

JOURNAL OF COMMUNICATION AND MEDIA RESEARCH
ISSN 2141-5277

Volume 15 Number 1 April 2023

CLIMATE CHANGE & PANDEMICS

Demund O. Okunla, Ph.D.,
Demund Joshua Agboke &
Joseph Sobi Kere, Ph.D.

Social media for disaster awareness and management in Nigeria

Sakina M. Alkhatib, Ph.D.
Adeniyi A. Ogun, Ph.D.

Polarization of SDGs and the Paris Accord: Framing and tone of coverage of climate change issues in three selected Nigerian newspapers

Emmanuel M. Mojana, Ph.D.,
Lana A. Adedokun, Ph.D.,
Oliver Oluwalanle Olatunji, Ph.D.
& Iyemima Oluwalanle Olatunji

COVID-19 containment and vaccination campaigns: Citizens' responses, behaviour change and vaccine adoption

Ramon Abaji Yi's, Ph.D.
& Yusuf Adeniyi

Medical journalists and the challenges of accurate information dissemination during pandemics in Nigeria: An examination of online news

ADVERTISING & PUBLIC RELATIONS

Waleed A. Alotaibi,
Majed Alotaibi-Saleh, Ph.D.,
Charles Olatunji, Ph.D.,
Shafiq Hussain, Ph.D. &
Samuel E. Ogun

Advertising messages, issues and dominant images of 2019 Nigeria presidential elections

Olufemi Salami Olatunji &
Kolade A. Olatunji, Ph.D.

Influence of Nigerian regulatory provisions on newspapers' advertising revenue

James A. Adedokun, Ph.D. &
Julius Samuel Olatunji

Influence of stereotyped portrayals of women in Nigerian electronic media advertisements on perception of women in Nigeria

Garrett T. Nye, Ph.D. &
Demund Joshua Agboke

Digitalisation, public relations practice and ethics in Nigeria

CULTURAL COMMUNICATION

Joseph Sobi Kere, Ph.D.,
Demund Joshua Agboke &
Demund O. Okunla, Ph.D.

Two media and indigenous cultural identities in Nigeria

Abdulkadir Muhammed &
Lana A. Adedokun, Ph.D.

Philosophical deficiency in Afro-cultural communication: How multiplicity of thought influences perception of the Edo/Oron/Esan/Igbos of Edo in Nigeria

Waleed A. Alotaibi, Ph.D. &
Fahim M. Elmaghrabi, Ph.D.

Framing of COVID-19 messages in Kenyan pop culture: A semantic analysis of selected pop songs

Robert Babatola Olatunji &
Sylvester Samuel M. Olatunji

African factors in cancer control: Perspectives from African TV's 'Eko Alagun' – 'ask the doctor' A Kenyan community TV health show

Demund Joshua Agboke &
Yolande Adedokun

Breakfast news translation and presentation in indigenous language in Benue State, Nigeria

MEDIA FREEDOM

Charles C. Olatunji, Ph.D.,
Joseph A. Olatunji, Ph.D.,
Shafiq Hussain, Ph.D. &
Sylvester Samuel M. Olatunji

An appraisal of adherence of Nigerian media to ethical standards in practice

Demund Olatunji, Ph.D.

Tone and abuse of freedom of expression in the social media: An analysis of leaders' comments on Presidential Facebook posts

Kehinde Raji Kadi, Ph.D.,
Adedokun Olatunji Kadi &
Olatunji Wale Adeniyi

Assessment of Twitter usage by the Independent National Electoral Commission during the 2019 general elections in Nigeria

Demund Joshua Agboke, Ph.D.

Media freedom and social responsibility: A review



ISSN - 2141 - 5277

JOURNAL OF COMMUNICATION AND MEDIA RESEARCH

VOL. 15 NO. 1
APRIL 2023

CLIMATE CHANGE & PANDEMICS
ADVERTISING & PUBLIC RELATIONS
CULTURAL COMMUNICATION
MEDIA FREEDOM

JOURNAL OF COMMUNICATION AND MEDIA RESEARCH

VOL. 15 No. 1 - APRIL 2023

**JOURNAL OF COMMUNICATION AND MEDIA
RESEARCH**

ISSN 2141 - 5277

Vol. 15, No. 1

APRIL 2023

Published by:



Association of Media and Communication Researchers of Nigeria (AMCRON)
Reg. No.: CAC/IT/NO 111018

Copyright © Association of Media and Communication Researchers of Nigeria (AMCRON)

All correspondence to:

The Editor
Prof. Eserinune McCarty Mojaye
Journal of Communication and Media Research
c/o Department of Mass Communication
National Open University of Nigeria
University Village
Plot 91, Jabi Cadastral Zone
Nnamdi Azikiwe Expressway
Jabi, Abuja, Nigeria

Email: jcmrjournal209@gmail.com

Website: <https://www.jcmrjournal.org>

JOURNAL OF COMMUNICATION AND MEDIA RESEARCH

ISSN 2141 – 5277

Editor

Eserinune McCarty Mojaye, Ph.D.

Professor, Department of Mass Communication, National Open University of Nigeria, Abuja, Nigeria.

Associate Editor

Godwin Ehiarekhian Oboh, Ph.D.

Professor, Department of Mass Communication, Benson Idahosa University, Benin City, Nigeria.

Editorial Advisory Board Members (listed in alphabetical order, surname first)

AMERICA

Agunga, Robert Ph. D., Professor, The Ohio State University, 203 Agricultural Admin Building, 2120 Fyffe Road, Columbus, Ohio, U.S.A. Email: agunga.1@osu.edu

Blake, Cecil Ph.D., Professor, Pan-African University, Lekki, Lagos, formerly of the Department of Africana Studies, University of Pittsburgh, Pittsburgh, U.S.A.
Email: cecilblake1@gmail.com, cecilblake@aol.com

Moemeka, Andrew A. Ph.D., Professor Emeritus, Department of Communication, Central Connecticut State University, New Britain, U.S.A. Email: andrewmoemeka@gmail.com

Mogekwu, Matt Ph.D., Professor, formerly of the Department of Journalism, Roy H. Park School of Communications, Ithaca College, Ithaca, U.S.A. Email: mogekwu@yahoo.com

Ogbondah, Christian Ph.D., Professor, Department of Communication Studies, University of Northern Iowa, Cedar Falls, Iowa, U.S.A. Email: chris.ogbondah@uni.edu

Onyebadi, Uche Ph.D., Associate Professor and Chair, Department of Journalism, Bob Schieffer College of Communication, Texas Christian University, Fort Worth, Texas, U.S.A.
E-mail: u.onyebadi@tcu.edu

AUSTRALIA

Obijiofor, Levi Ph.D., Professor, School of Journalism and Communication, The University of Queensland, St. Lucia, Brisbane, Australia. Email: l.obijiofor@uq.edu.au

CANADA

de B'beri, Boulou Ebanda Ph.D., Professor, Founder and Co-Director, African and Diasporic Cultural Studies Series, University of Ottawa Press, University of Ottawa, Ottawa, Canada. Email: b.debbberi@uottawa.ca

SOUTH AFRICA

Salawu, Abiodun Ph.D., Professor, Department of Communication, North-West University, Mafikeng Campus, Private Bag X2046, Mmabatho 2735, South Africa.
Email: salawuabiodun@gmail.com

Uyo, Adidi Ph.D., Professor, Department of Journalism and Mass Communication, University of Swaziland, Kwasuleni, Swaziland. Email: diduyo@yahoo.com

NIGERIA

- Adamu, Abdalla Uba Ph.D.**, Professor of Media and Cultural Communication, Department of Information and Media Studies, Faculty of Communication, Bayero University Kano, Kano, Nigeria. Email: auadamu.mac@buk.edu.ng
- Akinfeleye, Ralph Ph.D.**, Professor, Department of Mass Communication, University of Lagos, Lagos, Nigeria. Email: ralphakinfeleye@hotmail.com
- Christopher, Nkechi Ph.D.**, Professor, Department of Communication and Language Arts, University of Ibadan, Ibadan, Nigeria. Email: nmxtopher@gmail.com
- Laninhun, Beatrice Adeyinka Ph.D.**, Associate Professor, Department of Communication and Language Arts, University of Ibadan, Ibadan, Nigeria. Email: ba_laninhun@yahoo.com
- Mojaye, Eserinune McCarty Ph.D.**, Professor, Department of Mass Communication, National Open University of Nigeria, Jabi, Abuja, Nigeria. Email: emvmojaye@gmail.com
- Ngoa, Stanley Naribo Ph.D.**, Professor of Mass Communication, National Open University of Nigeria, Jabi, Abuja, Nigeria. Email: dr.snn.enigma@gmail.com
- Nwuneli, Onuora Ph.D.**, Professor of Mass Communication & His Royal Highness, Igwe of Eze Malume-Igbakwu, Ayamelum Local Government Area, Anambra State, Nigeria. Email: nwuneli@yahoo.co.uk
- Oboh, Godwin Ehiarekhian, Ph.D.**, Professor, Department of Mass Communication, Benson Idahosa University, Benin City, Nigeria. Email: ehiarekhian2007@yahoo.com
- Ogwezzy-Ndisika, Abigail Ph.D.**, Professor, Department of Mass Communication, University of Lagos, Lagos, Nigeria. Email: aogwezzy@gmail.com
- Ojebode, Ayobami Ph.D.**, Professor, Department of Communication and Language Arts, University of Ibadan, Ibadan, Nigeria. Email: ayo.ojebode@gmail.com
- Okoye, Innocent Ph.D.**, Professor, Department of Mass Communication, Afe Babalola University, Ado-Ekiti, Ekiti State, Nigeria. Email: inno6okoye@yahoo.com
- Olatunji, Rotimi Ph.D.**, Professor & Dean, School of Communication, Lagos State University, Ojo, Lagos, Nigeria. Email: rotimiolatunji@yahoo.com
- Omenugha, Kate Ph.D.**, Professor, Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria. Email: komenugha@yahoo.co.uk
- Oso, Lai Ph.D.**, Professor, School of Communication, Lagos State University, Ojo, Lagos, Nigeria. Email: laioso@ymail.com
- Owens-Ibie, Nosa Ph.D.**, Professor & Vice Chancellor, Caleb University, Imota, Lagos, Nigeria. Email: nosowens@gmail.com
- Oyewo, Olusola Oyeyinka Ph.D.**, Professor & Head, Department of Communication and Language Arts, University of Ibadan, Ibadan, Nigeria. Email: isolaoyewo@gmail.com
- Pate, Umaru Ph.D.**, Professor & Vice Chancellor, Federal University, Kashere, Gombe State, Nigeria. Email: umarupate@hotmail.com
- Sobowale, Idowu Ph.D.**, Professor, Department of Mass Communication, McPherson University, Seriki Sotayo, Ogun State, Nigeria. Email: idowu_sobowale@yahoo.co.uk
- Tesunbi, Samuel Ph.D.**, Reader, School of Information Technology and Communications, American University of Nigeria, Yola, Adamawa State, Nigeria. Email: omoejire@gmail.com

VISION

To be the foremost, scholarly, indexed, peer-reviewed and most-read journal emanating from Africa, portraying knowledge, intellect and learning to all humankind irrespective of gender, affiliation and nationality.

MISSION

To portray the intellect, knowledge and potentials of Africans to the rest of the world; and also bring similar attributes of all humans all over the world to Africa; through every responsible media of communication; in a symbiotic and mutually beneficial relationship for the advancement of scholarship and development of the human race.

MOTTO

Taking Africa to the world, bringing the world to Africa

WEBSITE

<https://www.jcmrjournal.org>

ABOUT JCMR

The *Journal of Communication and Media Research* is a peer-reviewed journal published in April and October of each year by the Association of Media & Communication Researchers of Nigeria (AMCRON). The journal is addressed to the African and international academic community and it accepts articles from all scholars, irrespective of country or institution of affiliation.

The focus of the *Journal of Communication and Media Research* is research, with emphasis on quantitative and qualitative studies that use any or a combination of the acceptable methods of research. These include surveys, content analysis, and experiments for quantitative studies; and observation, interviews/focus groups, and documentary analysis for qualitative studies. The journal seeks to contribute to the body of knowledge in the field of communication and media studies and welcomes articles in all areas of communication and the media including, but not limited to, mass communication, mass media channels, traditional communication, organizational communication, interpersonal communication, development communication, public relations, advertising, information communication technologies, the Internet and computer-mediated communication.

The journal is available on the Internet at: <https://www.jcmrjournal.org>

ARTICLE SUBMISSION GUIDELINES

- Manuscripts should not be longer than 8000 words – notes and references inclusive, and must have an **abstract** of not more than 200 words and **five key words**.
- An abstract should be **Informative**. That is, it should **clearly but briefly** state the following: background/rationale; problem/issues examined (including research questions); details of method(s) used (including sample and sampling technique); results/findings; conclusion; and implication(s)/relevance of the study.
- The title and author's biographical details (name, university/department, address, position/title, telephone, e-mail) should be identified on the title page only. It is mandatory to supply telephone and email addresses.
- Author(s) names should be written in First name, Middle name, and Surname order (i.e. First name first, and Surname last).
- Format: Font of body text should be Times New Roman Size 12. Alignment should be justified. Paragraphs should be indented with one tab (no block paragraphing). Line spacing should be 1.5 lines.
- Authors should be consistent in spelling – either American English or British English.
- Tables, Figures and Charts should be alluded to in the text while allusions to 'notes' should be indicated in superscript in the text. Notes should be presented as endnotes (i.e., at the end of the article, just before the References).
- Data should be presented and discussed with words and not with illustrations such as tables, figures and charts.
- Tables, figures and charts should be used minimally and sparingly; they should be used only to serve as further points of reference. In which case, even if such tables, figures or charts are removed, the flow of discussion will not be affected.
- Data, including tables, figures and charts should be interpreted and discussed by the researcher to provide a unified interpretation. Once the contents of tables, figures and charts are fully discussed, there is really no need to present such table/figure/chart in the article again.
- There should be a maximum of **three** tables and/or figures and/or charts in a manuscript.
- Referencing should follow the APA style and all references should be listed, in strict alphabetical order, at the end of the article.
- et al. can be used in in-text citations but not in end references. In end references, the names of all authors must be stated.

- In in-text citations, et al. must not be used at the first mention of a work. The surnames of all authors and year of publication must be stated in the first instance of a citation.
- Manuscripts must be rich in references and literature citations. Except in rare circumstances, references and literature citations should not be above 15 years.
- Author(s) shall be responsible for securing any copyright waivers and permissions as may be needed to allow (re)publication of material in the article (text, illustrations, etc) that is the intellectual property of third parties.
- Author(s) may be required to supply the data upon which figures are based.
- Authors should be familiar with the standard and quality of articles published in the journal so as to minimize the chances of their manuscripts being rejected. Please endeavour to visit our website to access published articles.

Submission

- Manuscripts are to be submitted by email to *jcmrjournal209@gmail.com* (as Word document attachment using Microsoft Office Word).
- Before submitting a manuscript, please read the guidelines carefully again and ensure that the paper conforms to them all as non-conformity may lead to outright rejection.
- All manuscripts received shall be sent to two or more assessors on a blind review format.

Plagiarism Check

- All manuscripts received shall be subjected to plagiarism check and the result must not be higher than the journal's acceptable threshold. Any manuscript with a plagiarism check result that is higher than the acceptable threshold shall not be published even if it receives favourable assessments.

JOURNAL OF COMMUNICATION AND MEDIA RESEARCH

ISSN 2141 - 5277

Volume 15 Number 1

APRIL 2023

Contents

CLIMATE CHANGE & PANDEMICS

- Desmond O. Okocha, Ph.D.,
Damilare Joshua Agbele &
Josiah Sabo Kente, Ph.D. Social media for disaster awareness and management in Nigeria 1
- Sakinat Mojisola Ahmad &
Adeola A. Elegba, Ph.D. Post ratification of SDGs and the Paris Accord: Framing and tone of coverage of climate change issues in three selected Nigerian newspapers 15
- Eserinune M. Mojaye, Ph.D.,
Lateef A. Adelakun, Ph.D.,
Oliver Odiegwu-Enwerem, Ph.D.
& Ifeyinwa Ogbonna-Nwaogu COVID-19 containment and vaccination campaigns: Citizens' responses, behaviour change and vaccine adoption 30
- Hassan Alhaji Ya'u, Ph.D.
& Yusuf Adamu Medical journalism and the challenges of accurate information dissemination during pandemics in Nigeria: An examination of corona virus 46

ADVERTISING & PUBLIC RELATIONS

- Babatunde A. Faustino,
Abigail Ogwezzy-Ndisika, Ph.D.,
Charles Onwunali, Ph.D.,
Shaibu Hussein, Ph.D., &
Samuel Ejiwunmi Advertising messages, issues and dominant images of 2019 Nigeria presidential elections 54
- Olalekan Salmon Otun &
Kolade Ajilore, Ph.D. Influence of Nigerian regulatory procedures on newspapers' advertising revenue 66
- James A. Ashiekpe, Ph.D. &
Satkyes Samuel Mwanat Influence of stereotyped portrayals of women in Nigerian electronic media advertisements on perception of women in Nigeria 81
- Gabriel T. Nyitse, Ph.D. &
Damilare Joshua Agbele Digitalization, public relations practice and ethics in Nigeria 94

CULTURAL COMMUNICATION

- Josiah Sabo Kente, Ph.D.,
Damilare Joshua Agbele &
Desmond O. Okocha, Ph.D. New media and indigenous cultural identities in Nigeria 104

Abdullateef Mohammed & Lateef A. Adelakun, Ph.D.	Philosophical dichotomy in afro-cultural communication: How multiplicity of thought influences perception of the <i>Ekuechi</i> masquerade festivals of <i>Ebiras</i> in Nigeria	118
Susan W. Mwangi, Ph.D. & Esther M. King'ori, Ph.D.	Framing of COVID-19 messages in Kenyan pop culture: A semiotic analysis of selected pop songs	130
Robert Rukwaro Maina & Sylvester-James M. Kisila	African factors in cancer control: Perspectives from <i>Inooro TV's 'Uria Ndagitari'</i> – 'ask the doctor': A Kenyan vernacular TV health show	138
Ibrahim Ubayusuf & Yahaya Abubakar	Broadcast news translation and presentation in indigenous language in Borno State, Nigeria	148
MEDIA FREEDOM		
Charles C. Onwunali, Ph.D., Joseph A. Tejumaiye, Ph.D., Shaibu Hussein, Ph.D. & Solomon Tommy	An appraisal of adherence of Nigerian media to ethical standards in practice	157
Ibrahim Siraj, Ph.D.	Uses and abuses of freedom of expression in the social media: An analysis of readers' comments on Presidential Facebook posts	169
Kehinde Kadijat Kadiri, Ph.D, Adetola Ayotunde Kehinde & Olalekan Wasiu Awosanya	Assessment of twitter usage by the Independent National Electoral Commission during the 2019 general elections in Nigeria	181
Doris Amara Nwosu, Ph.D.	Media freedom and social responsibility: A review	194

AMERICA, UNITED STATES OF

Ahmad, Sakinat Mojisola ORCID ID: 0000-0002-0844-3653, is a PhD student in the Department of Geological Sciences at The University of Alabama. Her research interests are water science, climate change, contaminant hydrology and hydrogeology, and water security and management. She is also passionate about research in Africa.

GHANA

Kehinde, Adetola Ayotunde is a senior research fellow and a doctoral student at Nobel International Business School, Accra, Ghana. His research areas of core competence are information management, information and communication media, and digital communication.

KENYA

King'ori, Esther Muthoni Ph.D. is a communication/media lecturer at Strathmore University, Kenya. Before joining the academia, Muthoni worked for various media organisations in Kenya as a news reporter and editor. Her research interests are in media ethics, media regulation, film studies, semiotics and media framing.

Kisila, Sylvester-James Mutua is a lecturer at USIU-A who teaches Journalism, Communication, and Film Production Studies. His interests are in development communication, Broadcast Journalism, and Film Production and Directing.

Maina, Robert Rukwaro is an early career researcher who works in the Kenyan public school education sector as a High School Tutor. His research interests span the use of communication tools for driving social change with specific interest in the use of qualitative research in health communication.

Mwangi, Susan Wanja Ph.D. is a lecturer in the Communication Studies Department at St. Paul's University, Kenya and has previously served on the editorial board of the university journal, *The African Multidisciplinary Journal*. Her research interests include qualitative research, language use in media, alternative/community media, and ICT use among rural communities.

NIGERIA

Abubakar, Yahaya is with the Department of Mass Communication, University of Maiduguri, Maiduguri, Borno State, Nigeria.

Adamu, Yusuf is with the Department of Mass Communication, Kaduna State University, Kaduna, Nigeria.

Adelakun, Lateef Adekunle Ph.D., ORCID: 0000-0003-4968-5314, is an Associate Professor and Head, Department of Mass Communication, National Open University of Nigeria, Jabi, Abuja, Nigeria. His research focuses on development communication and new media.

Agbele, Damilare Joshua ORCID: 0000-0002-6065-9347 is a doctoral student in the Department of Mass Communication, Bingham University, Nigeria. He has special interest in Digital Journalism, New Media, Public Relations, and Development communication.

Ajilore, Kolade Ph.D., is a Professor and Head, Department of Mass Communication, Babcock University, Ilishan –Remo, Ogun State, Nigeria. His research interest is in brand communication, advertising, public relations, conflict reporting and health communication.

Ashiekpe, James Aondowase Ph.D., is a lecturer in the Department of Mass Communication, University of Jos, Jos, Nigeria

Awosanya, Olalekan Wasiu is with the Department of Mass Communication, University of Ilorin, Ilorin, Kwara State, Nigeria. His research interests are focused on development and corporate communication.

Ejiwunmi, Samuel is a Lecturer in the Department of Mass Communication, University of Lagos, Yaba, Lagos, Nigeria.

Elega, Adeola Abdulateef Ph.D., ORCID ID: 0000-0001-5635-6231, is a lecturer in the Department of Mass Communication, Nile University of Nigeria. Previously, he lectured in the department of Eastern Mediterranean University, Northern Cyprus- Turkey, where he earned his PhD with specialization in Communication and Media Studies. His research interests are in new media, journalism, meta-analysis in media studies, interpersonal communication and intercultural communication.

Faustino, Babatunde Adeshina is a Ph.D. candidate in the Department of Mass Communication, University of Lagos, Yaba, Lagos, Nigeria.

Husseini, Shaibu Ph.D. is a Senior Teaching/Research Fellow in the Department of Mass Communication, University of Lagos, Yaba, Lagos, Nigeria and Head of the Strategic Communication Department of the National Troupe of Nigeria, a parastatal of the Nigerian Federal Ministry of Information and Culture.

Kadiri, Kehinde Kadijat Ph.D., is an Associate Professor and Head, Department of Mass Communication, University of Ilorin, Ilorin, Kwara State, Nigeria. She has passion for health communication, visual communication, digital communication, corporate communication and humanitarianism.

Kente, Josiah Sabo Ph.D., is an Associate Professor and Head, Department of Mass Communication, Nasarawa State University, Keffi, Nasarawa State, Nigeria. His research interests are in Media and Society, New Media, Political Communication and Development Journalism.

Mohammed, Abdullateef is a Ph.D. student of Mass Communication at the National Open University of Nigeria, and an Assistant Lecturer in the Mass Communication Department of the Nile University of Nigeria, Jabi, Abuja, Nigeria. He has keen interest in media-effect research, behavioral communication, and entrepreneurial journalism.

Mojaye, Eserinune McCarty Ph.D., ORCID: 0000-0002-9571-7201, is a Professor of Mass Communication and Director, Olusegun Obasanjo Centre for African Studies, (OOCAS), National Open University of Nigeria, Jabi, Abuja, Nigeria.

Mwansat, Satkyes Samuel is of the Department of Mass Communication, University of Jos, Jos, Nigeria

Nwosu, Doris Amara Ph.D., is a lecturer in the Department of Mass Communication, Gregory University, Uturu, Abia State, Nigeria

Nyitse, Gabriel Tivlumun Ph.D., is a Senior Lecturer in the Department of Mass Communication, Bingham University, Karu, Nasarawa State, Nigeria. He is seasoned journalist who worked and attained editorial positions in the National Concord and The Voice, two reputable newspapers in Nigeria before joining the civil service of Benue State where he retired in 2014, after attaining the peak as Permanent Secretary. His research interests include journalism ethics, ICT application in print media operations, media studies and social media dynamics.

Odiegwu-Enwerem, Oliver Chuks Ph.D. is a Senior Lecturer in the Department of Mass Communication, National Open University of Nigeria, Jabi, Abuja, Nigeria.

Ogbonna-Nwaogu, Ifeyinwa Maureen is a lecturer in the Department of Political Science, National Open University of Nigeria, Jabi, Abuja, Nigeria.

Ogwezzy-Ndisika, Abigail Odozi Ph.D., is a Professor in the Department of Mass Communication, University of Lagos, Yaba, Lagos, Nigeria.

Okocha Desmond Onyemechi, Ph.D., ORCID - 0000-0001-5070-280X, is an Associate Professor and Head, Department of Mass Communication, Bingham University, Nasarawa State, Nigeria and Research Fellow, The University of Religions and Denominations, Iran. His research interests are in Media and Society, New Media, Corporate Communication and Digital Journalism.

Onwunali, Charles Chinedu, Ph.D., is a Senior Lecturer in the Department of Mass Communication, University of Lagos, Yaba, Lagos, Nigeria. His main research and teaching interests include Advertising and Consumer Rights Protection, Advertising Ethics and Public Policy, the role of Gender in Social, Political and Economic Developments and Media History.

Otun, Olalekan Salmon is a doctoral student in Mass Communication, Babcock University, Ilishan – Remo, Ogun State and lecturer in Nigerian Institute of Journalism, Ogba, Lagos. His research interests are advertising, public relations, marketing communication, digital marketing communication and health communication.

Siraj, Ibrahim Ph.D. is a lecturer in the Department of Mass Communication, Faculty of Communication, Bayero University, Kano, Nigeria

Tejumaiye, Joseph Adepoju Ph.D., is a Professor and Head, Department of Mass Communication, University of Lagos, Yaba, Lagos, Nigeria. teaches Mass Communication at the University of Lagos Nigeria. He is an expert in Political Communication with bias in the use of Integrated Marketing Communication, New Media and Social Media in Political Advertising.

Tommy, Solomon is a communication practitioner with a development-finance institution, and holds an MSc in Mass Communication from the University of Lagos, Yaba, Lagos, Nigeria. His interests are in advocacy research, strategic and applied communication, and online/social media management.

Ya’u, Hassan Alhaji Ph.D., is with the Department of Information and Media Studies, Bayero University, Kano, Nigeria.

Yusuf, Ibrahim Uba is with the Department of Mass Communication, University of Maiduguri, Maiduguri, Borno State, Nigeria.

Assessment of twitter usage by the Independent National Electoral Commission during the 2019 general elections in Nigeria

***KEHINDE KADIJAT KADIRI, PH.D. **ADETOLA AYOTUNDE KEHINDE & ***OLALEKAN WASIU AWOSANYA**

Abstract

Available studies on the use of social media for political communication failed to provide an in-depth assessment of INEC activities on Twitter, thereby creating a gap for further study. This study embarked on exploratory research and it textually analyzed 42 samples tweet made by INEC between 9th January 2018 and 27th February 2019. Using “<https://twitter.com/search-advanced?lang=en>” 42 tweets made by INEC between 9th January 2018 and 27th February 2019 were analyzed. Findings from this study showed that INEC primarily utilized Twitter for electoral communication within the job functions of the commission. On the hashtag used by INEC during the 2019 general elections, the findings revealed that INEC used “#NigeriaDecides2019”. INEC exhibited a high level of engagement in tweeting about the activities and events of the commission to get Nigeria’s populace aware of the commission’s activities during the 2019 general elections. Lastly, the study found that INEC has over 1.7 million followers and follows 43 handles. The study concluded that with over 1.7 million on Twitter, and using “#NigeriaDecides2019”, INEC took advantage of Twitter to enhance its electoral communication by engaging in informative and participatory political communication on Twitter.

Key Words: 2019 General Election, Engagement, INEC, Twitter, Political Communication

Introduction

Across the world, democracy has been described as the government of the people. In his Gettysburg address, President Abraham Lincoln described democracy as the “government of the people, by the people and for the people” (Epstein, 2011, p.13). This implies that the authority of the government depends on the consensus of the governed. All the same, the motive of elections in every society is to allow the governed/citizens who are of the voting age as enshrined in the constitution or electoral law to select a proportionate representation of the people at the

national, state and local government levels, who would, in turn, represent the interests of the other citizens in the government and parliaments (Obboh, 2015).

Nigeria is currently enjoying the longest uninterrupted run of a democratic system of government since its independence (Ajayi & Ojo, 2014). The return to democracy through a voting system in 1999 has now made it possible for Nigeria to have over two decades of uninterrupted democracy. It is observable that as a result of the uninterrupted run of democracy in Nigeria,

Authors’ Bio

* Kehinde Kadijat Kadiri, Ph.D., (Corresponding Author), is an Associate Professor and Head, Department of Mass Communication, University of Ilorin, Ilorin, Kwara State, Nigeria. She has passion for health communication, visual communication, digital communication, corporate communication and humanitarianism.

** Adetola Ayotunde Kehinde is a senior research fellow and a doctoral student at Nobel International Business School, Accra, Ghana. His research areas of core competence are information management, information and communication media, and digital communication.

*** Olalekan Wasiu Awosanya is with the Department of Mass Communication, University of Ilorin, Ilorin, Kwara State, Nigeria. His research interests are focused on development and corporate communication.

periodic elections have become recurrent in Nigeria and as such various political parties, political candidates, electoral umpires and civil society organisations have all embraced technology to democratize the electoral process. The development and adoption of social media have changed the electoral dynamism in Nigeria with many political parties, political candidates, electoral umpires and civil society organisations engaging the citizens via their social media handles. Specifically, Hendricks and Kaid (2014) assert that social media networks such as Facebook, Twitter, Instagram, and YouTube have positioned themselves as tools for political communication.

The emergence of Twitter and its usage in Nigeria's democratic process has afforded the people of Nigeria the opportunity of assessing the divergent roles of social media, specifically Twitter in Nigeria's democratic process within the framework of its usage in pre-election, during the election and post-election period by the Independent National Electoral Commission. Specifically, it was observed that the 2019 general elections held in February and March in Nigeria were characterized by an appreciable use of social media, especially Twitter for political communication and engagement by the Independent National Electoral Commission (Ezeh & Mboso, 2018)

Engagement in the political environment by using modern means of communication is already an undeniable fact. Previous studies (Edegoh & Anunike, 2016; Okoro & Santas, 2017; Dungse, Mato, Makinde & Chidozie, 2018; Paul, 2019) showed that several knowledge gaps are yet to be filled in the area of social media usage for political communication considering the growing increase in the usage of the social media platform for political communication. Consequently, it has also been observed that during the 2019 general elections, Independent National Electoral Commission deployed the use of social media particularly Twitter to disseminate information, and to provide verifications regarding any election news. However, despite the usage of Twitter by INEC during the 2019 general elections, there seems to be a dearth of empirical studies on the assessment of Twitter usage by INEC for the 2019 general elections. It is on this note that this study seeks to assess the usage of Twitter by the Independent National Electoral Commission during the 2019 general elections in Nigeria.

Objectives of the Study

1. Understanding the tweet contents of the Independent National Electoral Commission on Twitter during the 2019 general elections;
2. Examining the hashtags used by the Independent National Electoral Commission on Twitter during the 2019 general elections;
3. Identifying the stakeholders followed by the Independent National Electoral Commission on Twitter; and
4. Exploring the level of engagement of Independent National Electoral Commission tweets on Twitter during the 2019 general elections.

Concept of Political Communication

Political communication is an increasingly important area in communication and media studies. Baek (2009) posits that the primary reason why people participate in politics is because they believe that it will make their lives better and that it can affect their future. This means that there is an indirect psychological relationship between the political system and electorate (Ayankoya, Calitz & Cullen, 2015). Political communication is the process whereby political symbols, ethical values, norms, ideological arguments, proposals for solutions to social problems, political goals and policies, produced by political parties or politicians are transformed into a message and convey them to the community (Daşli, 2019).

According to Agudosi (2007), political communication is the interactive process concerning transmission of information among politicians, the news media and the public. However to Graber and Smith (2005), political communication involves the construction, sending, receiving, and processing of messages that potentially have significant direct or indirect impact on politics.

To Akasoro (2011), political communication is:

“...the process by which politically-relevant information is transmitted from one part of the political system to another, and between the social and political systems. It is a continuous process involving the exchange of information between individuals and groups of individuals at all levels of society, and includes not only the expression of the views and wishes of members of society, but also the means by which the views and proposals of those in power are transmitted to the

society and the latter's reaction to those views and proposals.”

Following the aforementioned, political communication can be described as the totality of all the engagement and interaction that are centered on political discourse. This political discourse can be between the citizens, political parties, political candidates, politicians, electoral commission, civil society organisations and other stakeholders.

Hashtags (#) for Political Communication

In the social media space, the use of hashtags (#) was first proposed by Chris Messina in a tweet in 2007 (Weller, Burns, Mahrt & Puschmann, 2014). Gannes (2010) asserts that Messina originally referred to the use of hashtags as “channel tags”, an idea he borrowed from the annotation used for reference Internet Relay Chat (IRC) channels. To Bruns and Burgess (2011), Messina championed its use and it came to provide a way of fusing together groups that were not engaged in conversation, creating new shared publics. Hashtags are created by Twitter users and may be of different kinds, ranging from tags which categorize the subject matter of the tweet to depending on the user interest idiosyncratic examples function (Halavais, 2014). Also, hashtags are unique because they enable “searchable language” by which words and phrase are categorized and aggregated into corpus-based lexicons that users can selectively integrate into their own messages (Zappavigna, 2011).

A topic with a hash symbol (#) at the start is known as a hashtag. Twitter hashtags like #FollowFriday help spread information on Twitter while also helping to organize it (Steven, 2009). In addition, the “#BringBackOurGirls” movement which played a key role in creating worldwide awareness about the plight of the abducted Chibok Secondary School drew the attention of global audience through the hashtag. Another prominent hashtag in Nigeria during the 2015 general elections was “#NigerianDecides”. During the 2019 general elections, the hashtag on the trending list was “#NigerianDecides2019”.

Adamska (2016) expresses that the basic function of hashtags is tagging, that is marking one's own posts. This way, the remaining users of community networking portals can find a given post more easily by searching the entries containing the hashtag that interests them. Such a post becomes highlighted, and its subject is underlined. When the user clicks on the selected hashtag, all posts containing it are displayed. In

short, users find it easier to follow a conversation if it is tagged. Hashtags provide short and concise communication, often being limited to key words.

Tweet Content and Political Communication

The inclusion of social network applications in the area of political communication has promoted its redefinition towards a new stage in which electoral umpire; political parties and their candidates; citizens; and civil society organizations can share information, ideas, thoughts and engage under equal conditions (Chadwick, 2013). Castells (2003) posits that since the Internet and its constituents are becoming essential medium of communication and organization in all realms of activity, it is obvious that social movements and the political process use and will increasingly use the Internet as well, making it a privileged tool for acting, informing, recruiting, organizing, dominating and counter-dominating. Among the social media tools that allow political communication on the cyberspace, Twitter arouses the most interest (Machnik, 2015). In conjunction with other social media platforms, Twitter has shown its capability to provide and promote contents for political communication (Morpeau, 2011; Preston, 2011).

Twitter has transformed the manners in which political communication is understood and has positioned itself as an emerging space in the field of political communication (Gibson, Cantijoch, & Ward, 2010; Hendricks & Kaid, 2014). Twitter has become one of the influential social media tools for political communication. Lefky, Brewer and Habegger (2015) posit that stakeholders (Politicians, media, journalists, and citizens) involved in electoral processes are increasingly adopting and using Twitter as a social media platform for political content sharing, public communication and interpersonal connection. Similarly, Vergeer and Hermans (2013) assert that politicians are also taking advantage of Twitter as a tool for political communication and engagements by adapting their tweet content within 280 characters.

Scholars have also analyzed the dynamics of agenda setting between Twitter, politicians and the media (Skogerbo & Krumsvik, 2015), and media coverage of election campaigns including Twitter coverage (Lefky et al., 2015). Conversely, the use of Twitter by citizens differs from that of media, journalists, and politicians. People use Twitter to satisfy their need for connecting with others (Chen, 2011), seeking information, or socializing, among others (Lee, Oh & Kim, 2013). In political debates, citizens tend to use the platform more as a

way to express dissatisfaction rather than to campaign in favor or against parties or candidates (Hosch-Dayican, Amrit, Aarts, & Dassen, 2016).

Method of Study

The is of the study was to assess the use of Twitter by INEC during the 2019 general elections in Nigeria. Using a qualitative research approach, this study adopts a thematic textual analysis research method. The justification for the adoption of the thematic textual analysis research method was borne out of the need to shed more light on Twitter discourse and engagement in the 2019 pre-presidential election campaign in Nigeria. Also, the study adopts a purposive sampling technique to select tweets that would best address the research objectives of the study. The selected tweets were thematically analysed based on the research objectives of the study. Due to the unavailability of formal data, it is difficult to ascertain the total number of Twitter users in Nigeria; however, Twitter is one of the social media platforms widely used by INEC. Hence, the study adopts INEC-generated data on Twitter in a bid to examine: the tweet contents; the level of twitter engagement by INEC during the 2019 general elections; the Twitter Hashtag, and the stakeholders followed by INEC. The study population consists of tweets that were made by Independent National Electoral Commission between 9th January 2018 and 27th February 2019. Using "<https://Twitter.com/search-advanced?lang=en>" and the advanced search tool. The researcher searched for tweets made by INEC between 9th January 2018 and 27th February 2019. Thus, 575 tweets were counted on INEC's official Twitter page (@inecnigeria). Therefore, the overall population for this study is 575 (an average of 41 tweets per month); this represents the number of tweets that were made by the Independent National Electoral Commission between 9th January 2018 and 27th February 2019.

Results

Analysis of the tweets revealed on the use of Twitter by INEC during the 2019 general elections in Nigeria revealed four themes which were identified simultaneously by two independent reviewers. The three themes were identified as follows: Tweets content, Twitter Hashtag, Stakeholders followed and Level of Engagement.

Theme One: Tweet Contents

Having an active Twitter presence has become part of the communication strategy and mechanism of INEC because it provides timely and wider reach for the electoral constituents. In the analysis of the

contents of the tweet made by INEC, some salient issues in the twitter discourse were discovered which are: Timetable and Schedule of Activities, Registration of Voters, Voter Education Collation and Declaration of Results.

i. Timetable and Schedule of Activities

One of the tweets showed INEC's release of the timetable and schedule of activities for the 2019 elections exactly 402 days before the opening of the poll. Another tweet which was uploaded at exactly, 3:10 am on Saturday, February 16, 2019, explained that vote had been delayed by a week due to logistic problems. According to the content of the tweet, it becomes important to reschedule to ensure free and fair elections.

Sadly, this is not the first time INEC would postpone the election. In the recent history of the Nigerian electoral system, this is the third consecutive general election to be postponed in Nigeria. In 2011, voting was already in progress when INEC halted proceedings, sensing that the inadequacy of ballot papers could derail the integrity of the vote. In 2015, on the ground of insecurity, INEC had no option but to postpone the general elections by six weeks.

As part of the measure to gain conscious confidence in the minds of the people, a picture and the news link where INEC Chairman, Professor Mahmood Yakubu engaged members of the International Observer groups at the Abuja International Conference Centre, Abuja was shared on their Twitter page. This tweet shows that after the announcement of the rescheduling of the 2019 General Elections, rather than INEC keeping mute and putting everyone in the dark, they still went about sensitizing major stakeholders in the electoral process on the reason why the postponement was in the best interest of the country.

ii. Registration of Voters/Collection of PVC

On the INEC twitter handle, the organization gave updated information to those who have not registered before, those who have lost their PVC, and those who have relocated from where they were registered before to visit the INEC office in the nearest LGA within their location for registration, replacement or transfer their PVC to their new location between Monday and Friday during the hour of 9:00 am to 3:00 pm daily. In Nigeria, INEC has offices designated in all the local government areas in the country; thus, visiting the INEC office in the LGA of their place of living is expected to ease the processing of getting PVC.

Another post made by INEC on *August 31, 2018*, shows evidence of the demography data based on gender. According to INEC as of September 11, 2018, 6,688,214 eligible females have registered for their PVC while 7,863,268 males have also registered for their PVC. However, the gender breakdown of the PVC collected was not given.

After registration for PVC, the next line of action is the collection of PVC. However, as is typical of Nigeria's electoral system, there is usually a low rate or poor collections of PVCs. Many citizens who have registered for PVC often usually complain of their inability to get their PVCs despite having registered.

Another tweet indicated that the collection of PVC is closer to people than ever before. This is an indication that INEC has decided to bring PVC collection to the people; this points to the fact that they realized the need for them to encourage people to collect their PVC, thereby bringing it closer to them to improve the collection rate.

INEC tweeted the total number of PVC collected per state. This was done to ensure that citizens are aware of the voting strength of each state and to also foster transparency in the electoral system. According to the tweet, there are 84,004,084 people registered for PVC, 72,775,502 PVCs were collected representing 86.63% collection rate while 11,228,582 were uncollected PVCs. Kano State has the highest number of PVC collected with 4,696,747 while Ekiti State has the lowest with 666,591 PVCs collected.

iii. Voter Education

INEC tweeted that some electoral officers from three LGAs in Oyo State were in different markets to enlighten people on voter education. In Nigeria, the marketplace is one of the places where the highest assemblage of people can be found coupled with the fact that it is a working place for some people. Also, market women constitute part of the INEC stakeholders and high-impact group because they are opinion moulders in society. One of the tweets of INEC Director of Voter Education and Publicity, Mr. Oluwole Osaze Uzzi showed him engaging church members on voter education

INEC tweeted to address the issue of vote buying in the country. The vote-buying practice which has characterized our electoral system is completely unethical to the ethos and norms of democracy. Under the Electoral Act 2010, as amended (Article 130), vote buying is prohibited in Nigeria. Through their official Twitter handle

using #NigeriaDecides2019, INEC tweeted: "Your VOTE is not for SALE".

Theme Two: Twitter Hashtags

A search through the INEC official Twitter page shows that using <https://Twitter.com/search-advanced?lang=en> as a search link, "#NigeriaDecides2019" and "@inecnigeria" as the hashtag the handle to search for respectively, several tweets popped up and the tweets in the "Top" tweets were used for analysis.

The search output shows that INEC started using "#NigeriaDecides2019" in their tweets on January 5, 2019. The first tweet using "#NigeriaDecides2019" was done when the commission hosted capacity building for INEC Media and publicity officials themed: "Fact Checking and Tracking of Fake News". In the Nigeria media space, the phenomena of fake news had taken another dimension and if not addressed can affect the integrity of the electoral process. To enlighten the electorates on the effects and danger of fake news in preparation for the 2019 general elections, INEC tweeted and used "#NigeriaDecides2019" about its event that was held on January 5, 2019, in Imo State.

One of the tweets made by INEC using "#NigeriaDecides2019" was on the declaration of the 2019 Presidential election result. In an electoral process, the declaration of the result is the final step in the election. The declaration of results is a mandatory legal requirement of the electoral process. INEC Chairman, Professor Mahmud Yakubu exercised his mandate as INEC Chairman and fulfilled the legal requirement by declaring the winner of the 2019 Presidential election which was won by the incumbent President, President Muhammadu Buhari.

Another tweet indicated that 82,344,107 voters registered for the election, 29,364,209 voters were accredited, 28,614,190 votes were cast, 27,324,583 votes were valid and 1,289,607 votes were rejected votes. The tweet also shows that APC had the highest votes cast with 15,191,847 followed by PDP with 11,262,978.

In March 2019 INEC shared pictures of voter exercising their constitutional right using #NigeriaDecides2019. Every Nigerian citizen entrenched in the Constitution of the Federal Republic of Nigeria has the right to vote and be voted for.

In a tweet posted on February 21, 2019, using #NigeriaDecides2019, INEC tweeted about the total number of registered voters and collected PVCs for the 2019 general elections #NigeriaDecides2019. As seen in Figure 4, the

total number of registered voters is 84,004,084, the total number of collected PVCs as of February 11, 2019, is 72,775,502, and a total number of uncollected PVCs is 11,228,582 while the percentage of collected PVCs to registered voters is 86.63%.

Theme Three: Stakeholders Followed

With over 321 million monthly active users on the site, it's easy to see why Twitter is one of the platforms most electoral umpires could benefit from joining. INEC has 1.7 million followers; this makes to be the most followed government or public Twitter page in Nigeria. In addition, the record on the official Twitter page of INEC shows that INEC is following 43 Twitter handles, these 43 handles can be considered to fall into the category of INEC stakeholders. The 43 handles or stakeholders followed by INEC can be grouped into the following 10 as discussed below

i. Media

During the 2019 general election, INEC was following 13 media platforms on its Twitter account. These media platforms both local and international followed by INEC are; INEC News (@InecNews), Spyetv (@spyetv), Amplified Radio (@AmplifiedR), Inside Mainland (@InsideMainland), BBC News Africa (@BBCAfrica), The Cable (@thecableng), NigeriaInfoAbuja (@NigeriaInfoAbj), NTA News (@NTANewsNow), Sahara Reporters (@SaharaReporters), Premium Times (@PremiumTimesng), The Guardian Nigeria (@GuardianNigeria), BBC News (World) (@BBCWorld), and Reuters Summits (@Reuters_Summits). The rationale for following these media organizations was because of their impact and reach in breaking news both locally and internationally

ii. Media Personalities

The two prominent media personalities followed by INEC are Seun Okinbaloye of Channels tv (@seunokin), and Kadaria Ahmed (@KadariaAhmed).

Although there are more media personalities in Nigeria, however, to consider the professional qualifications of the two media personalities being followed by INEC, it is evident that the two media personalities merit it through their engagement in the political and electoral process in Nigeria. Seun Okinbaloye is a prominent face in the Nigeria political discussion on the media while Kadaria Ahmed is known for moderating election process events.

iii. Security Agencies

Out of the security and paramilitary agencies in Nigeria, as shown on the INEC Twitter page, the Nigerian Navy (@NigerianNavy) and Nigeria Police Force (@PoliceNG) are the only security agencies followed by INEC.

iv. Civil Society Organizations

Some of the Civil Society Organizations (CSOs) working in support of credible and transparent elections in Nigeria are: The policy and Legal Advocacy Centre (PLAC), CLEEN Foundation, Action Aid Nigeria, Centre for Democracy and Development (CDD), enough is Enough Nigeria, Wangonet, Partners for Electoral Reform and Youth Initiative for Advocacy, Growth & Advancement (YIAGA). Others are Development Dynamics, Human Rights Monitor, Election Monitor, Reclaim Naija, Institute for Human Rights and Humanitarian Law, CITAD, CISLAC and several other CSOs numbering more than sixty. However, amongst these CSOs, INEC is only following four of them on Twitter and they are: Reclaim Naija (@reclaimnaija), #NotTooYoungToRun (@YIAGA), EiE Nigeria (@EiENigeria), ID4Africa (@ID4Africa), ECONEC RESAO (@econec_resao), election monitor (@electmonitorng), Situation Room (@SituationRoomNg), AEC (@AusElectoralCom), CDD West Africa (@CDDWestAfrica), African Elections (@Africanelection)

v. Youth

Youths have been the major participatory agents in the electoral system. They constitute the largest demography in Nigeria's electoral process. The huge population of youth in Nigeria signifies a great asset for a socio-political transformation within a democratic space. Historically, the Nigerian youths have played important roles in the country's political space, especially in the struggle for independence from colonialists and immediate post-independence political formulations and the recent End Sars protest. The youth bulge has the potential to propel economic growth and human development. According to Price (2019), 18.9% of Nigeria's population (180 million) was between 15-24 years of age in 2015. This shows that INEC can't follow all the youth; however, as evident on their Twitter page, INEC is following the following Nigerian youth: Olalekan Akogun (@Olalekanakogun), Gbenro Ajibade (@gbenrostyle), TAYO™ (@Tayofaniran), Femi TAIWO (@dftaiwo), youthhubafrica (@youthhubafrica), abiodun (@ayzion22), and

Makanjuola Taiwo (@taimakso). A point of concern for INEC is that based on the thrust of the current review regarding the age bracket for the classification of youth from existing grading of 18 – 35 years to 15 – 29 years, it is impossible to ascertain that those followed by INEC are within the age bracket of 15-29 regarded as a youth.

vi. Human Rights Activist

In Nigeria, there are a lot of human right activist, but INEC are only following just three of them and these are: Dr Joe Odumakin (@DrJoeOdumakin), Mohammad J. Kuna (@mjkunas), and #NotTooYoungToRun (@DSamsonItodo).

V. Executive Arm of Government

Within the purview of the INEC system, Nigeria has 37 heads of the executive arms of government i.e. one president and 36 governors. However, it is only the president of Nigeria INEC is following on Twitter. The president's handle followed by INEC is Muhammadu Buhari (@MBuhari).

vi. Legislative Arm of Government

The legislative arm of government is present on Twitter with The Nigerian Senate (@NGRSenate) and National Assembly (@nassnigeria). These two handles are followed by INEC on Twitter.

vii. International Personalities

The only international personality followed by INEC on their Twitter page is Dr. S.Y. Quraishi (@DrSYQuraishi). Dr. S.Y. Quraishi is the former Chief Election Commissioner of India and also, the Author of 'An Undocumented Wonder - the Making of the Great Indian Election'.

viii. Other Stakeholders

Other Stakeholders followed by INEC are ASLIN (@ASLIN_NIGERIA), and Rotimi L Oyekanmi (@rot1930). Rotimi Oyekanmi is the Media Adviser/Chief Press Secretary to the Independent National Electoral Commission (INEC) Chairman.

Theme Four: Level Of Engagement

The theme on the level of engagement of INEC during the 2019 presidential elections is divided into four sub-themes which are: retweets, likes, quoted tweets and replies.

i. Retweet

"Retweet" is one of the features of Twitter. It is a feature that makes Twitter interesting and engaging. A retweet is a feature that allows someone to repost a tweet. Twitter's retweet feature encourages sharing another person's tweet

with your followers. One's tweet can also be retweeted. Retweet enhances engagement and wider reach. Retweets are an effective measure of Twitter engagement by determining interests and preferences among followers.

ii. Like

Twitter-like feature enables Twitter users to show appreciation for a tweet. It is a means of giving someone a virtual pat on the back. On Twitter, Twitter users usually click on the "Like" feature when they see a tweet that found fascinating. Unlike the "Retweet" feature, like is a way of showing appreciation for the content of a tweet, but not enough to share on your timeline for your followers to see. The Twitter "Like" feature can be likened to the "Like" feature on LinkedIn, Facebook and Instagram.

iii. Quoted Tweet

The analysis of Retweets on the INEC Twitter page would be done based on each month. The tweet with the highest retweet for each month would be analyzed. Here is the search technique used: "(from:inecnigeria) until:2019-01-31 since:2018-01-09 -filter: replies".

For January 2018, using the mentioned search strategy "(from:inecnigeria) until:2018-01-31 since:2018-01-09 -filter: replies" on the Twitter search interface, all the tweets made by INEC between January 9, 2018, and January 3, 2018. In total, 46 tweets were made during this period. The tweet on the announcement of the timetable and schedule of activities for the 2019 general elections has the highest number of engagements with 773 "Retweets, 62 "Quote Tweets" and 516 "Likes". There are 60 "Replies" to that tweet and the majority of the commenters were interested in where they can get their PVC. Since the release of the elections, time table was been done, it was not out of place when people request where they can get their PVC because getting PVC is the prerequisite to voting. As the majority of the commenters asked how they can get their PVC, INEC didn't respond to their request.

For February 2018, using "(from:inecnigeria) until:2018-02-28 since:2018-02-01 -filter: replies" search strategy on the Twitter search interface. In total, 84 tweets were made during this period. The tweet which is on the debunking of rumour with regards to the registration of under aged thumb printing ballot papers during previous elections has the highest number of engagement with 325 "Retweets, 81 "Quote Tweets" and 287 "Likes" as shown in Figure 4.31a

There are 242 “Replies” to that tweet and the majority of the commenters are curious to know the action taken by the INEC while at the same time raising concern about the measures put in place to curtail such. Since the release of the elections, times table has been done, it is not out of place when people request where they can get their PVC because getting PVC is requisite for voting. As the majority of the commenters asked how they can get their PVC, INEC didn’t respond to their request.

A commentator shared the picture of the purported underaged kids voting and the poster wrote “INEC is very much aware of all these underaged voting”.

For March 2018, using “(from:inecnigeria) until:2018-02-28 since:2018-02-01 -filter: replies” search strategy on the Twitter search interface. The tweet is on the debunking of rumour with regards to the claim that Permanent Voters Cards (PVCs) belonging to underage persons has the highest number of engagement with 102 “Retweets, 5 “Quote Tweets”, 62 “Likes” and 15 “Replies”.

One of the commentators tweeted that “D child own is national ID card” while another commentator says “Election is near. Smear campaign against INEC also commences in full force. It is expected. INEC, get ready for more to come”.

For April 2018, using “(from:inecnigeria) until:2018-04-30 since:2018-04-01 -filter:replies” search strategy on the Twitter search interface. The tweet which is on discrediting the information on the recruitment of Adhoc staff by INEC has the highest number of engagements with 53 “Retweets, 0 “Quote Tweets” and 40 “Likes” for that month. There are 2 “Replies” to the tweet and the focus of those replies is on the demand for PVC and the need for INEC to increase their staff strength.

For May 2018, using “(from:inecnigeria) until:2018-05-31 since:2018-05-01 -filter: replies” search strategy on the Twitter search interface. The tweet which is on the collection of PVCs has the highest number of engagement with 177 “Retweets, 26 “Quote Tweets” and 150 “Likes” for that month as shown in Figure 4.1 There are 58 “Replies” to the tweet and most of those replies focused of the challenges encountered during the collection of PVCs. However, INEC responded with their hotline number to one of the commentators who requested the location of where he can pick up his PVC.

For June 2018, using “(from:inecnigeria) until:2018-06-30 since:2018-06-01 -filter:replies” search strategy on the Twitter search interface. The

tweet is on the promotion and publicity of the Continuous Voters Registration (CVR) exercise has the highest number of engagements with 28 “Retweets, 3 “Quote Tweets” and 68 “Likes” for June 2018. There were 20 “Replies” to the tweet and those replies were majorly on the negative perception of the people towards the INEC.

For July 2018, using “(from:inecnigeria) until:2018-07-31 since:2018-07-01 -filter:replies” search strategy on the Twitter search interface. The tweet which is on the countdown to the deadline of Continuous Voters Registration (CVR) has the highest number of engagements with 28 “Retweets, 3 “Quote Tweets” and 68 “Likes” for the month.

There are 225 “Replies” to the tweet and those replies were primarily on how to transfer PVC from one location to another with INEC giving the right responses to those.

For August 2018, using “(from:inecnigeria) until:2018-08-31 since:2018-08-01 -filter:replies” search strategy on the Twitter search interface. Debunking rumors on the amount of money budgeted to feed police officers that would partake in the 2019 general elections has the highest number of engagement with 945 “Retweets, 80 “Quote Tweets” and 1K (used for more than one thousand) “Likes” for the month. There are 179 “Replies” to the tweet and those replies were majorly on dissatisfaction with INEC.

For September 2018, using “(from:inecnigeria) until:2018-09-30 since:2018-09-01 -filter: replies” search strategy on the Twitter search interface. The tweet which is on the update of the Continuous Voters Registration (CVR) has the highest number of engagements with 273 “Retweets, 18 “Quote Tweets” and 246 “Likes” for Sept 2018.

There are 45 “Replies” to the tweet and they were mostly requested on PVC collection, but instead of INEC responding to those tweets, some Twitter users were the ones responding to them.

For October 2018, using “(from:inecnigeria) until:2018-10-31 since:2018-10-01 -filter: replies” search strategy on the Twitter search interface. The tweet which is on the summary of the submission of form CF002 for the Presidential and National Assembly Election has the highest number of engagements with 261 “Retweets, 25 “Quote Tweets” and 389 “Likes” for the month. Form CF002 is a form that bears the total number of all the political parties with certified candidates for the Presidential and National Assembly Elections. The tweet shows that APC has the highest number of candidates with 460 candidates while PDP has the second highest with 459 candidates.

There are 64 “Replies” to the tweet and they were majorly on the difference in the number of candidates between APC and PDP. For instance, a tweep (@jorge_d_best) tweet says @dondekojo should explain why APC submitted more rep than PDP. The tweep also asked why the number of senators 106 for both PDP and APC and not 109.

For November 2018, using “(from:inecnigeria) until:2018-11-30 since:2018-11-01 -filter: replies” search strategy on the Twitter search interface. The tweet which is on the debunking of rumour says that information reaching the commission shows that INEC has given the electorate another opportunity to register for PVC which started from 2nd to 10th of December, 2018.

The tweet has about 1,400 “Retweets, 63 “Quote Tweets” about 1,500 “Likes” and 161 “Replies” for the month. Replies to the tweet show that some Nigerians were expecting INEC to have debunked the news earlier before they did. Also, some of the replies to the tweet focused on the collection of PVC. For instance, @dinsewo4real tweeted by asking who registered in July, and when people will get their PVC. The conclusion of his tweet explained that he has been to LG several times but was told to come back for it even though the election was just a few months away.

For December 2018, using “(from:inecnigeria) until:2018-12-31 since:2018-12-01 -filter: replies” search strategy on the Twitter search interface. The tweet which is on the diaspora voting titled “No Diaspora/Out-of-Country voting in 2019 General Elections” has the highest number of engagement with 373 “Retweets, 29 “Quote Tweets” and 379 “Likes” for the month. The tweet says

There are 51 “Replies” to the tweet. Some of those replies bordered on PVC registration and collection. One of the replies commended INEC for clarifying diaspora voting. For instance, a tweep (@KennyiOkan) tweet says it was good that INEC quickly cleared the air on misinformation.

For January 2019, using “(from:inecnigeria) until:2019-01-31 since:2019-01-01 -filter: replies” search strategy on the Twitter search interface. Has the highest number of engagements with about 1800 “Retweets, 107 “Quote Tweets” and about 1700 “Likes” for the month. There are 238 “Replies” to the tweet. Some of those replies are complaints with regard to the collection of PVC while some respondents commended INEC. Another tweet was on the negative perceptions of INEC. Collection of PVC. For instance, a tweep (@CDiepreye) tweet says he has lost hope about

collecting his PVC in Nigeria because each time he goes there he was told it isn’t ready

For February 2019, using “(from:inecnigeria) until:2019-02-28 since:2019-02-01 -filter: replies” search strategy on the Twitter search interface. Which is on the declaration of the winner of the presidential election by the Hon. Chairman INEC, Prof. Mahmood Yakubu. The tweet has the highest number of engagements with about 8655 “Retweets, 1208 “Quote Tweets” and about 12500 “Likes” for the month as shown in Figure 4.43. There are about 2200 “Replies” to the tweet. However, there are mixed reactions to the tweet replies under the tweet show satisfaction and dissatisfaction with the emergence of the incumbent President Muhammadu Buhari as the winner of the election. For instance, @EkenediliOlisa tweeted if Nigerians voted, but @_IyohaKelly replied emphatically that they did.

Discussion

Results from this study showed that the tweet contents of INEC on Twitter during the 2019 presidential election revolved round the release of a timetable and schedule of activities; registration of voters; voter education; collation and declaration of results. The tweet contents based on the identified sub-themes revealed that Twitter was primarily utilized by INEC for electoral communication within the job functions of the commission. The tweet contents of INEC during the 2019 presidential election can be described as “electoral tweet content”.

In addition, the tweet content of INEC is informative and participatory. Tweets on the timetable and schedule of activities served as awareness creation; tweets on the registration of voters were also used persuasively to encourage and remind the Nigerian populace. Likewise, tweets on voter education were used to educate and enlighten voters on how to vote. However, the tweet content on voter education failed to educate the uninterested populace on the need to participate in the electoral process. Lastly, the tweet contents on the collation and declaration of results revealed that the presidential results were collated at the state level and announced on a state-by-state basis in Abuja under the Chairmanship of the INEC Chairman, Professor Mahmud Yakubu. Surprisingly, the results announced were limited to six political parties i.e. AAC, ADC, ADP, APC, PDP, and SDP out of 73 political parties. However, the justification for the presentation of results for just six political parties out of the 73 political parties that participated in

the process could not be ascertained. In the same vein, the declaration of results.

Results on the tweet contents of INEC during the 2019 general elections show that INEC took advantage of Twitter to enhance its electoral communication. Twitter has transformed the manners in which political communication is understood and has positioned itself as an emerging space in the field of political communication (Gibson, Cantijoch, & Ward, 2010; Hendricks & Kaid, 2014).

Likewise, the tweet contents of INEC during the 2019 presidential election reflected an agenda setting by INEC following its role in the nation's electoral process. Scholars have also analyzed the dynamics of agenda-setting between Twitter, politicians and the media (Skogerbø & Krumsvik, 2015), and media coverage of election campaigns including Twitter coverage (Lefky et al., 2015).

Having established the tweet content of INEC based on the analysis and critical examination of the usage of Twitter by the Independent National Electoral Commission during the 2019 general elections in Nigeria, the analysis revealed that the hashtag used by INEC during the 2019 election is “#NigeriaDecides2019”. “#NigeriaDecides2019” was not only used by INEC, commentators on social media also used “#NigeriaDecides2019” in their tweets with regard to the 2019 general elections. Burns (2017) asserts that hashtags have been useful in organizing people with shared interest values or beliefs who may not be socially connected; it also allows Twitter users to connect by interest in an expansive way. Adamska (2016) states that many stakeholders involved in the electoral process open Twitter accounts and uses hashtags to communicate with people and also monitor what people are saying about them. The position of Adamska (2016) described how “#NigeriaDecides2019” was used by INEC and every stakeholder involved in the electoral process.

In addition, “#NigeriaDecides2019” was primarily used by INEC consistently a few days before the election. During these periods, “#NigeriaDecides2019” was included in all the tweets made by INEC till when the election results were declared. This act aligns with the position of Adamska (2016) on the essence of using the hashtag. Adamska (2016) reiterated that the basic function of hashtags is tagging, that is marking one's posts. This way, the remaining users of community networking portals can find a given post more easily by searching the entries containing the hashtag that interests them. Such a

post becomes highlighted, and its subject is underlined.

The use of “#NigeriaDecides2019” on Twitter during the 2019 general election gains its prowess from “#BringBackOurGirls” during the Chibok girls kidnapping event and “#NigerianDecides” during the 2015 general elections. The usage of Odeyemi and Mosunmola (2019) asserts that Twitter hashtags allow users to annotate tweets with metadata specifying the topic or intended audience of a communication.

A critical examination of INEC followership on Twitter shows that INEC has 1.7 million followers and 43 handles being followed i.e. following. This shows that amongst government institutions or commissions, INEC has one of the highest followership on Twitter. Findings show that INEC is following 43 Twitter handles, these 43 handles can be considered to fall in the category of INEC stakeholders. The 43 handles or stakeholders followed by INEC are classified into 10 categories, namely; media, media personality, security agency, civil society organization, youth, human rights activists, the executive arm of government, the legislative arm of government, international personality and another stakeholder.

Results from this study on the level of engagement of INEC show that INEC exhibited a high level of engagement in tweeting about the activities and programs of the commission to get Nigeria's populace aware of the commission's activities. Interest-driven online participation includes those activities that allow people to pursue an interest in hobbies, popular culture, new technology, games, and sports (Ito et al., 2009). Specifically, based on the finding, the INEC had the highest number of engagements when the winner of the election was announced. The tweet made by INEC for the declaration of results has 8655 “Retweets, 1208 “Quote Tweets” and about 12500 “Likes”.

Conclusion

The rapid increase in the usage of Nigerian Twitter users combined with the increased in usage of Twitter by INEC is expected to bridge the communication gap in the electoral process which will, in turn, serve as an ingredient to strengthen the electoral system. Having assessed the usage of Twitter by the Independent National Electoral Commission during the 2019 general elections in Nigeria. Amongst the contributions made by this study is the deepening of existing knowledge on the political parties, political candidates, electorates, and civil society organizations on the usage of Twitter by the Independent National

Electoral Commission during the 2019 general elections in Nigeria. The implication of this is that political parties, political candidates, electorates, and civil society organizations can always rely on the official Twitter account of INEC for credible, timely and accurate information.

Theoretically, findings from this study showed that there is a nexus between Twitter, political communication and its usage by the electoral empire for institutional gratification. This study has helped to understand the Uses and Gratifications theory as it relates to the use of Twitter for political communication and engagement. This study helped to explain how the umpire body used Twitter to gratify their needs for voter education. Solicit for analysis via retweets and Quotes tweets voters' pain points, and to better understand the public's reaction to INEC tweets.

Also, the finding from the study further enriched knowledge of the relationship between technology and society. It reaffirmed that society is shaped by and influenced by technological development and Twitter is a product of technology. Thus, the relevance of the usage of Twitter by the Independent National Electoral Commission helps to have an informed society on the matter of the electoral process.

The study has also made a methodological contribution by expanding the scope of textual analysis by applying it to the assessment of Twitter usage by INEC. The implication of this is that this study has expanded the scope of research on textual analysis and also provided methodological justification for other researchers that would be interested in researching social media and political communication.

References

- Abdulrauf, A. A. (2016). *Cognitive engagement and online political participation on Facebook and Twitter among youths in Nigeria and Malaysia* (Doctoral dissertation, Doctoral thesis). Universiti Utara Malaysia, Changlun).
- Adamska, K. (2015). Hashtag as a message? The role and functions of hashtags on Twitter. *Media Studies*, 62(3), 1-15.
- Agudosi, F. I. (2007). Mass media and the promotion of healthcare in rural communities. In Sooola, E. (ed.) *Communication conference proceedings*.
- Ajayi, A. T., & Ojo, E. O. (2014). Democracy in Nigeria: Practice, problems and prospects. *Journal of Developing Country Studies*, 4(2), 107-125.
- Akasoro, O.G. (2011). News agency of Nigeria as a channel for political communication in Nigeria. In Oso, L & Umaru, P. (Eds.). *Mass media and society in Nigeria*. Lagos: Multhouse Press Limited.
- Ammann, S. L. (2010). A political campaign message in 140 characters or less: the use of Twitter by U.S. Senate Candidates in 2010. *Social Science Research Network*.
- Ayankoya, K., Calitz, A. P., & Cullen, M. (2015). A framework for the use of social media for political marketing: An exploratory study. Retrieved December, 12, 2018.
- Baek, M. (2009). A comparative analysis of political communication systems and voter turnout. *American journal of political science*, 53(2), 376-393.
- Bruns, A. (2005). *Gatewatching: Collaborative online news production*. Peter Lang.
- Bruns, A., & Burgess, J. E. (2011). The use of Twitter hashtags in the formation of ad hoc publics. In *Proceedings of the 6th European Consortium for Political Research (ECPR) General Conference 2011*. Provide other details, like the place of the conference and date.
- Burgess, J., Marwick, A., & Poell, T. (2017). *The SAGE handbook of social media*. London, England: SAGE
- Burns, A. & Eltham B. (2009). Twitter free Iran: An evaluation of Twitter's role in Iran's 2009 election crisis. *Record of the Communications Policy & Research Forum*, provide other details. 298-310.
- Burns, P. (2017). How to better use social media #hashtags in politics. Retrieved on 21/01/2021 from: <https://arc3communications.com/how-to-better-use-social-media-hashtags-in-politics/>
- Castells, M. (2007). Communication, power and counter-power in the network society. *International Journal of Communication*, 1(1), 238-266.
- Chadwick, A. (2013). *The hybrid media system: Politics and power*. New York: Oxford
- Chen, G. M. (2011). Tweet this: A uses and gratifications perspective on how active Twitter use gratifies a need to connect with others. *Computers in human behavior*, 27(2), 755-762.
- Conover, M., Ratkiewicz, J., Francisco, M., Gonçalves, B., Menczer, F., & Flammini, A. (2011). Political polarization on twitter. In *Proceedings of the international aaai conference on web and social media*, 5(1), 89-96).
- Daşlı, Y. (2019), Use of social media as a tool for political communication in the field of politics. *ODÜ Journal of Social Sciences Research (ODÜSOBİAD)*, 9(1), 243-251.
- Doris, G. (2014). An assessment of the role of social media in political education and mobilization. *Unpublished Master's Thesis*, Benue State University, Makurdi.
- Dungse, Y., Mato, S., Makinde, O., & Chidozie, F. (2018). Social media, political mobilization and participatory politics in Nigeria. In *e-Government for Democratic Consolidation and Transformation CUCEN 2018 Conference*.
- Edegoh, L. O., & Anunike, O. W. (2016). Voters' Assessment of Social Media Use for 2015

- Electioneering Campaigns by the two Leading Political Parties in Nigeria. *African Research Review*, 10(4), 18-40.
- Effing, R., Van Hillegersberg, J., & Huibers, T. (2011). Social media and political participation: are Facebook, Twitter and YouTube democratizing our political systems? In *International conference on electronic participation* (pp. 25-35). Springer, Berlin, Heidelberg.
- electioneering campaigns by the two leading political parties in Nigeria. *An International*
- Epstein, R. A. (2011). Direct Democracy: Government of the People, by the People, and for the People. *Harv. JL & Pub. Pol'y*, 34, 819.
- Ezeh, N. C., & Mboso, A. G. (2018). Twitter and Election Campaigns: Measuring Usage in Nigeriaâ€™s 2015 Presidential Election. *Covenant Journal of Communication*.
- Gannes, L. (2010). The short and illustrious history of twitter #Hashtags. Retrieved from: <http://gigaom.com/2010/04/30/the-short-and-illustrious-history-of-twitterhashtags>
- Gibson, R., Cantijoch, M., & Ward, S. (2010). Another false dawn? New media and citizen participation in the 2010 UK general election. In *Proceedings of the Elections, Public Opinion and Parties Conference, Essex*.
- Golbeck, J., Grimes, J. M., & Rogers, A. (2010). Twitter use by the US Congress. *Journal of the American Society for Information Science and Technology*, 61(8), 1612-1621.
- Graber, D. A., & Smith, J. M. (2005). Political communication faces the 21st century. *Journal of communication*, 55(3), 479-507.
- Grusell, M., & Nord, L. (2012). Three attitudes to 140 characters the use and views of Twitter in political party communications in Sweden. *Public Communication Review*, 2(2), 1-18.
- Halavais, A. (2014). Structure of Twitter: Social and technical. *Twitter and society*, 29-42.
- Hendricks, J. A., & Kaid, L. L. (2014). Shaping the new presidential campaign. In *Techno Politics in Presidential Campaigning* (pp. 29-36). Routledge.
- Hosch-Dayican, B., Amrit, C., Aarts, K., & Dassen, A. (2016). How do online citizens persuade fellow voters? Using Twitter during the 2012 Dutch parliamentary election campaign. *Social Science Computer Review*, 34(2), 135-152.
- Ito, M., Baumer, S., Bittanti, M., Cody, R., Stephenson, B. H., Horst, H. A., ... & Perkel, D. (2019). *Hanging out, messing around, and geeking out: Kids living and learning with new media*. MIT press.
- Larsson, A. (2011). Twitter use during the 2010 Swedish election-and beyond. In *DIATA11-Düsseldorf Workshop on Interdisciplinary Approaches to Twitter Analysis 2011, September 14-15, 2011, Düsseldorf, Germany*.
- Larsson, A. O., & Moe, H. (2012). Studying political microblogging: Twitter users in the 2010 Swedish election campaign. *New media & society*, 14(5), 729-747.
- Larsson, A., & Moe, H. (2011). Who tweets? Tracking microblogging use in the 2010 Swedish election campaign.
- Lee, E.-J., & Oh, S. Y. (2013). Seek and you shall find? How need for orientation moderates knowledge gain from Twitter use. *Journal of Communication*, 63, 745-765.
- Lee, K., Oh, W. Y., & Kim, N. (2013). Social media for socially responsible firms: Analysis of Fortune 500's Twitter profiles and their CSR/CSIR ratings. *Journal of business ethics*, 118, 791-806.
- Lefky, T., Brewer, P. R., & Habegger, M. (2015). Tweets on television news: The nature and effects of campaign coverage of Twitter. *Electronic News*, (9), 257-269. doi:10.1177/1931243115604884
- Machnik, B. (2014). The place of Twitter in the process of political communication. *Kwartalnik Naukowy OAP UW" e-Politikon"*, (9), 86-108.
- Micó, J., & Casero-Ripollés, A. (2014). Political activism online: Organization and media relations in the case of 15M in Spain. *Information Communication and Society*, 17, 858-871. doi:10.1080/1369118X.2013.830634
- Morpeau, A. (2011). Twitter and political and civic engagement: Is there a relationship?
- Ndinojuo, B. E. & Ihejirika, W. C. (2015). Nigerian political parties and their social media followership: Aftermath of 2015 general elections. *MCC*, 2(2), 39-58.
- Ndinojuo, B., & Ihejirika, W. (2015). A review of Facebook followership for political parties in Nigeria. *Journal of Banking, Finance & Digital Marketing*, 1(1), 42-54.
- Njegomir, N. (2016). The impact of Facebook, Twitter and YouTube on Millennial's political behaviour (Unpublished master's thesis). Gonzaga University, Spokane, WA
- Oboh, G. E. (2016). Reflecting on the Nigerian media, elections, and the African democracy. *Sage Open*, 6(3), 2158244016666886.
- Odeyemi, T. I., & Mosunmola, O. O. (2015). Stakeholders, ICTs platforms and the 2015 general elections in Nigeria. In *National Conference on "The* (pp. 27-28).
- Okoro, N. & Santas, T. (2013). An appraisal of the utilisation of social media for political communication in the 2011 Nigerian presidential election. *An International Multi-Disciplinary Journal, Ethiopia*, 11(1), 115-135
- Okoro, N., & Nwafor, K. A. (2013). Social media and political participation in Nigeria during the 2011 general elections: The lapses and the lessons.
- Paul, A. T. (2019). The role of social media in voter education in Nigeria. *Am J Compt Sci Inform Technol*, 7(1), 33.
- Preston, J. (2011). Facebook officials keep quiet on its role in revolts. *The New York Times*. Retrieved on 1/12/2021 from http://www.nytimes.com/2011/02/15/business/media/15Facebook.html?_r=1&scp=1&sq=Twitter%20and%20mobilization&st=cse

- Raoof, J., Zaman, H., Ahmad, A., & Al-Qaraghuli, A. (2013). Using social network systems as a tool for political change. *International Journal of Physical Science*, 8, 1143-1148.
- Skogerbø, E., & Krumsvik, A. H. (2015). Newspapers, Facebook and Twitter: Intermedial agenda setting in local election campaigns. *Journalism Practice*, 9(3), 350-366.
- Steven J. (2009). Twitter. Retrieved on 21/01/2021 from: <https://www.marketingdonut.co.uk/social-media/Twitter/Twitter-overview>
- Stieglitz, S., Brockmann, T., & Xuan, L. D. (2012). Usage of social media for political communication. *PACIS 2012 Proceedings*
- Stoddart, A. (2013). Politicians should use Twitter to engage more, and broadcast less. *Democratic Audit Blog*.
- Tumasjan, A., Sprenger, T. O., Sandner, P. G., & Welpe, I. M. (2011). Election forecasts with Twitter: How 140 characters reflect the political landscape. *Social Science Computer Review*, 29(4), 402-418.
- Vergeer, M., Hermans, L., & Sams, S. (2013). Online social networks and micro-blogging in political campaigning: The exploration of a new campaign tool and a new campaign style. *Party politics*, 19(3), 477-501.
- Weller, K., Burns, A., Burgess, J., Mahrt, M., & Puschmann, C. (2016). *Twitter ve toplum*. Epsilon Yayincilik Ltd. Sti.
- Weller, K., Bruns, A., Burgess, J., Mahrt, M. & Puschmann, C (2014). *Twitter and Society* Publisher:
- Zappavigna, M. (2011). Ambient affiliation: A linguistic perspective on Twitter. *New media & society*, 13(5), 788-806.