only by the growth of social media but also by the difficulties of creating an effective campaign in today's highly competitive market. The influence of social media is evident in television commercials that encourage viewers to visit their websites, Facebook pages, or Twitter feeds with the promise of an exciting online experience, amusing incentives, and a sense of community that viewers actually want to be a part of (Kaushik, 2012). According to Bajpai et al. (2012), social media has developed into a platform that is readily available to anyone with Internet connection. Organizations that communicate more often promote brand recognition and frequently provide better customer service. Additionally, social media provides businesses with a relatively low-cost platform to run advertising and marketing efforts.

However, there is no denying that the use of social networking sites like Facebook and user-generated material (users generated content) has given advertisers, marketers, and the advertising industry as a whole both opportunities and challenges. In the larger eco-system, social networking and user-generated content (users generated content) sites have provided high-value advertising inventory and audience segments needed to capture more of the market share and targeted audience reach that advertisers demand, such as Microsoft's investment in Facebook and Google's acquisition of YouTube, according to the IAB Platform Status Report (2008). According to the research, marketers have historically had access to regulated contexts where they could purchase time or space on fixed media. They were aware of the location, style, and maybe most crucially, the context in which their advertisement would run. They could therefore be certain that their message wasn't being conveyed in an unfavorable or improper setting. Such guarantees are more difficult to give today, and marketers may feel very anxious as a result of this loss of control.

Consumers believed that information sharing, collaboration, and relationship building were necessary to support ongoing communication, according to Fauser et al's (2011) study on the impact of social media advertising and or marketing on consumers' purchase decisions. Social media marketing gave businesses the chance to be in a position to offer additional sources of information about product benefits, product features, and real-time feedback.

Social media and economy: The development of information, communication, and technology (ICT) is a significant advancement of the internet. If ICTs are playing the function as a promoter of socio-economic development, Omojala (2009) questioned. ICTs have improved economic growth and development in both rich and developing countries, as the response to this question demonstrates. Amodu (2008, p. 288) asserts that the introduction of ICTs generally results in degrees of transformation that have never before been seen in any community or nation. SMEs are expanding in Nigeria due to their significance in the diversification and expansion of the economy. One way to combat unemployment in Nigeria is through SMEs. Due to the poor funding for SMEs in Nigeria, there is a need for investment and low-cost usage capabilities, and here is where social media comes into play. SMEs must use communication ads to attract both current and potential clients if they want to grow, expand, and generate income. That is, they require brand growth and exposure in order to connect with potential clients, and using social media platforms is one way to do this. How does this work? Social media is the most effective approach for SMEs to expand their consumer base in order to grow and make money because it costs so little to reach its audience. SMEs can interact on social media platforms like Facebook, Twitter, Instagram, and Snapchat.

According to Nelson, Kehinde, Oyero, Williams, and Soola (2014), media outlets have a big impact in identifying and reporting societal concerns that have an impact on the socio-cultural and economic growth of any country. According to Oso (2011), one requirement of the mass media is the idea that they serve as the Fourth Estate of the Realm and can aid in the political, social, cultural, and economic advancement of a country. Social media is one of these media platforms that aid economic growth. Social media serves as a platform for knowledge acquisition, information gathering, and inter-person contact. This has greatly benefited human life in many ways. According to Danbatta (2017), social media is viewed as a marketplace for innovation and ideas. According to Onyejelem, Ude-Akpeh, and Uduma (2015), social media's impact on people and society has expanded beyond information sharing to include the political, economic, religious, and educational spheres. The idea of economic development is required by the economic impact of social media.

Social media and education: The technological revolution has made the world a small, interconnected village and increased the variety of information that can be accessed from any location at any time. According to Audu (2005), these new technologies have a significant impact on educational processes both within and outside of the classroom as well as in society at large. According to general trends, ICTs have had an effect on practically every aspect of society. For instance, the Federal Government of Nigeria and the Minister for Agriculture proposed providing farmers cell phones in the final quarter of 2012 to increase agricultural production. ICTs have also had an impact on education, particularly in wealthy nations. Teachers in Nigeria's higher institutions collaborate, network, and access information to use in their lectures and research. Students also use the internet to find the information they need for their assignments and research.

Schools and teachers, as they were known in the past, are no longer the only sources of knowledge and information in this digital age. Teachers should now act as a learning facilitator and "guide on the side," rather than the "sage on the stage." Students of all ages can network and work together with others around the world to exchange ideas, complete tasks, or receive information. It is sad, though, that Nigeria and many other emerging African nations are in the minority when it comes to using digital tools in the classroom (Aduwan-Ogiebaen&Iyamu, 2005).ICTs are essential, according to Ololube (2006), who cites Yusuf (2005), and teachers need training in computer literacy and the use of different types of educational software in teaching and learning. Ololube goes on to claim that many Nigerian instructors lack the motivation and inadequate training to use ICTs for teaching, which prevents them from coming up with innovative ways to employ technology in the classroom.

Students can learn how to use the media through their schools and parents. Teachers can create personal platforms that are properly supervised to protect children as another method to prevent some of these risks. The amount of time pupils spend on social networking sites is another restriction. However, this can be used to good use by incorporating educational themes into them to encourage students to interact and read, study, create projects, or discuss academic issues. Children can use social media for teaching and learning, but there are concerns offline and everywhere else as well. This shouldn't stop people from using it for education.The responsibility falls on educators and government officials, many of whom are from an older generation and may not be tech-savvy. According to a faculty poll conducted in 2009 at the University of Minnesota Twin Cities, faculty opinions about technology varied greatly by age group and had become more pronounced over time. According to the report's findings, older faculty members see more impediments to employing technology than their younger counterparts do, and they are generally less interested in using it to improve teaching (Perlmutter, 2011).In my opinion, this should not prevent its usage for instructional reasons given that the world has gone digital. Teachers and other elder stakeholders, such as those in positions of authority, should, instead, embrace that technology is here to stay and take the necessary steps to use it for the good of everybody and to reduce generational gaps.

Social media and fake news: Apuke and Omar (2020) investigated the causes of the dissemination of false information during the COVID-19 pandemic epidemic in Nigeria. The researchers discovered that the main element that signaled the dissemination of false information on COVID-19 was altruism. The study's further findings show that users of social media shared material online because they wanted to inform those who could be unaware of certain health facts that could endanger their health. However, these individuals do not bother to confirm the accuracy of information before sharing it online, which is why fake news was prevalent in Nigeria during the pandemic.In a study published in 2019, Wasserman and Madris-Morales looked into how fake news affects political elections in some African countries. Nearly 1,900 highly educated urbanites and members of the middle class from Nigeria, Kenya, and South Africa were surveyed by the researchers. According to the survey, 93% of Nigerians, 90% of Kenyans, and 76% of South Africans believe they are exposed to fake news concerning their country's politics on a regular basis. Because the majority of the information on social media platforms is made up of fake news, the

researchers found that the study's respondents do not believe it. The report advised that steps be taken by the government to educate people on how to control how they use their social media devices, even if it acknowledged the power of new media technology to spread information quickly.

In a study to determine the effect of fake news on society in the social media era, Ngwainmbi (2018) discovered that while there are many advantages to technical growth in new media, it also has its drawbacks, one of which is the disseminating of incorrect and unreliable information. The study by Ngwainmbi (2018) also looked at the effects of fake news on international nation-building between industrialized and developing nations. His research demonstrates that while users' easy access to portable devices makes fake news sharing more prevalent in industrialized countries, individuals in poor countries disseminate news information on a vast scale in part because they lack the resources to separate fake news from true news. The researcher contends that despite the excitement it offers, users of social media sites in both regions of the world may be less motivated to try to identify fake news information. According to the study, social media sharing of fake news stories can have a big impact on nation-building, particularly on the socioeconomic development of nations.

In his study, Yaraghi (2019) identifies disinformation on social media as a negative element of our culture that undermines confidence and causes the globe to be less informed. The study found that web-based businesses fail to verify facts before publishing content on their websites, but in response to the rising incidence of false information, they have developed a number of computerized and manual procedures for promoting, editing, and filtering published content. As a result, these procedures have become the main sources of information for a large majority of users.

The fight against insurgency in Nigeria is one area where fake news has had a harmful impact. That is not to imply that the phenomenon's negative effects have not been felt in other places. One area that has not been spared is the political sphere, for instance. Every day, new information and counterinformation aimed at various groups emerge. In Nigeria, ethnicity has always been one of the objectives and motivating causes behind fake news, but in more recent years, other significant variables including political and religious divisions have been added (AFP, 2019). The Nigerian military frequently laments how people spread false information on various social media platforms as it battles insurgency in the nation's North Eastern region and other pockets of criminality within Nigeria's borders. They contend that it undermines the morale of officers and soldiers and damages the military's reputation because they are frequently portrayed negatively (Usman, 2018). Military officials claim that Boko Haram often produces propaganda photographs and movies that gain public attention thanks to social media users (Usman, 2018).

As a result, the Nigerian Army has consistently asked the mainstream media for help in the fight against false information. Daily reports of attacks on military bases in the North East flood social media networks, particularly WhatsApp and Facebook. Such stories are circulated by users in ways that make fun of the military. The military consistently denies these assertions and emphasizes how they humiliate the government and its officials as well as pose a threat to national security (Adebajo, 2020). The troops may have been

attacked in isolated instances, they admit, but not to the extent that has been reported on social media. The Nigerian Army and the Broadcasting Organization of Nigeria have tried to work together to combat the problem of fake news in society, particularly with relation to the fight against insurgency (El-Kurebe, 2019).

In Nigeria, the problem of misinformation on social media has gotten so bad that it is now posing a threat to national security by escalating already-existing societal tensions and amplifying extreme viewpoints. Unprecedented levels of misinformation are currently being spread throughout Nigeria, further escalating already-existing ethnic and religious tensions that predate the internet. An image of Hausa farmers spraying insecticide on their beans before they were shipped to the southeast of the country surfaced in a video that went viral on Facebook and WhatsApp in 2019.

This served to protect the product from insects like weevils throughout the lengthy travel. However, interpretations and voice-overs of the film that relied on historical animosities between Hausa and Igbo people claimed that the farmers were actually scattering poison rather than insecticide. "The average person who doesn't bother to ask critical questions or even verify the news would believe this version of the story and share it with others who are also likely to believe and before you know it, there can be a clash between Hausa and Igbos" (Hassan and Hitchen, 2020, para. 7).

Social media and advocacy: Advocacy is perhaps what all individuals do every day consciously or unconsciously to push specific agendas. Advocacy is fundamental in building support for public policies. Effective communication is necessary for the success of advocacy and advocates need to collaborate with the media to publicize their activities so that there can be access to thousands/millions of concerned voices sharing information widely.

Advocates now have better interaction chances because to technological improvements. Advocates can now reach a wider audience thanks to social media, which also "provides a platform for developing two-way, communication with publics; and facilitates participation in advocacy campaigns more than ever" (Guo & Saxton, 2013:51). Successful social media campaigns will demonstrate to supporters (netizens) that there are more opportunities to take part in the process of transforming lives. This is due to the fact that people would be able to post their works to YouTube and share information about their activities on social media sites like Twitter and Facebook. Furthermore, by disseminating pertinent campaign information at the right moment, advocates can maintainably improve their relationships with their communities. (Guo & Saxton, 2013; Obar, Zube, & Lampe, 2012). The Arab Spring (in Tunisia, Egypt, Libya, Algeria, Bahrain, and Syria) established social media as a global medium and gave rise to a number of movements that used its platforms to disseminate pertinent information and advance revolutionary causes. Social media has been utilized locally to mobilize people by disseminating information and requesting involvement, as shown in the #OccupyNigeria campaign in 2012, the #SaveBagega campaign in 2013, and most recently, the #BringBackOurGirls campaign in 2014. In order to communicate political problems during the general elections in April 2011 and 2015, Nigerians used social media (Ojo, 2014). Influencers on social media were used by

politicians and political parties to solicit votes. Social media platforms were used by the electorate to report on their experiences and to get election-related information.

Chukuebuka (2013) claims that social media "have also provided social critics with a platform to monitor, critique, and expose illegitimate activities of government officials." Social media also brings societal evils to light. For example, in 2013, the Aluu killing of some University of Port Harcourt students was brought to light through social media platforms. The adolescents sufficiently rely on social media platforms, as Ogbe (2014), cited by Ojo (2014), to address societal issues. The ability of social media to raise knowledge of social, political, and economic policies has also been demonstrated.

Social media and politics According to studies (Morah, Udeze&Ekwenchi, 2019; Morah&Uzochukwu, 2019; Howard, 2005; Hamilton, 2011), people are increasingly using media technologies like the Internet and social media to follow the news, learn about political campaigns, and get involved in politics by volunteering, donating money, or researching potential public policy options. Political parties are becoming more conscious of these new developments, and politicians are using social media more and more for political campaigns, announcements for campaigns, and outreach to potential voters. Twitter is utilized for personal thoughts and ideas regarding politicians, political parties, and their beliefs, while YouTube and Facebook's potentialities provide updates on voter registration, political campaigns, and debates. A minimum of one social media account is now held in high regard by every politician in Nigeria, who uses it as their public face and point of differentiation.

Social media companies offer real live political rallies and party conventions online during political campaigns, allowing supporters who cannot physically attend to participate at a discounted rate. Even the media sector recognizes the electoral potential of social media, as citizen journalism and blogging by amateur journalists and news commentators have transformed them into alternative commentators and opinion leaders (Bruns, Saunders, Wilson, 2007). Numerous presidential candidates have offered noteworthy examples of how new media has been used in election campaigns. One of the first campaigns to use the Internet on a large scale was the 1996 US presidential race between President Bill Clinton and Bob Dole. The 2004 Democratic presidential primary campaign of Howard Dean provided a preview of the results that online campaigning could achieve. His ascent to popularity is a result of his use of the Internet. Again, both candidates heavily employed the Internet during the 2008 United States Presidential election between John McCain and Barack Obama. Barack Obama was dubbed the King of Social Networking by the Washington Post due to his prolific usage of the Internet during his campaigns.

Evans (2008) provides a clear illustration of the level of political participation on social media during the 2008 US presidential campaign. He contends that both Hilary Clinton and Barack Obama made extensive use of social networking sites during the US primary elections. Instead of utilizing the main platforms to the fullest and interacting with her audience, Clinton mainly used Facebook, Twitter, and YouTube to communicate to communities. Obama, on the other hand, used social media platforms like Facebook, Twitter, a YouTube profile, and specialized community websites like Faith-based and Glee to function at this engaged level. Obama targeted out to specific societal groups, such as

Latino, Asian, African American, and religious communities. He was able to effectively engage these groups because they were frequently more fervently committed to certain causes (Evans, 2008).

Undoubtedly, social media, when employed as the main platform for information dissemination, has evolved into a potent political communication weapon throughout Africa, with Nigeria being no exception. In comparison to the previous usage of traditional mass media, it enables candidates and the privilege of their party to reach wider audiences faster. Social media platforms are used by political candidates and parties for political campaigning, to mobilize support for different candidates seeking seats in government, to make their manifestos public, and to advance party ideals. Social media are helpful and important for not just mobilizing voters but also integrating all other aspects of campaigns, such as organizing rallies and regularly reaching out to potential voters at little cost (Morah&Uzochukwu, 2019).

The Internet and other new media platforms like social media seems to be significantly influencing the political climate in Nigeria. As the first head of state to formally announce his candidacy for office on Facebook, President Goodluck Jonathan created history. The president's choice shifted the political dynamic in the nation's election-related issues. In a similar spirit, several national politicians made serious efforts to increase their electoral viability using the Internet, Facebook, and Twitter. A large number of people used internet cafés and increasingly more mobile phones to browse online and acquire political updates, even though only a small portion of the Nigerian voters at the time had personal computers. Additionally, the politicians tapped into the younger population through social networking sites and capitalized on new stages of the nation's online revolution.

RESULTS AND DISCUSSION OF FINDINGS

Research Question 1

What area of research has more focus from researchers on social media?

RESULT

Themes	TOTAL	PERCENTAGE
Social media and religion	14	14%
Social media and education	30	30%
Social media and security	3	3
Social media and crime	15	15
Social media advocacy	10	10
Social media and health	15	15
Social media and economy	4	4
Social media and advertising	5	5
Social media and fake news	1	1
Social media and politics	3	3
Total	100	100%

Based on the one hundred annotated bibliography gathered by the author, findings show that researchers focus more on research that related to social media and education it had 30% of the work while social media and crime and health had 15% each. The researcher also shifted it focus on advocacy which covered 10% of the work. The other themes had about 5% to 1% of the work.

Research Question 2

Which period did researchers focus more on researching about social media and different sectors of the society?

RESULT

DURATION OF PUBLICATION	TOTAL	PERCENTAGE
2011-2019	88	88%
2020-2023	12	12%
Total	100%	100%

Based on the findings of this study, it is revealed that 88% percent of the articles reviewed were published between 2011-2019, and between 2020-2023 12% of the articles were published within that period.

What are the methodology that the researcher found out that was used?

Methodology	Frequency	Percentage
Proportionate sampling	2	2
Survey	60	60
Descriptive cross sectional	1	1
Historical methods	2	2
Analytical discussion	1	1
Narrative review	2	2
Quantitative research	30	30
Qualitative research	1	1
Multistage sampling	1	1
Total	100	100

Based on findings of this study, it is revealed that 60% of the articles used survey design method as its methodology. The articles were survey based. 30% of the articles quantitative research method was the methodology used. While other research methodology used in the article were 2% and 1% respectively.

What are the various types of theory that was used in the paper that was found out by the researcher

Theories	Frequency	Percentage
Agenda setting	30	30
Social categories	22	22
Social penetration	10	10
Pit cordeis error analysis	10	10
Technological determinism	10	10
Innovation diffusion	2	2
Social responsibility	3	3
Cogitative balance	3	3
Theory of acceptance	1	1
Media dependency	1	1
Participatory theory	1	1
Social exchange	1	1
Uses and gratification	3	3
Media imperialism	1	1
Selective perception	1	1
Total	100	100

Based on findings, it is deduced that 30% of the articles used agenda setting theory. The researcher used agenda setting theory as the main theory. 22% of the article used social category theory, while 10% of the article of the collated bibliography social penetration theory was adopted. Pit cordeis analysis theory was 10%. Other media theories used based on the collated one hundred bibliography was between 5% to 1%.

Conclusion and recommendation

The role of social media in our society today cannot be over emphasize. It has been one of the tools that have been sharpened the media industry and also given journalism a better way and system to operate independently without any form of interference (legal, political, socio-cultural).

The rise of social media has made the world to become a global village. The problem of time and space has been defeated through the social media. So therefore, it has been deduced that the social media has led to oneness, unity and communal relationship known as globalization. Leaders, state and non-state actors' actions come, utilize social media tools and platforms to propagate public policies.

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