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Contributions of X (Formerly Twitter) in Sensitizing Nigeria Electorate Towards Exercising their Voting Rights in Presidential Elections

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Abstract

The main aim of this study is to determine the role of twitter in sensitizing the Nigerian electorate towards exercising their voting right in Idemili North LGA of Anambra state. Survey research method was used in this study, the researchers found out that former twitter has a role in sensitizing Nigerian in the electorate towards exercising their right in Idemili North LGA. The researcher highlight the business-relationship-building-capacitate of former twitter as it enables customers and peers conversations that eventually support the development of products and service innovations. Again, former twitter has a capacity for marketers to inform and engage customers and peers in their networks on wider topics thereby building a brand of the individual users and their companies simultaneously. Finding, furthermore, former twitter enable quick way to distribute information, business intelligence and create a community. The study concludes that former twitter has become a tool to reach out to people of Idemili LGA in sensitizing them towards electoral processes. It recommends the combination of social media plate forms, like combining Whatsapp and Facebook in educating people towards their electoral obligations.

Keywords: Former twitter, Nigerian electorate, Voting rights, presidential elections

Introduction

Since the turn of this millennium, the internal and social media networks have opened new opportunities to energize political participation and civil engagement in advanced and emerging democracies (Opeibi, 2019). This new mode of virtual political interaction is creating a new space for accelerated engagements between political and citizens in most democratic cultures across the globe. They effectively encourage more direct communication channels between politicians and citizens, thereby reducing status and communication gaps (Opeibi, 2019; Cab, 2017). In Nigeria, the electoral system plays a vital role in shaping the democratic process and ensuring the legitimacy of elected representatives. Understanding the overview of Nigeria's electoral system is crucial to comprehending the context within whichx.com role in sensitizing the Nigerian electorate towards exercising their voting rights can be explored. This section provides a comprehensive, in-depth background of the Nigeria electoral system, highlighting its key components, challenges and statistics.

The Nigeria electoral system operates under a multi-tiered structure comprising federal, state, and local government elections. The independent Nigeria Electoral Communication (INEC) is responsible for organization and conducting elections at the federal level. INEC is an independent body established by the Constitution of the Federal Republic of Nigeria. It is mandated to registered political parties, monitors campaign finance, and oversee the electoral process (INEC, n.d.). Elections in Nigeria are conducted through direct and indirect voting methods. Direct voting involves citizens casting their votes for individual candidates. In contrast, indirect voting is used to elect the President and the

Government of states, whereby citizens vote for political parties, and the party with the majority forms the government. The President and Government are elected through a two-round system, requiring a candidate to secure the majority of the popular vote and at least 25% of the votes in two-thirds of the states (Nwabueze, 2015).

Despite the constitutional provisions and efforts made by INEC to enhance the electoral process. Nigeria faces several challenges in conducting free, fair, and credible elections. Electoral violence, voter intimidation, vote-buying, and electoral malpractice are significant issues that undermine the integrity of the electoral system (Nwabueze, 2015). Furthermore, the country's vast geographical size, diverse ethnic and cultural composition, and uneven development contribute to the complexity of the electoral landscape. To address these challenges, INEC has implemented various electoral reforms and leveraged technology to improve the electoral process. The introduction of the Permanent Voter Card (PVC) and the Smart Card Reader (SCR) has helped in voter registration, verification, and reduction multiple voting (INEC, n.d). These technological advancements aim to enhance the transparency and credibility of the electoral system.

In recent years, the emergence of social media platforms, including x.com has significantly impacted political discourse and civic engagement in Nigeria. With a large youth population and increasing internet penetration, social media platforms have become essential for political communication, mobilization and voter education (Opeibi, 2019). According to statistics, Nigeria has one of Africa's highest social media users, with over 60 million active internet users (Kemp, 2021) x.com in particular, has gained popularity among Nigerian citizens, political actors, and advocacy groups due to its real time nature and ease of disseminating information to a wide audience. It has become a platform for politicians to engage with citizens directly, share campaign messages, and address voter concerns (Cab, 2017).

Several notable events have demonstrated the influence of x.com on Nigeria politics. Opeibi (2019) argues that x.com one of the most popular social media platforms, has significantly sensitized the Nigerian electorate towards exercising their voting rights. He claims that has enabled citizens to access information, express opinion, mobilize support, monitor elections, hold leaders accountable and demand good governance. He also asserts that x.com has empowered marginalized groups such as women, youth and ethnic minorities to participate more actively and effectively in the electoral process. He cites several examples of how x.com has influenced electoral outcomes and political dynamics in Nigeria, such as the #NotTooYoungToRun campaign, the #EndSARS protests, the #BringBackOurGirls movement and the #NigeriaDecides hashtag.

However, Opeibi (2019) also acknowledges some challenges and limitations of using ... the political engagement in Nigeria. He mentions issues such as the digital divide, fake news, hate speech, cyberbullying, online violence, censorship and manipulation as some of the factors that can undermine or distort the democratic potential of x.com He also notes that x.com that users do not represent the entire Nigerian population, as they tend to be more urbanized, educated, affluent and politically active than average citizens. He, therefore, calls for more research how x.com can be used more inclusively, responsively and effectively to enhance electoral participation and civil engagement in Nigeria.

X Twitter has provided a platform for citizens to hold accountable and express their opinions on governance and public policies. It has also facilitated the emergence of political influencers and opinion leaders who shape public opinion and engage in political conversations (Cab, 2017). However, while x.com offers opportunities for political

engagement, it also poses challenges. The spread of misinformation, hate speech and manipulating public opinion through social media platforms have been significant concerns in Nigeria's political landscape (Opeibi,2019). Additionally, the accessibility of social media platforms predominantly to urban areas and educated individuals creates a digital divide that may limit the reach and effectiveness of x.com campaigns in sensitizing the entire electorate (Cab,2017)

The Nigerian electoral system serves as the framework for democratic elections, ensuring the participation of citizens in the governance process. However, the system faces violence, voter intimidation, and electoral malpractice challenges. The advent of social media, particularly x.com has revolutionized political communication and civic engagement in Nigeria. With a significant number of social media users and the platform's real-time nature, x.com has the potential to sensitize the Nigerian electorate towards exercising their voting rights. Understanding the Nigerian electoral system and the role of x.com within this context is crucial for comprehending the dynamics and impact of social media on the democratic process.

Voter participation is a fundamental pillar of a democratic society, playing a crucial role in shaping the legitimacy and effectiveness of the democratic process. Understanding the importance of voter participation is essential to comprehend the significance of x.com. Role in sensitizing the Nigerian electorate towards exercising their voting rights. Voter participation is essential for ensuring the legitimacy of elected representatives and the representative nature of democratic governments. When a significant portion of the electorate actively participates in elections, it strengthens the mandate of elected officials and enhances the credibility of the democratic system (Baddez, 2004). Higher levels of voter participation contribute to a broader and more diverse representation of citizens' interests, leading to policies that better reflect the needs and preferences of the entire population (Franklin,2004). The fulcrum of this study lies in recognizing the paramount importance of voters participation in a thriving democratic society. Voter participation bolsters elected representatives legitimacy and fosters inclusive representation, accountability and social cohesion.

This study seeks to delve deeper into the influence of former twitter by examining its role in encouraging the electorate to exercise their voting right and participate actively in the electoral process.

Objectives of the Study

1. Asses the pattern and levels of former twitter usage among Idemili Local Government Area electorate.
2. Examine the impact of former twitter on the political awareness and knowledge of the Idemili electorate regarding electoral processes, candidates, and issues.
3. Determine the effectiveness of former twitter as a platform for mobilizing the Idemili electorate towards exercising their voting rights.
4. Investigate the interaction between former twitter usage and age, education, socio-economic status, and political awareness influencing voter engagement and participation in the Idemili Local Government Area.

Research Questions

The following research questions will guide the study:

1. What are the patterns and levels of former twitter usage among Idemili Local Government Area electorate?
2. How does former twitter influence the political awareness and knowledge of the Idemili electorate regarding electoral processes, candidates, and issues?
3. To what extent does former twitter serve as an effective platform for mobilizing the Idemili electorate towards exercising their voting rights?
4. What factors, such as age, education, socio-economic status, and political awareness interact with former twitter usage to influence voter engagement and participation in the Idemili Local Government Area?

Literature Review

Since the emergence of social media platform, there has been a significant transformation in how individuals engage in political processes and exercise their democratic rights. The advent of platforms like former twitter, Facebook and Instagram has opened up new avenues for political participation, enabling citizens to connect with political actors, share information, and express their opinion globally. The rise of social media has revolutionized political communication by facilitating direct and instantaneous between citizens and political actors (Opeibi, 2019,p.24) notes that social media platforms have energized political participation and civic engagement across advanced and emerging democracies. Through these platforms, individuals can access a wealth of political information, engage in discussions, and mobilize support for various causes (Cab, 2017, p.57) observes that social media's increasing usage by political parties, advocacy groups, and citizens has created a new environment for communication and interaction, breaking down traditional barriers and enabling more direct communication channels between politicians and citizens.

Scholars such as (Zappavigna, 2013,p.12) and (Opeibi, 2015.112) argue that social media technologies have fostered greater interconnectedness among people across temporal, spatial, cultural and political boundaries. These platforms have expanded the reach of political discourse, allowing citizens to engage in political conversations beyond their immediate physical communities. As a result, individuals can access diverse perspectives, engage with different political ideologies, and participate in discussions that shape their understanding of political issues. Research has shown that social media usage positively impacts political knowledge and awareness. (Valenzuela et al., 2012, p.32) found that social media use associated with increased political knowledge and participation. Simply, a study by (Boulianne, 2015,p.78) revealed that social media users likelier to have political discussions, seek out political information, and engage in civic activities. These findings suggests that social media platforms have the potential engagement by providing individuals with easy access to political information and opportunities to participate in political conversations.

Furthermore, social media platforms have proven to be effective tools for political mobilization. The Arab Spring uprising in 2010-2011 are a prominent example of how social media can facilitate mass mobilization and political activism (Howard et al.,2011,p.11). platforms like former twitter and facebook played a crucial role in organizing protests,

disseminating information and galvanizing public support for political change. In Nigeria, the #EndSARS movement in 2020 demonstrated the power of social media in mobilizing citizens and raising awareness about social and political issues. Despite the positive contributions of social media to political participation, scholars have also identified challenges and limitations. The phenomenon of “slacktivism” or “clicktivism” refers to the tendency of individuals to engage in symbolic online actions without meaningful offline engagement (Morozov, 2009, p.32). Critics argue that social media activism may create an illusion of political participation without leading to tangible real-world impact. Additionally, concerns have been raised regarding the potential for echo chambers and filter bubbles, where individuals are exposed only to like-minded opinions, limiting the diversity of perspectives and stifling productive dialogue (Sunstein, 2017, p.44).

In the Nigerian context, social media platforms, particularly former Twitter, have gained significant popularity as channels for political engagement. Nigeria is one of the countries with the highest number of internet users in Africa (Worldbank, 2020), and social media platforms have become spaces for citizens to express their political opinions, engage in discussions, and mobilize support for various causes. The role of former Twitter in sensitizing the Nigerian electorate towards exercising their voting rights is of particular interest, as it offers a unique platform for political communication and mobilization. The literature on social media and political participation highlights the transformative impact of these platforms on democratic processes worldwide. Social media has expanded access to political information, fostered political awareness, facilitated political discussions, and enabled mobilization for social and political causes.

However, challenges such as slacktivism and filter bubbles warrant careful consideration. In the Nigerian context, former Twitter has emerged as a powerful platform for political engagement, making it essential to investigate its role in sensitizing the Nigerian electorate towards exercising their voting rights in order to enhance democratic participation and strengthen the electoral process. Social media platforms have revolutionized communication and transformed how individuals interact, share information, and engage in various activities online. Defining social media platforms is essential for gaining a clear understanding of their scope and functionalities. Social media platforms are online platforms that enable users to share content, engage in social participations, and participate in virtual communities. (Kaplan & Haenlein, 2010, p.12). These platforms provide individuals with the means to connect, communicate and collaborate with others, often through user-generated content.

One of the defining characteristics of social media platforms is their user-centric nature. Users can create and share content, shaping the overall environment and driving the interactions within the platform. The participatory nature allows for active engagement and empowers individuals to express their opinion, share information and contribute to discussions. Another important characteristic of social media platforms is their networked structure. Users can establish connections, build networks, and engage with others within the platform. These connections can be based on various relationships, such as friendships, interests, or professional affiliations. The networked structure of social media platforms facilitates the spread of information, enables social influences, and amplifies content reach.

Furthermore, social media platforms facilitate the creation and dissemination of user-generated content. Users can share text, images, videos and other forms of media, enabling them to express themselves, share their experiences, and contribute to ongoing conversations. This participatory nature of content creation distinguishes social media platforms from

traditional medias, where professional entities typically produce content. The popularity and adoption social media platform have grown exponentially in recent years. According to the Datareportal Global Digital Overview 2021 reports. As of January 2021, there were 4.33 billion social media users worldwide, accounting for 55.1% of the global population (Datareportal, 2021,p.123). This statistic underscores social media platforms widespread use and impact in shaping communication and social dynamics.

Different social media platforms offer distinct features and cater to specific user preferences. For example, facebook, one of the most prominent social media platforms, enables users to connect with friends and family, share updates, join groups, and engage in discussions. former twitter focuses on visual content, allowing users to share photos and videos, while former twitter emphasizes short real-time messages known as tweets. Each platform has unique characteristics, user demographics, and usage patterns, contributing to the diversity and richness of the social media landscape. Social media platforms, including former twitter, have has profound implications for political communication and civic engagement. These platforms have become influential political discussions, information sharing and mobilization spaces. former twitter, in particular, has gained prominent as platform that enables real-time conversations, hashtag campaigns, and direct interaction between political actors and citizens.

Research has highlighted the impact of social media platforms on political processes. Gil de (Zuniga et al., 2012 p.34) found that social media use was positively associated with political knowledge, political efficacy, and political participation. (Enli and Skogerba, 2023 p.53) also noted that social media platforms offer opportunities for political engagement, including political expression, political discussion, and political mobilization.

In Nigeria, social media platforms, including former twitter, have played a significant role in political; communication and citizen engagement. Nigeria has a sizeable population of internet users, with a growing number of individuals accessing social media platforms (World Bank),2020). These platforms have become spaces for political discussions, the dissemination of information, and mobilization for social and political causes. Social media platforms have transformed communication, enabling individuals to connect, share content, and engage⁴ in virtual communities. The characteristics of social media platforms, including their user-centric nature, networked structure, and emphasis on user-generated content, distinguish them from traditional media channels. The widespread adoption of social media platforms globally and their impact on political communication highlight their significance in contemporary society.

The Role of Social Media in Political Communication and Engagement

Social media platforms have engaged as powerful tools for political communication, offering unique features and functionalities that enable individuals to connect, share information, and engage in political discussion. These platforms facilitate direct and immediate communication between political actors and citizens, breaking down barriers and reducing information gaps (Larson, 2018, p.24). Through social media, political messages can spread rapidly and reach a broad audience, making it an influential medium for political discourse. Social media platforms allows individuals to express their opinions, share contents, and engage in discussions. Users can create and share under-generated content, such as text posts, images, videos, and links, which can shape public opinion and contribute to political debates (Chadwick 2013, p. 47). This participatory nature of social mediat platforms empowers individuals to actively participate in the political process actively, fostering a sense of political agency and engagement.

Furthermore, social media platforms facilitate forming of virtual communities and networks centered around political interests and causes. Users can join groups, follow political figures, and connect with like-minded individual, creating opportunities for political mobilization and collective action (Bennett & Segeberg, 2012, p.30). These networks enable the dissemination of political information, the coordination of political campaigns, and the mobilization of support for political causes.

Research has highlighted the transformative impact of social media on political engagement. Studies have shown that media use is associated with increased political knowledge, interest, and participation (Gil de Zuniga et al., 2012, p.23; Vaccari et al, 2015, p.90). Social media platforms give individuals access to various political platforms and perspectives, allowing them to stay informed and engaged in political issues (Chadwick & Stromer-Galley, 2016, p.45). Moreover, social media platforms can serve as a gateway for individuals to engage in offline political activities, such as attending rallies or volunteering for political campaigns (Baulianne, 2015, p.25). One notable aspect of social media platforms is their facilitating political mobilization and activism. Hashtag campaigns, online petition, and viral content on social media platforms have been instrumental in drawing attention to social and political issues marginalized voices, and mobilizing support for social movements (Bruns et al, 2012, p.33; Tufekci & Wilson 2012, p.134). Social media has become a vital tool for activists to organize and coordinate protests, raise awareness about injustices and challenge existing power structures. Former twitter has emerged as a major platform for political communication and engagement among the various social media platforms. With its real-time nature and concise format, former twitter enables rapid dissemination of information and facilitates direct interactions between political actors and citizens. Politicians, political parties, and activities utilize former twitter to share their perspectives, respond to constituents' concerns, and engage in public conversations.

Empirical Review

Research conducted by Adebayo and (Adebayo, 2017, p.21) found that former twitter was effective to disseminating election-related news and updates, thus enabling the electorate to stay informed about political events and candidates' platforms. former twitter real-time nature and capacity to facilitate rapid information sharing make it a valuable tool for disseminating voter education materials, political party manifestos, and candidates' profile (Oladunjoke, 2016. P4). Furthermore, former twitter provides a platform for citizens to engage with political actors and institutions, allowing them to ask questions, seek clarifications, and engage in political discussions (AL-Dahdan & Simmons, 2020, p.51). This interactive aspect of former twitter fosters a sense of political empowerment and encourages the electorate to participate in the democratic process actively.

A study by (Adeyanju et al, 2018, p.78) examined the impact of former twitter on voter awareness during the Nigerian general elections. The findings revealed that former twitter placed a crucial role in disseminating information about candidates, political parties, and electoral processes, thus increasing voter awareness. former twitter real time nature and extensive reach also enabled timely updates on campaign events, manifestos, and political debates (Larsson et al, 2019, p.90).

A study by (Adegoke and Chidozie, 2020, p.23) examined the influence of former twitter on political discussions and engagement during the Idemili Local Government area elections. The results indicated that former twitter served as a platform for citizens to express their opinions, engage with political actors, and participate in political debates. former twitter features, such as retweets, hashtags, and mentions, facilitated the spread of political content and actively enabled citizens to contribute to the discourse (Jungherr, 2016, p.45).

A study by (Olatunji and Sambo, 2021, p.40) examined the impact of former twitter campaign on voter mobilization in Nigeria. The research findings indicated that former twitter campaigns effectively mobilized voters, particularly among the youth population, by disseminating information about voter registration, polling locations, and candidates profiles. former twitter ability to reach a wide audience quickly and facilitate grassroots mobilization increased voter turnout (Akematsu et al, 2018, p.56).

A study by (Ogundele et al, 2019, p.34) examined the use of former twitter in monitoring electoral activities and reporting electoral malpractices during the Nigeria elections. The research findings revealed that former twitter served as a platform for citizens to report voter intimidation, irregularities and misconduct incidents. The real-time nature of former twitter enabled prompt reporting and enhanced transparency in the electoral process (Larson et al, 2019,p.34). Edegoh and Okoye, (2018, p. 23) revealed a positive relationship between former twitter usage and voter turnout in Nigerian elections. former twitter has been leveraged to mobilized citizens, encourage voter registration, and promote the importance of voting (Adebayo and Adelapo, 2017, p.34) Hashtag campaigns and onlineactivism have galvanized the electorate, increasing voter participation (Nkwenti et al, 2020, p.60).

Empirical studies have demonstrated that former twitter plays a significant role in facilitating voter engagement and political discussion. former twitter allows citizens to voice their opinions, share political preferences, and support specific candidates or parties (Oladunjoke,2016, p.43). Using hashtag and retweets amplifies political messages and mobilization efforts (Ekwenti et al, 2020, p 33). Moreover, former twitter has been observed to serve as a platform for political debates and discussions providing an avenue for citizens to exchange ideas, challenge political narrative and critically evaluate policy proposals (Al-Dahdah& Simmons, 2020, p. 56). The interactive nature of former twitter encourages citizens to actively participate in political conversations and express their viewpoints, contributing to a more informed and engaged electorate. Former twitter has facilitated grassroots organizing and mobilizing effort by political parties, civil society organizations, and individual activists (Oladunjoke, 2016, p.27). these efforts have been instrumental in raising awareness, building momentum, and motivating citizens to exercise their voting rights.

Theoretical Framework

Agenda-Setting Theory

The Agenda-Setting Theory, originally proposed by Maxwell McCombs and Donald Shaw in 1972, posits that the media can influence the public's perception of what is important by emphasizing certain issues and topics over others (McCombs & Shaw, 1972, p.23). the theory suggests that the media's selection and presentation of news shape what people think about and influence the importance they attach to particular issues (McCombs & Reynolds, 2009. P. 34). According to McCombs and Shaw, the media acts as an agenda setter by deciding which issues to cover and giving them prominence, thus setting the agenda for

public discourse. The influence occurs through the media's selection of news topics, their coverage, and positioning of news items within their publications and broadcasts (McCombs & Reynolds, 2009, p.89).

Numerous studies have supported the agenda effects of the media across different contexts. For example, McCombs & Shaw's original research focused on the 1968 U.S. presidential election. They found a strong correlation between the issues covered by the media and the issues that the public perceived as most important during the campaign (McCombs & Shaw, 1972, p. 54). This study provided early evidence of the media's ability to shape the public's agenda. Subsequent research has further demonstrated the agenda setting effects of the media in various political and social contexts. For instance, (Weaver, 2007, p. 34) conducted a meta-analysis of 70 studies on agenda-setting and found consistent support for the theory's core-premise. The media-analysis confirmed that the media's coverage of issues significantly influenced the salience of those issues in the public's mind.

Moreover, the Agenda-Setting Theory has been applied to different platforms, including traditional media outlets and online social media. As new forms of media have emerged, scholars, have explored how agenda-setting processes operate in these contexts. Tewksbury and colleagues (2000) examined agenda-setting in online news and found that the interest also shapes the public's agenda. In social-media, former twitter has gained significant attention as a platform for agenda-setting. Due to its real-time nature and widespread use, former twitter has the potential to amplify certain issues and topics, influencing public discourse and shaping the agenda (Jungherr, 2016). Hashtag, retweets, and influential users contribute to the dissemination and amplification of specific messages, contributing to the agenda setting effects of former twitter (Kiosis, 2004, p. 46)

In the context of former twitter and voter mobilizing the Agenda-Setting Theory suggests that the platform can be crucial in shaping the public agenda by highlighting specific political issues and promoting discussions around them. As political actors and organizations utilize former twitter to disseminate campaign messages and engage with the electorate, they can set the agenda and bring attention to particular political topics or initiatives related to voting rights and participation. Research has shown that former twitter has the potential to influence the salience of political issues by shaping public discourse and determining which issues gain prominence in the public's attention (Kiosis, 2004, p 40). Through hashtag, retweets and mentions, former twitter users can amplify specific messages and bring them to the forefront of public discussions, thereby shaping the electorate's agenda.

The Agenda-Setting Theory has provided a valuable framework for understanding the influence of the media on public opinion and the importance attributed to specific issues. The Theory's application to various media platforms, including former twitter, highlights agenda setting research's continued relevance and applicability in the rapidly evolving media landscape.

Research Methodology

The research methodology adopted in this study was the survey, this design was adopted because the method used to find meaning and to obtain the understanding of present conditions, attitudes and believe as well as predicting the future. It deals with the universal way of reducing the population to such that will certain the means to discover the incidence

distribution and interrelations of variables. Based on this, the researcher adopted survey method.

Population of the Study

The population of the study involves the current population of Idemili Local Government Area electorate which is 297,276.

Sample Size

The sample size is the proportion of the population to be examined that is representative of the population to be researched. The researcher adopted the Australian Calculator to determine the sample side for this research, and came up with a sample size of 384, the figure that constituted their respondents size. Up the figure, the researchers developed and constituted 384 copies of a questionnaire, and distributed to the respondents in Idemili Local Government Area of Anambra State.

Findings

This study was conducted to examine the former twitter role in sensitizing the Nigerian electorate towards exercising their voting rights in Idemili Local Government Area electorate. Agenda-Setting Theory was the theory adopted for this research work because their theory suggests that media's selection and presentation of news shape what people think about and influence the importance they attach to particular issue. Survey method was used to generate data from respondents, and was adequately used for interpretation. A sample size of 284 was drawn out of a total population of 297,276. Australian Calculation was used to arrive at the sample size.

The findings among others especially showed that:

1. Significant number of the respondents are being sensitized by former twitter, because is among the most sought in sourcing for political information in Idemili Local Government Area.
2. former twitter has a positive impact on resident of Idemili Local Government, as it has enabled them gather enough knowledge about politics and aides them in curing their apathy syndrome.
3. Most of the Electorate do not believe that former twitter helps them in expressing their rights, so this makes them not to tag along with whatever is happening as regards withs happing

Conclusion

From the findings above, it is obvious that former twitter has become a major tool to reach out to people of Idemili Local Government regarding sensitizing them and educating them on the need to know their voting right. However, the findings also show that not

everybody benefits from former twitter due to inability to carry everybody along because people prefer various social media platforms in accessing information.

Reomendations

In conformity with findings, the following recommendations have been made:

1. Since a good number of people prefer whatsapp as the best social media for sensitization. Whatsapp should be adopted, using different platforms since it is easy to access and operate.
2. Feedback pool should equally be encouraged to know the feelings and reactions of electorates towards every form of sensitization carried out.
3. former twitter sensitization should be earned on Electorates of Idemili Local Government to bring to their awareness rich political contents they will benefit from using former twitter.

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