

Impact of Twitter Endsars Hashtag Advocacy on Citizen Mobilization on Police Brutality in Nigeria

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ABSTRACT

The emergence of Twitter and its usage in Nigeria's hacktivism process has afforded Nigerians the opportunity of assessing the divergent roles of social media; one of the various phenomena of social media is the propensity of online opinion leadership and online influencers. In spite of all the studies conducted to understand effect of Twitter on users, little or nothing is known about the extent of the influence of Twitter on the users in Nigeria online community towards Endsars protest. Therefore, this study investigated Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria. The specific objectives were to: (i) to identify the level of Twitter usage among #Endsars protests; (ii) identify and ascertain the role of Twitter in social movements and how it influenced the protesters; (iii) set to examine the impact of Twitter on the #Endsars protest and how it eventually curb or reduce Police brutality across Nigeria and (iv) examine the extent of influence social media influencers have on their followers opinions and decisions/behaviour as well as the interacting factors that determine the role of Twitter as a tool for change in its use to mobilise the #Endsars protest.

This study adopted a mixed method comprising of online survey of social media followers and a content analysis of influencers' posts across the three themes of interest: marketing, advocacy and political. Three hundred and ninety two (392) respondents were drawn purposively and a structured online questionnaire was administered through the identified influencers that they followed. Fourteen (14) posts from seven (7) influencers' timeline were also purposively selected for analysis.

The study found that Twitter influenced Citizen Awareness greatly on police brutality. It also found that the dimensions of Twitter influencers have on their followers are reinforced by their display of high political knowledge and vastness on the police brutality issues. Lastly, it found that Twitter exert a relatively acceptable level of influence on the opinions and decisions of users on hashtags. The study concluded that influencers have a high level of influence on their followers as a result of their innovativeness, knowledge and expertness as well as their informative and facilitative strategies. The study therefore recommended that media literacy among youths should be enhanced to increase their capacity for following Twitter influencers reasonably and not just for the trend of it.

Keywords: Twitter, Endsars, Hastag Activism, Citizens, Social Movement

ÖZ

Twitter'ın ortaya çıkışı ve Nijerya'nın hacktivizm sürecinde kullanımı, Nijeryalılara sosyal medyanın farklı rollerini değerlendirme fırsatı verdi; sosyal medyanın çeşitli fenomenlerinden biri, çevrimiçi fikir liderliği ve çevrimiçi etkileyicilerin eğilimidir. Twitter'ın kullanıcılar üzerindeki etkisini anlamak için yapılan tüm çalışmalara rağmen, Twitter'ın Nijerya çevrimiçi topluluğundaki kullanıcılar üzerindeki etkisinin Endsars protestosuna yönelik etkisinin boyutu hakkında çok az şey biliniyor veya hiçbir şey bilinmiyor. Bu nedenle, bu çalışma Nijerya'da Twitter Endsars Hashtag'inin Vatandaş Farkındalığı Üzerindeki Polis Şiddeti Üzerindeki Etkisini araştırdı. Özel hedefler şunlardı: (i) #Endsars protestoları arasında Twitter kullanım düzeyini belirlemek; (ii) Twitter'ın toplumsal hareketlerdeki rolünü ve protestocuları nasıl etkilediğini belirlemek ve tespit etmek; (iii) Twitter'ın #Endsars protestosu üzerindeki etkisini ve nihayetinde Nijerya'daki Polis vahşetini nasıl engellediğini veya azalttığını incelemeye başladı. Ve (iv) sosyal medya etkileyicilerinin takipçilerinin fikirleri ve kararları/davranışları üzerindeki etkisinin kapsamını ve Twitter'ın #Endsars protestosunu harekete geçirmek için kullanımında bir değişim aracı olarak rolünü belirleyen etkileşimli faktörleri incelemek.

Bu çalışma, sosyal medya takipçilerine yönelik çevrimiçi bir anketten ve etkileyicilerin üç ilgi alanındaki gönderilerinin içerik analizinden oluşan karma bir yöntemi benimsemiştir: pazarlama, savunuculuk ve politik. Üç yüz doksan iki (392) katılımcı kasıtlı olarak seçildi ve takip ettikleri belirlenen etkileyiciler aracılığıyla yapılandırılmış bir çevrimiçi anket uygulandı. Yedi (7) etkileyicinin zaman çizelgesinden on dört (14) gönderi de analiz için kasıtlı olarak seçildi. Çalışma,

Twitter'ın Vatandaş Bilincini polis vahşeti üzerinde büyük ölçüde etkilediğini buldu. Ayrıca, Twitter etkileyicilerinin takipçileri üzerindeki boyutlarının, polis vahşeti konularında yüksek siyasi bilgi ve enginlik sergilemeleriyle pekiştirildiği tespit edildi. Son olarak, Twitter'ın, kullanıcıların hashtag'ler hakkındaki görüşleri ve kararları üzerinde nispeten kabul edilebilir bir etki düzeyine sahip olduğu bulundu. Çalışma, etkileyicilerin yenilikçilik, bilgi ve uzmanlıklarının yanı sıra bilgilendirici ve kolaylaştırıcı stratejilerinin bir sonucu olarak takipçileri üzerinde yüksek düzeyde bir etkiye sahip olduğu sonucuna varmıştır. Bu nedenle çalışma, gençler arasında medya okuryazarlığının, Twitter etkileyicilerini sadece trend için değil, makul bir şekilde takip etme kapasitelerini artırmak için geliştirilmesini tavsiye etti.

Anahtar Kelimeler: Twitter, Endsars, Hastag Aktivizmi, Vatandaşlar, Sosyal Hareket

DEDICATION

I dedicate this thesis to my lovely wife and family

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TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZ	v
DEDICATION	vii
ACKNOWLEDGMENT	viii
LIST OF TABLE	xii
LIST OF FIGURES	xiii
1 INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Motivation for the Study	6
1.3 Aims of the Study.....	9
1.4 Research Questions	9
1.5 Significance of the Study	10
1.6 Assumption of the Study	11
1.7 Limitations of the Study	11
2 LITERATURE REVIEW.....	12
2. 1 Social Media.....	12
2.2 Social Movements	15
2.3 Twitter	18
2.4 Twitter and Opinion Leaders.....	20
2.4.1 Opinion Leadership on Social Media	23
2.4.2 Social Media Influencers	25
2.4.3 Measurements and Identification of Opinion Leaders and Influencers.....	26
2.5 Hashtags and Hashtag Activism in Nigeria.....	28

2.6 Overview of #EndSars Campaign	32
2.7 Agenda-Setting Theory	35
2.8 Public Sphere Theory	37
2.9 Empirical Studies	40
3 RESEARCH METHODOLOGY	43
3.1 Introduction	43
3.2 Research Design	43
3.3 Research Method	44
3.4 Population.....	44
3.5 Sample Size	44
3.6 Sampling Procedure	45
3.7 Measurement of Variables.....	46
3.8 Data Collection Instrument	48
3.9 Data Collection Process.....	48
3.10 Validity and Reliability of Research Instrument	49
3.11 Data Analysis	49
3.12 Ethical Considerations.....	50
4 DATA ANALYSIS	51
4.1 Introduction	51
4.2 Socio-Demographic Characteristics of Respondents	51
4.3 Social Media Use.....	54
4.4 Frequency of Internet and Social Media Usage	55
4.5 Reasons for Being on Twitter.....	56
4.6 Analyses of Data Based on Research Questions	57
4.7 Summary of Findings	66

4.8 Discussion of Findings	67
5 SUMMARY, CONCLUSION AND RECOMMENDATIONS	71
5.1 Introduction	71
5.2 Summary	71
5.3 Findings	72
5.4 Conclusion.....	74
5.5 Limitations.....	75
5.6 Recommendations	75
5.6.1 Recommendations Based on Findings of the Study	76
5.6.2 Recommendations for Further Studies	77
REFERENCE.....	79

LIST OF TABLE

Table 1: Socio-demographic profile of respondents based on the mentioned Themes	51
Table 2: Social Media Use among Respondents.....	54
Table 3: Reasons for being on Twitter	56
Table 4: Level of Twitter usage among #Endsars protesters during the Endsars movement in against Police brutality in Nigeria.....	57
Table 5: Roles of Twitter influencers in social movements across other societal issues in Nigeria?	59
Table 6: Impact of Twitter during and after #Endsars protest in Nigeria	60
Table 7: Role of Twitter as a tool for change in its use to mobilise the #Endsars protest	62
Table 8: Public perception towards using Twitter as a platform to eradicate police brutality in Nigeria	65

LIST OF FIGURES

Figure 1: Daily time spent online & social media.....	55
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Chapter 1

INTRODUCTION

This chapter will consist of the background to the study, what motivated the study, the study aims, its significance, as well as the research hypotheses.

1.1 Background of Study

Digital technology has found its way into every aspect of human life in the twenty-first century. Technology and technical goods have made significant contributions to international and transnational relations, globalization, and social interaction. Because of technological advancements, the internet has evolved from an immobile information tool to a dynamic and collaborative or exchange medium. Users of the internet can respond to content on a website in addition to viewing it.

The internet has progressed from Web 1.0 to Web 2.0 as a result of these advances. Web 2.0 sites featuring commenting features include blogs, interactive web sites, file sharing, video sharing sites, picture sharing sites, and social networking sites. The evolution of social media platforms was also a turning point in the history of the internet. Individuals and groups utilize internet-based applications and services for communication, collaboration, content generation, and sharing, which is known as social media (Mangold & Faulds, cited in Akinlade, 2015). While the media play a critical role in shaping and influencing public opinion, regular individuals now play a similar role on social media. This is due to the open character of social media, which

is exploited by regular individuals who actively participate in the dual role of information processing and dissemination.

Communication therefore, is a certified instrument that helps in making and supporting a good situation in any overall population. By and large, communication occurs between at least two people. It is a course of action of transmission of considerations which impact those worried towards achieving a set goal or objective. It is fitting and its sufficiency can be assessed through the information. Information is a principal fixing that makes individuals suffer and associate earnestly with one another. They talk with one another to share, to enlighten, to persuade, to affect organisations, to discover and uncover information (Olasinde 2014). The development of the broad communications changed the elements of human communication.

Social turns of events and media in Nigeria have been accomplices in a couple of moves to change the socio-universe of governmental issues. This relationship had existed over a period crossing fifteen decades for instance 1859 till date. In their aggregate undertakings, they had commonly interacted with state chairmen, system makers, technique making measures on a couple of grounds, that get over legislative issues and basic opportunities, methodology making, culture and economy. These responsibility have achieved basic increases to the extent government movement of system, reversal of foes of people draws near, state programming, institution and organization transports. There is no social development that has progressed in Nigeria without the powerful joint exertion of the media and the fundamental structure of such turns of events. The media could truly be safely be given the credit for the making of these parts, the difference in such segments from dim, consistently close by neighbor to perceived social crusaders. The near genius status of the rights activists of the 1980s

through to 1990s could be credited to a conscious effort by some limit segments that had picked some sort of entrism in the newsrooms who through these all-inclusive rights crusaders voiced their own perspectives on prevalent social issues.

That media in Nigeria has reliably been submitted, this responsibility media is a lot of portrayed in her arrangement of encounters, headway and development. The development in 1859 of the chief paper in Nigeria is related with the “essential point of evangelist writers... to show western qualities through the spread of training” (Omu, 1996: 1-2), campaign for getting society and multiply Christianity. Iwe Irohin fun Awon Ara Egba at Yoruba (curtailed to Iwe Irohin) which was the chief paper set up in the then British Colony zone to the side the objectives communicated above moreover occupied with the interests and endeavors of the Yoruba (Nwankwo, Aigbogun, Izeze and Macaulay, 1993: 11) and the more the paper did this, the more its proprietor, Reverend Henry Townsend undermined the traveler authority through his good for local people position.

The accompanying agenda of papers of note after Iwe Irohin that moreover had some likeness to help from the people of the settlement started ascending out of 1880. There were in excess of 50 papers in this grouping. In spite of the way that the owners of these papers may be limited in guidance and master getting ready in news-projecting, they were by no means, men of confined stature. As recorded by Omu, they radiated fearlessness as they were men of height dynamic in legislative issues and public activity. Surprising of this age was John Payne Jackson who with his youngster, Thomas Horatio Jackson, was depicted as “a rigid tribune of the people” (Omu, 1996: 4). The more prepared Jackson whose callings was depicted as addressing the aggressor and crusading energy of the leader essayists. Lagos Weekly Record, their

paper was the dominating paper in Nigeria for almost forty years. The presence of Nnamdi Azikiwe's West Africa Pilot was to stamp another stage in Nigerian announcing. The paper with its communicated mission of sentinel of notable opportunity and watchman of civilisation left no one in vulnerability in its forceful style about its obligation to campaigns against racial power and authority". The paper transformed into the voice then of the development against expansionism, "brought a more attacker kind of nationalism, or somewhat antagonistic to explorer tumult for those requiring a departure from the obliging legislative issues of Lagos" (Omotoso, 1988: 175)

Despite the way that the media in Nigeria reliably had expected to accept key parts in the political and monetary unsettling influences of the social classes of Nigeria, the fundamental capacity of the media in social fights was to end up being more show again in the time frame some place in the scope of 1986 and 2006. (Olukotun, 2005: 9; Momoh, 1994).

One of the huge examples in the world is the ascent of the electronic media, a term in any case called the 'new media'. This ascent is a direct result of the unforeseen development and democratization of the information and communication developments. It is exemplified by the use of many forms of communication, such as photos, video, text, and sound, and is fueled by a combination of communication and information development over the internet (Lasica, 2003).

The development of development towards the completion of the 20th century moved by the ascent of the web, satellite, etc provoked what is called Social Media. While relational organisation is the term in this current world which infers the including of

the development of cutting edge, motorized or masterminded natural information channel (Ajike & Nwakoby, 2016). Electronic media is usually a top tier and marvel. One of the chief online media regions was made in 1994, and it was characterized “Geocities”. As of now, online media significantly invade their customers’ normal everyday presences and, as unavoidable development, will overall get imperceptible, when they are comprehensively embraced and thought little of. Relational collaboration areas have become a piece of the step by step gainful experiences for a growing number of people (Ajike & Nwakoby, 2016).

Lately, Nigerians are viably drawn in with the administrative issues of their country utilizing electronic media. Nigerians use relational organisation objections especially Twitter, to attract with government workplaces similarly as question occupants yet furthermore with methodology makers, this is the exagendaation McQuail by open issues conferred through electronic media. A standard example of this hashtag activism was the ENDSARS development.

The authentic setting of police viciousness in Nigeria returns to the colonial time period. The goal of making the police around then was to propel the money related and political arrangement networks where boondocks rules were against, the police busy with heartless attacks to cover their resistance. The constabularies were made in what was then called Northern and Southern protectorate. The Special Anti-Robbery Squad (SARS) was made in Lagos State in 1992, when Notorious equipped pillagers for instance, Shina Rambo were responsible for the state (Midenda, 2017). It was made as a common police unit, in more than twenty years of its creation, the unit has spread over the various conditions of the country. The spread of the unit the country over without an authentic construction, addresses some of it defiant characteristics. The

current report of police savagery using the #Endsars on Twitter has conveyed public thought in regards to it. The online mission about the police savagery is new, regardless, Nigerian pop stars has all through the long haul imparted their interests, fears and events of police mercilessness. The Nigerian entertainment world, Nollywood has furthermore portrayed occurrences of heartlessness and corruption inside the Nigerian police power in their manifestations.

With these and other interpretive works done in regards to the matter of social turn of events and online media, one will begin to mull over whether there is nothing else to be done on the zone anyway with the consistently expanding nature of assessment, it is the affirmation of that prompts one to know there is something different completely to be done to improve the field of award. It is along these lines that this assessment will focus on the connection between online media and social assembly.

1.2 Motivation for the Study

Internet development has ridden the surge of globalization and has opened up promising circumstances in numerous spots all over, with automated development being used in basically all circles from social, monetary to political. It should be seen that this medium is used by grouped get-togethers of people, all of them from different establishments, with changed insightful cutoff points and each getting different benefits from this medium. Information (web files, hyper organizations, news doors, etc.); Education (site pages, pdf records, computerized books, online diaries, etc.); Entertainment (songs, accounts, games, etc.); Interface and Computer Mediated Communication (putting together areas, messaging, email, destinations, etc.) are all common uses for this medium (Gangopadhyay, 2014). The rapid advancement of digitalisation, particularly in the area of information, has altered people's presences

beyond geopolitical boundaries. This has sparked a new agenda of new kinds of business affiliations and individual dealings, resulting in changes in social and social settings as a whole, as well as a new perception of the complexities of cultural impact and how this medium can be used to foster positive cognizance among people of various social classes. 2005 (Bimber, Flanagin, & Stohl).

Notwithstanding its size, the unapproachable thought of the Internet infers that customers find exactly what they search for, and people routinely find information that essentially reinforces their tendencies or feelings. In any case, this design presumably streamlines the pattern of political arrangement considering the way that similar people can relate even more adequately (Rogerson, 2009). ICT simplifies it for social development relationship to remember partners for dynamic cycles as for assemble needs. This is huge considering the way that it grants development get-togethers to address and get ready around various issues and system spaces while evading those that are most likely going to break progressive assistance. Moreover, giving partners an ordinary voice in the affiliation keeps people remembered for any occasion, when they are not particularly content with the missions or exercises of the social affair. Thus, partners set to the side their own advantages and support the social affair as a vehicle of political change. (Rohlinger, Bunnage and Klien, 2014).

Appraisal of media in Nigeria has consistently been finished with the aim on seeing how they have worked inside the cutoff set by the framework, the state and the segment of the decision class accountable for the issues of the state. Consequently the inclination to decide media part in Nigeria has consistently been from the evaluation of the amount they have been positive for the state and how basic they have been of the state and chief characters in the running of the issues of the Nigerian state. This

examination is an undertaking to look at works in the district of electronic media and social agenda. It moreover hopes to choose how much theoretical foundations have affected the conventionality or regardless of media specialists, including individuals, in the strong of establishment media affiliations and how they have caused reformist considerations.

Credible assessment of the development of social turns of events and the examples in the media in Nigeria is embraced to see the work that media played in the ascent of social developments in Nigeria. There are glaring affirmations of the commonness of the usage of the power speculation which moreover to a gigantic degree predetermines the sensible aftereffect of the assessments. It is therefore normal that the inclination of various examinations is to see the media as being unreasonably OK with the state. Most of the assessments anyway perceive the requirements put on the media on account of ownership structure and the creating commercialisation of the media, yet by and large disregard to perceive the inside tries of specific segments inside the media to get new headings and moreover disregard to see the impact of these undertakings. In any case, there is lack with respect to this matter on the capacity of online media, this examinations hope to fill this opening recorded as a hard copy.

In this specific circumstance, the fundamental reason for this examination is set as to inspect the part of social media applications on social developments. In particular, the examination is zeroing in looking into it investigation of social media use during the ENDSARS fights in Nigeria . This exploration is likewise meant to decide what social media utilization meant for demonstrators to lead a huge instructive mission and political preparation.

1.3 Aims of the Study

The study aims to identify the level of Twitter usage among #Endsars protests. One of the major social media platforms used to propagate and speak against the illicit act and brutalities within the Police operation is Twitter. Various opinion leaders and twitter handlers twitted and hashtag the #Endsars protest. The study would basically identify and ascertain the role of Twitter in social movements and how it influenced the protesters, in order to understand how helpful Twitter has been over the years in being the voice of the voiceless and exposing the irregularities going on in the society.

This study also set to examine the impact of Twitter on the #Endsars protest and how it eventually curb or reduce Police brutality across Nigeria. Police brutality has become endemic in Nigeria due to the decadence in our cultural values. The weapon given to them to protect the citizens has become what they use in tormenting them.

Lastly, the study will evaluate the role of Twitter as a tool for change in its use to mobilise the #Endsars protest. Special Anti-Robbery Squad (SARS) was however scrapped after the Nigerian government listened to the agitations of the public through different protests, rallies and different social media platforms most importantly twitter.

1.4 Research Questions

The study “Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria” sets out to explore, examine and answer the following question.

1. What is the level of Twitter usage among #Endsars protesters during the Endsars movement in against Police brutality in Nigeria?
1. What are the roles of Twitter Influencers in social movements across other societal issues in Nigeria?

2. What is the impact of Twitter during and after #Endsars protest in Nigeria?
3. What are the role of Twitter as a tool for change in its use to mobilise the #Endsars protest?
4. What is the public perception towards using Twitter as a platform to eradicate police brutality in Nigeria?

1.5 Significance of the Study

This investigation will be of thereotical, methodological and practical importance, as it will assist in making a significance difference of the previous works done in this research area, as well as its applicability in the current age. It will also add to the existing literature by utilizing a 21st century workable theory in a dizzying speed of the ever-changing media landscape.

Moreso, there are few studies on EndSARS Hastag activism in Nigeria. Hence, the result of this study will hatch on existing literature by profiling the relationship between EndSARS Hastag activism and police brutality in the context of social media among Nigerian citizens. Through this investigation, the government can execute approaches via social media programmes that can be coordinated into the instruction educational program with both micro and macro levels of impact, especially giving the broad utilization of social media among young people. This study will also equip individual and corporate users with media literacy skills that would make them more proficient to explore and engage social media for developmental strides. Governments, policy makers and NGOs can utilize the discovery of the investigations to make policies and efforts that will make women empowerment and reliance easy.

As a result, this study will add to continuing transnational discussions on the need to guarantee that the right to freedom of speech, as well as movements throughout the globe, and particularly in Nigeria, are established as defined in the international press charter.

1.6 Assumption of the Study

The study assumes that it would be difficult to ascertain if a respondent is actually an active twitter user or not and on the other hand, the level of involvement in the Endsars movement would be difficult to measure or evaluate.

Another assumption is that respondent may choose not to respond adequately to the research questions due to the fear of the unknown and most importantly, the police brutality and waywardness the movement fought against is very much around and active in Nigeria.

1.7 Limitations of the Study

The research will focus on #Endsars protestors in Nigeria. The respondents were chosen because protestors are the primary participants in the act, making them a suitable representation of the population to be sampled. “Impact of Twitter Endsars Hashtag on Citizen Awareness of Police Brutality in Nigeria,” according to the research.

Similarly, the research is limited to the active users of twitter during the Endsars movement alone.

Chapter 2

LITERATURE REVIEW

This chapter offers definition of social media by describing it as a content creator and disseminator at the same time due to its interactivity and the audacity of breaking the bounds of gatekeeping function of the mainstream media in the context of the digistream media environment, movements by describing it as the panacea for social change and action, Twitter by defining it as a microblogging site that is borderless in terms of its permissible tendencies of providing registered clients with access to tweets of other organisations in the world over, Twitter and opinion leaders as tools for political debates and public sphere where opinions are shaped with a view to triggering up a policy change as well as political direction, hashtags and hashtag activism in Nigeria; overview of #EndSARS movement, as well as some relational explanations on the theoretical thrust of the study which centers on agenda setting and public sphere theories.

2. 1 Social media

With the development of person-to-person communication sites like MySpace in 2003 and Facebook in 2004, the phrase “social media” gained popularity. Madhuhansi (2019) referred to Parr's definition of social media as "the use of information and communication advancements for disseminating and discussing information with others in more successful and effective ways."

Fahed (2016) anyway crisisd that there is no agreement with regards to the generally acknowledged meaning of online media because of the change and movement into another media. Social media as Kaagenda and Haenlein (2010) believed, depicts “Web based applications that help customers share assessments, bits of knowledge, encounters, and viewpoints” (pg. 565).

In another measurement, social media are indispensable piece of people, organizations, and expert gatherings, these gatherings of people invest energy getting to substance via online media satisfying satisfactions and getting to these applications for individual use (Truong, McColl and Kitchen, 2010). Similarly, social media has altered people's connections and communication all over the world; yet, This isn't a new idea; it's been around since the beginning of human communication (Edosomwan, Prakasan, Kouame, Watson and Seymour, 2011), the soonest type of this sort of collaboration were in provincial settings before the appearance of innovation. As of late, online media have affected numerous parts of human communication, making it an every day practice in numerous clients lives (Edosomwan et al. 2011).

Social media are dynamic instruments that encourage online connections (Golden, 2011). Online media takes into account singular substance age which improves common and general discussion between individuals about subjects of shared interest. Social media stages are based on information sharing and now and then include dynamic (Evans, 2010). It is participative, and the crowd is important for the inventive interaction that produces ongoing content or constant discussions; it also includes a few stages (or systems administration destinations) that are subject to change over time; it is participatory, and the crowd is important for the inventive interaction that produces ongoing substance or constant discussions (Evans, 2010). Mayfield referred

to in Ramsunder (2011) clarifies that online media is an electronic stage that encourages support, transparency, discussion, local area and connectedness among the constant clients.

The center of online media as clarified by Trusov, Bucklin, and Pauwels, referred to Ramsunder (2011) lays on the way that singular clients can have individual profiles which incorporates their pictures, social media profits clients the chance to convey their assessments, sentiments, interests (sports, music, leisure activities and so on) and connection to associated profiles (companions or expert fan pages). Online media thus encourages the trade or potentially scattering of information through email, talk rooms, sites, conversation gatherings, computerized sound, pictures and films.

Online media have opened the best approach to more straightforward and familiar communication among government and society (Sadeghi, 2012). Informal organizations, which are the principle agents of the social media, have reclassified the connections among residents and governments, encouraging communication and collaboration among people and urging the populace to assume a functioning part in open undertakings (Sandoval and Gil, 2012). The open, dialogic nature of online media takes out a large number of the obstructions in communication that these administrations have encountered before (Bertot and Jaeger, 2010). Discussions inside this exploration topic help sustain research addresses that spin around complex meaning of online media; informal organization locales (SNS) (Boyd and Ellison, 2011), and their potential as methods for communication among Government and people in general. Social media when utilized appropriately will help government screen popular assessment just as unveil approaches dependent on those noticed sentiments, According to Bertot, Jaeger, and Grimmes (2010), online media has the

potential to improve government communication, critical thinking skills, and the establishment of better dynamic cycles.

2.2 Social Movements

Social movements have become significant entertainers in our regular day to day existence as the two of them start social change and are made by social change (Delia & Diani, 2006). They are depicted as networks that are comprised of individuals and organisations that mean to change social request (Bauermeister, 2014). Social movements involve an all-encompassing fight for power among rivals and force holders (Tilly, 2004). The ultimate objective of social movements is at last accomplishing social change. Social movement entertainers incorporate organisations and people who make social issues noticeable by spreading their grumblings and worries through aggregate activity (McAdam & Snow 2010).

Aberle (1966) distinguishes four sorts of social movements (elective, redemptive, reformatory, and progressive) in light of who the movement endeavored to change and how much change is supported by the movement. Elective social movements endeavor to change the person at the very least sum, though redemptive social movements again endeavor to change the individual yet at extremist levels. AA, for instance, is a redemptive social movement, functioning as a care group for recuperating heavy drinkers. Despite the fact that other elective and redemptive social movements occur at micro levels, reformatory and progressive ones occur at macro levels intending to change the general public or a piece of the general public. Reformatory social movements occur at a more extensive gathering or cultural level, however call for minor changes, can downsize requests if fundamental or consent to impart forces to other people. An illustration of reformatory social movement is pushing harder

limitations on alcoholic driving. Progressive social movements, then again, are significantly more revolutionary and key. Complete forbiddance of mixed beverages, for instance, is a progressive social movement. Strategies for work may likewise change among movements. As such they can be either quiet or vicious. Their impact reach can likewise shift between being worldwide or nearby (Boundess, 2016).

Generally, social movements are normally being made and happened in actual spots. A movement ordinarily began in one geographic area and afterward on the off chance that it is fruitful in that area, it spread to different spots. Movements in the world over, are often characterized with an aim not too far from instituting a social order, seeking redress, vis-à-vis calling attention to a particular cause that is in dire need of change, or seeking justice for inhumane treatment meted out to a minority race as the case maybe. There are quite a number of citable movements that has dethroned or enthroned governments, and/or resulted in a total anarchy across democracies in the world. The Arab spring would suffice. According to Soherwordi and Akram (2011), the popular Arab riots may be explained from a political economics perspective by analyzing the people's social demand for more political and civil rights. People in the region, particularly the young, asked their governments to improve their social and economic situations by providing resources like as education and jobs, but the governments did not respond, leading to upheavals (Soherwordi & Akram, 2011).

Similarly, some whites' first reactions to Black Lives Matter have been "all lives matter" and "blue lives matter." Previously, data on white opinions about Black Lives Matter and race showed that Blacks and Whites had differing perspectives on racial inequity and institutional racism. George Floyd's death by strangling at the hands of Minneapolis police officer Derek Chauvin and his comrades, which went viral,

sparked enormous upheavals across the United States, with protests taking place in both major cities and rural areas. Following weeks of protests and rallies throughout the world in response to the COVID-19 global pandemic, public opinion polling revealed that, for the first time, a majority of white Americans felt institutional racism was a serious problem. Between 2014 and 2020, white opinions toward race shifted dramatically in a more favorable way across six distinct metrics. Prior research on social movements has mostly focused on determining whether or not protest is effective. Many of these research have attempted to determine whether there is a relationship between protest and institutional change (Andrews 1997; McAdam and Su 2002; Gillion 2012; Branton et al. 2014). Historically, it was pressure from civil rights activists such as the Southern Christian Leadership Conference and the National Association for the Advancement of Colored People that led to the passage of the Civil Rights Act of 1964 and the Voting Rights Act of 1965. Most recently, there has been a growing body of empirical evidence that moves the scholarly debate beyond examining whether protest impacts changes in social and political attitudes (Collinwood, Lajevardi, and Oskooii 2018; Mazumder 2018).

Similarly, the Egyptian revolution sprang from citizens' growing dissatisfaction; they were repressed as a minority by a handful of merchants (Steve, 2012). A surge of anti-authoritarian groups aimed at social rectification has swept Egypt's youthful revolutionaries. Egypt is going through a time of change defined by uncertainty, characterized by political transition and economic concerns.

Social media has become a valuable instrument for effective movements in the digital age (Rolfe, 2005). Virtual space enables social movements to emerge, expand, gather support, and be coordinated regardless of geographic location (Hollenback and

Zinkhan, 2006). Social media and related innovations are the most well-known stage for promoters to be informed about and participate in on-the-web or disconnected social movements, despite the fact that social media and related innovations are not specifically designed for social movement and activism objectives. Lynch (2011) and Boulianne (2015) conducted previous studies that shown how internet media had a key role in the aggregate activities in various parts of the world.

Immediately, social movements can be said to arise because of different components including financial aspects, institutional and social settings. The organisation impact of these elements, as opposed to a solitary variable, empowers the movement of a social movement. In this manner, it is misdirecting to recommend that social movements are a consequence of online media utilization (Lopes, 2014).

2.3 Twitter

Twitter is a Short Message Service (SMS) stage made in 2006 to bring out responses to the inquiry “what are you doing well now?” (Chichifoi, 2013). In 2009, Twitter changed its slogan from “what are you doing?” to “what’s going on?” to show that Twitter isn’t simply a trend for individuals who need to refresh about their lives, it is a stage resident currently use observer occasions, share news, install them with connections and offer them with their informal organization on twitter (Dybwad, 2009)

Twitter is a microblogging webpage which is progressively famous as a road for information scattering, development and making companions and contacts. (Kwak, et al., 2010; Greer and Ferguson 2011). It permits clients to post briefs and messages which 140 characters in length are known as tweets (Castillo, Mendoza and Poblete, 2011). Twitter works a sequential channel which permits clients to see tweets from

individuals they decided to follow on twitter (McGregor, Mourao and Molyneux, 2017). Our interpersonal organizations are shaped by our social and political inclination along these lines a spellbound computerized climate (Lasorsa, Lewis and Holton, 2012)

One of the extraordinary attributes of Twitter is the borderless construction of the medium, that permits enlisted clients to get to any tweet in the organization in any event, when they are not after them (Chichifoi, 2013). The prominence of a Twitter handle is controlled by the quantity of adherents it has, devotees get tweets from those they continue in their channel. To advance a point or backing another client's assertion on Twitter are finished by re-tweeting and enjoying their post. Retweets and preferences help to motion toward our organization and are proportions of message prevalence, which additionally expands its range and pushes it among moving tweets (Hutchinson, 2017). Updates and messages are brought to clients dependent on the twitter calculation of recency and number of retweets (Oremus, 2017)

Government officials, crusade workplaces have dispatched Twitter records to supplement their exercises in the online media climate. It is giving a road to impact other influencers, it sets a agenda and it can promote a philosophy (Hinsliff, 2016). Previous United States President Barack Obama is the most followed lawmaker with 102 million supporters, trailed by US President Donald Trump with 51.5 million adherents and Indian Prime Minister Narendra Modi, is the third with 44.3 million devotees (Hindustan Times, 2017).

News organisations presently use twitter to disperse news, elevate stories and to interface with their crowd, CNN Breaking News @ccnbrk is the most followed news

organisation on Twitter with 54,551,587 adherents, while correspondents are utilizing twitter to advance their own substance and approach direct sources (Ahmad 2010; Hermida 2010; Broersma and Graham 2012). Twitter encourages constant trade of information which makes it a reasonable climate for sharing breaking news from the spot of event (Castillo, Mendoza and Poblete, 2011). There are numerous occasions where Twitter broke the news before the established press and there are circumstances whereby columnists have utilized Twitter to report and screen happenings (Broersma and Graham 2014). A case is the report about Whitney Houston demise, the passing was accounted for on Twitter first by an Aja Dior Mintz, before it was breaking by Associated Press thirty minutes after the fact (Chichifoi, 2013). A case of residents utilizing Twitter to screen occasions is of Sohaib Ahtar who unwittingly liveblogged the passing of Osama bin Laden on Twitter, he further got talk with demand by means of Twitter from News organisations requesting to converse with him, he later allowed a meeting to Reuters (Mullen and Saifi, 2016)

Chichifoi (2013) drew likenesses between Jorgen Harbemas open arena and Twitter, he contended that twitter has understood the admired open arena where individuals meet up, distinguish a cultural issue, examine issues and arrive at a judgment. Twitter has supagendated the café; notwithstanding, the storm of information has raised worry about client's capacity to sifter realities from fiction.

2.4 Twitter and Opinion Leaders

Researchers have inspected the effect of opinion leaders in the pre-online media time, the rise of web innovations have brought up the requirement for appropriate issues to be gotten some information about how people impact themselves in the computerized world (Weeks, Ardevol-Abreu and Gil de Zuniga, 2015). The quantity of social media

clients has developed rapidly more than the decade; about 75% of the Nigerian online populace utilizes the social media. (Vanguard, 2017). Late writings have tested the importance of opinion leaders in the advanced information climate. Bennett and Manheim referred to in Turcotte, York, Irving, Scholl and Pingree, (2015) said the adjustment in the communication scene has decreased the job assessment leader play in the handling of information by the crowd. People via social media abstractly select their organizations to suit their qualities, along these lines framing an enraptured and separated world, assuming clients pick their media content, the possibility of “assessment initiative” is old (Turcotte, et al., 2015). Forbes and Vespoli (2013) contended that this viewpoint and its test don’t completely address the sort of companion relations that happen via social media. People may be truly isolated and divided from one another yet they actually depend on their informal organizations for suggestions for example item.

The idea of ‘assessment leader’ on Twitter is as yet being created and under-explored. Park and Kaye (2016) contended the importance of opinion leaders in the Twitter people group, they presumed that the first idea of ‘assessment leader’ has developed and probably won’t hold influence on twitter. Assessment authority has been thought to have more effect in Face-to-confront settings than the virtual world. The job of Twitter opinion leaders in a mission can be clarified by Katz and Lazarsfeld (1955) hypothesis of two stage stream of information. The Opinion chiefs are dynamic media clients who give close consideration to issues announced by the media, as indicated by Heil and Piskorski (2009) larger part of tweets were discovered to be created by ten productive Twitter clients and also, they decipher media content for the remainder of general society. In any case, the rise of web carried with it the ‘multi-step stream’

which portrays the information stream as level, decentralized and vote based (Hwang, 2015).

Clients on Twitter paying little mind to their status in the general public can disperse information and gain other clients' consideration, information stream is two-path and too unbalanced (Choi, 2015). Essentially, Park and Kaye (2016) likewise clarified that Twitter opinion leaders are the new arrangement of agenda setter, not obliged by social and philosophical standing

Any person on Twitter to the side the genuine assessment leader, for example, big names could accept the position of an assessment chief, in the event that they can collect more consideration from the Twitter public. The follow and unfollow measure on Twitter permits clients to handily run to an assessment chief and buy in to the information there. These devotees at that point extend the inclusion of the tweets by retweets and likes (Stroud, Thorson and Young, 2017)

Hwang (2015) saw that in information scattering on Twitter, having more devotees help to augment assessment leader inclusion and impact. The higher the quantity of supporters the higher individuals with interest in the client's Twitter. A few researchers rate Twitter clients impact dependent on their devotees and retweets (Waters, 2016). Cha, Haddadi, Benevenuto, and Gummadi (2010) contended that huge supporters doesn't ensure the impact of information on twitter. In short, opinion leaders are dynamic media clients, are particular, and their messages are probably going to be used by a segment of the devotees who look for information that will fulfill their own quirk.

2.4.1 Opinion Leadership on Social Media

Cakim, (2006) coined the term e-fluentials to mean online opinion leadership. The report by Cakim, (2006) suggested that about 10 percent of online adults are categorized as e-fluentials having an impact on approximately 155 million consumers purchasing decision. Noting the potential role, they could play in viral marketing online. Because online opinion leaders, by definition, use online communication to influence others, a certain amount of internet literacy appears to be necessary.

While these exploratory studies have begun to identify characteristics of influencers, their findings are limited due to the narrow measurement of opinion leadership. Specifically, these studies relied exclusively on self-perceptions about participant's ability to influence others. Accordingly, more valid techniques need to be employed to enrich our knowledge about efluencers. Information diffusion through social media accelerates collective collaboration, as seen in the example of Twitter use during the Haiti earthquake (Oh, Kwon, & Rao, 2010). There are still questions about whether digital social networks amplify opinion leadership or impair it (Nisbet & Kotcher, 2009).

Independent reviewers' information is viewed as more trustworthy in internet reviews, according to studies (DeAndrea, van der Heide, Vendemia, & Vang, 2015). Opinion leaders are defined as nonprofessional communicators, therefore these benefits are based on that description. To find them, a thorough examination of user accounts is required to determine the level of influence held by various groupings of actors. Some platforms have already made this easier: For example, the Chinese microblog Weibo divides users into celebrities, experts, organizations, media, and so-called virtual

opinion leaders, who are neither celebrities nor organizations but have a large following with whom they actively engage (Wang & Li, 2016).

Mondak, (1995) quoted in Southwell, (2014) established a link between media exposure and political conversation in the domain of political communication. A network analysis and a content analysis were used in his research to look at the determinants of opinion leadership in social media contexts. User-generated material was used to assess the predictors, which included social connection, participation, and identity. More precisely, social connectedness was assessed by looking at where people were in their networks of followers or followers. The prevalence of remarks or symbols on Twitter profiles suggesting political opinions was used to gauge political engagement. The proxy of engaging tweets and geographic proximity to a political event were used to gauge issue participation. More connected and involved individuals were more successful in influencing information flow inside Twitter networks, according to Xu, Sang, Blasiola, and Park (2014). The end result showed that this is something that the majority of people agree on. It will be studied whether there is a substantial link between the influencers' messages and how they transfer into offline debates among followers, as predicted in this study.

Xu, et al., (2014) performed an exploratory research on the many determinants of opinion leadership inside a Twitter activist network. Although numerous studies have looked at the flow of information on Twitter using network analysis, they have all been descriptive in nature and have focused on network-level variables. Few studies have linked individual users' traits and attributes to their capacity to attract other online users' attention and replies. Their research offered an exploratory examination of node-level variables and performance in a social network, demonstrating the versatility of

measuring user attributes using user-generated material. The findings imply that user-generated information might be beneficial in studying human behavior in this area. The goal of this study is to figure out how these influencers' personalities and characteristics play a role in forecasting their followers' actions.

2.4.2 Social Media Influencers

Wright, Khanfar, Harrington, & Kizer (2010) argued that social media is all about building relational closeness through dialogues, and that social media influencers are all about having conversations (Uzunolu & Kip, 2014). A third-tier individual with high social standing (Lu, Li, & Liao, 2010) and significant social impact is referred to as a social media influencer (Li, Lee, & Lien, 2014). Individuals can adhere to the norms of the society in which they find themselves or modify their behavioural patterns as a result of communication through connection with others they feel have similar interests to them, such as social media influencers (Li et al., 2014). According to Abidin (2016), as social media's activity and popularity grow, so does the number of social media influencers. In order for firms to sell their goods to their target audience, social media influencers have evolved into an essential instrument for increasing market, product, or brand awareness (Jaakonmäki, Müller, & vom Brocke, 2017).

Different sorts of social media influencers exist, ranging from celebrities to bloggers, and they operate on one or more social media platforms at the same time (Abidin, 2016). Other social media influencers include those that have a strong social media presence on platforms such as Facebook, Instagram, YouTube, and Twitter (Kaplan & Haenlein, 2010). These social media influencers typically publish content on their social media accounts many times a day, detailing their daily activities in great detail (Kaplan & Haenlein, 2010). Social media influencers frequently express their opinions

and personal experiences of various businesses and goods with which they have been compensated, providing customers with direct access to online evaluations (Uzunolu & Kip, 2014).

This is explained by the fact that social media influencers have the capacity to join in dialogues and interactions with their followers owing to their influential power and ability. Importantly, social media influencers are renowned for their capacity to control or grab electronic word of mouth, which has been proven to have a significant impact on their followers' or consumers' purchasing intentions and decision-making (Freberg et al., 2010; Li, Lee, & Lien, 2014; Nejad, Sherrell, & Babakus, 2014).

The reason for this is because electronic word of mouth from social media influencers is seen to be more important and persuasive than electronic word of mouth from corporations (Uzunolu & Kip, 2014). Researchers have identified numerous characteristics that have evolved as a result of social media influencers' capacity to completely handle electronic word of mouth. These elements are also said to contribute to followers' perceptions of social media influencers as powerful people. The components of source credibility theory include content, competence, attractiveness, social identity, and trust, which are all incorporated in these characteristics.

2.4.3 Measurements and Identification of Opinion Leaders and Influencers

Bertrandias and Goldsmith (2006); Goldsmith, Flynn, and Clark (2012), as cited in Jungnickel (2018), stated that the research on the identification and the potential of opinion leaders in reinforcing public opinion and behaviour began since the 1940s and have been of keen interest in many different academic fields. In the business or corporate world which organizational communication can function effectively, the goal is to identify and reach the people who effectively provide recommendations and

reviews based on word of mouth communication and in the process influence other consumer's buying behaviour.

Researchers employ a variety of measures to identify influencers in order to address the challenge of measuring and identifying opinion leaders, also known as influencers. While most advocates favor a certain set of metrics (González-Bailón, Borge-Holthoefer, & Moreno, 2013; Lee, Kwak, Park, & Moon, 2010), there are a variety of approaches to operationalizing influence depending on the inclusion or removal of various elements of influence.

Katz and Lazarsfeld (1955, p.147) used queries like "Have you recently been approached for your advise about..." to find influencers. and "Do you think you're more or less likely than other women in your circle of acquaintances to be approached for advice on...?" Following study found that these questions were insufficient to assess the idea (e.g., Katz, 1957). As a result, more complicated scales arose, as well as whole new approaches. Weimann and colleagues (2007) distinguished six traditional methods of measuring opinion leadership from a social science perspective: (1) according to a person's formal position or (2) their reputation, (3) by observing communication patterns in a community, (4) through self-designation by responding to items on an opinion leadership scale, (5) sociometric by analyzing the social network.

Four fundamental approaches have been effectively evaluated in previous studies: sociometric techniques, key informant interviews, observations, and self-designating techniques (Jacoby, 1974; Rogers and Cartano, 1962; Weimann, 1994) referenced in (Langner, Hennigs & Wiedmann, 1994). (2013). Self-identification procedures are the

most common of these approaches since they are simple to use in surveys (Langner, Hennigs, & Wiedmann, 2004). (2013).

Several attempts in political communication to identify and measure the disposition of opinion leadership have centered on the scale of "personality strength" (Noelle-Neumann, 1985; Weimann, 1991; Weimann & Brosius, 1994; Shah & Scheufele, 2006). Personality strength is a trait that cannot be disposed of because it is at the heart or core of their behavior; it is a reflection of their self-perceived influence on social and political outcomes, their confidence in leadership roles, and their talent for forming others' opinions. Weimann (1991) found that people with higher 'personality strength' held important network roles and engaged in more communication activities, proving the scale's validity.

2.5 Hashtags and Hashtag Activism in Nigeria

Online activism in Nigeria can be followed back to 2009 when previous Nigerian Rapper eLDee took to Twitter to communicate his discontent about inconsistent force supply in Nigeria. This came after his companion couldn't have a medical procedure done because of blackout. He peddled four other youthful Nigerians, Sheile Ojei, Amara Nwakpa, Seyi Kuyinu and Nigerian artist, Banky W to participate in open conversation of the helpless force circumstance in the nation (Odewale, 2014). During their online discussion, the expression "Light Up Nigeria" came up and inside couple of moments, it turned into a moving hashtag on Twitter. The hashtag immediately turned into a road for normal Nigerians to communicate their disappointment about the circumstance. Odewale (2014, p.1) declares that; Until Light Up Nigeria (LUN), there had been no recorded illustration of a mission of this extent that began on the web and, generally, staying on the web. Consequently, LUN fills in as the leader

instance of a carefully spurred crusade in Nigeria. Obviously, there were online conversations around political developments in the country, there was the shock about the video of military officials attacking a guiltless lady. In any case, such conversations were fundamentally hung on Facebook when Twitter was not mainstream.

With the achievement of the “Light Up Nigeria” crusade as the previously recorded online mission, other online missions started. After “Light Up Nigeria” #EnoughIsEnough crusade where adolescents requested for a free, reasonable and dependable political decision in 2011 general political race. The #OccupyNigeria was another huge mission that formed the Nigerian political economy. It was an aggregate dissent used to challenge the expulsion of endowment on Premium Motor Spirit (PMS) and subsequently expanding the cost of PMS from N65 to N140. This came after the Arab Spring somewhere in the range of 2010 and 2011 and the Global Occupy social dissent. Actually like these developments, #OccupyNigeria drew worldwide consideration through online preparation and possible actual control of the road by Nigerians (Egbunike, 2015).

The dissent was portrayed by mass exhibit, common insubordination, strike activities and social media activism utilizing Twitter and Facebook. It is worthnoting that the impacts of microblogging are probably obvious in creating types of public talk and coordinated effort (Mejias, 2016). Coordinators of the dissent utilized microblogs and online media administrations to interface with a huge number of Nigerians on the evacuation of endowment, since the established press has minimized them and favored one side with the public authority. The dissent was effective as it caused the public authority to return the cost of PMS from N140 to N97. #OccupyNigeria represents an obvious sign of things to come of social support and worldwide developments in

Nigeria. With the achievement of #OccupyNigeria crusade, online social mission particularly Twitter hashtags turned into an intense instrument for activism as found on account of #BringBackOurGirls crusade, which was made to disclose the mindful about the snatching of many little youngsters in Chibok, a town in Borno state, Northern Nigeria.

The mission grabbed the eye of worldwide local area and it consequently looks for global assistance to safeguard the young ladies, despite the fact that it has demonstrated unsuccessful. The #BringBackOurGirls hashtag crusade has changed into #BBOG, #ChibokGirls, and #TheChibokGirls hashtags all with a similar objective. #BBOG has likewise acquired insightful consideration. Ofori-Parku and Moscato (2018) investigated how the Nigerian media, British and American media outlined the #BringBackOurGirls lobby. Different researchers that have added to the talk of #BringBackOurGirls investigated it regarding; online networks supporting genuine change and change (for example Olson, 2016), social assembly (Olutokunbo, Suandi, Cephas and Abu-Samah, 2015), sexual orientation portrayal (for example Berents, 2016) and women's activist appropriations (Maxfield, 2016). Other hashtags that were made on Twitter, which were utilized to make mindfulness and disclose requests incorporates #IstandWithNigeria, #ABSURape #BeingFemaleInNigeria, #OpenNASS, #StopBokoHaram all the more as of late the #PoliceReform and #Endsars crusade. There are three unmistakable perceptions from all the hashtag crusades; initially, it makes mindfulness about open issues. Besides, it requests for an answer from the public authority and ultimately, it sets the agenda for the general population. Lion's share of these hashtags that have been fruitful, has additionally been affected by disconnected commitment and interest (Oloyede and Elegu, 2019).

Chris Messina suggested the usage of hashtags (#) in the social media arena in a tweet in 2007. (Weller, Burns, Mahrt, Puschmann, 2014). Messina first referred to the usage of hashtags as "channel tags," according to Gannes (2010), a term he took from the annotation used for reference Internet Relay Chat (IRC) channels. Messina championed its usage, according to Bruns and Burgess (2011), and it came to give a method of fusing together groups that were not engaged in discussion, resulting in new shared publics. Hashtags are produced by Twitter users and can be of many types, ranging from tags that categorize the subject matter of a tweet to unique instances function based on the user's interest (Halavais, 2014). Furthermore, hashtags are special in that they allow for the creation of "searchable language," in which words and phrases are classified and collected into corpus-based lexicons that users may selectively include into their own communications (Zappavigna, 2011).

A hashtag is a topic that begins with the hash sign (#). Hashtags on Twitter, such as #FollowFriday, help distribute information while simultaneously organizing it (Steven, 2009). Hashtags are often used in a variety of businesses and sectors, as well as for events and breaking news items, as well as for brand promotions (Steven, 2009). In the era of the Internet, it is difficult not to be concerned with this increasingly popular element of communication between Internet users, therefore Adamska (2016) believes hashtags to be a kind of communication (although mainly virtual).

However, since its introduction, hashtags have grown in their effectiveness as an advocacy and mobilization tool on Twitter. Burns (2017) asserts that hashtags have been useful in organizing people by shared interest value or belief who may not be socially connected; it also allows Twitter users to connect by interest in an expansive way. According to Adamska (2016), the most fundamental use of hashtags is tagging,

or marking one's own postings. By scanning the entries with the hashtag that interests them, the remaining users of community networking sites will be able to discover a certain post more quickly. The subject of such a post is emphasized and highlighted. When a user selects a hashtag, all posts using that hashtag are shown. In brief, tagging a discussion makes it easy for people to follow it. Hashtags are a great way to communicate quickly and succinctly, as they are usually confined to a few essential phrases. Furthermore, because they are utilized in community media, they may reach a large range of people and are simple to use (Adamska, 2016).

Many participants in the election process create Twitter accounts and use hashtags to interact with the public as well as monitor what is being said about them (Adamska, 2016). Hashtags are being used in political communication to reach out to large, nearby, and even far-flung networks of individuals with similar interests. According to Burns (2017), hashtags are an excellent technique for bringing together people who have a common interest, value, or belief but are not yet socially linked. Twitter and hashtags have also shown to be useful for political communication. Twitter and hashtags have also shown to be useful for political communication. Many politicians create accounts there and use them to connect with their constituents. Whether it's between politicians or politicians and journalists, Twitter has been the scene of many political squabbles and heated discussions. While politicians' profiles are followed by a large number of people, they are hardly the most popular accounts on the internet (Adamska, 2016).

2.6 Overview of #EndSars Campaign

The historical context of police brutality in Nigeria may be traced all the way back to the leader's time period during the power's production. The goal of forming the police

force back then was to further the colonists' monetary and political objectives (Human Rights Watch, 2005). The police occupied several networks where provincial ideals were challenged with ferocious attacks in order to suffocate their opponents. The utilization of savagery to smother individuals by the police from the start as made a disengagement between individuals and the power; this has characterized law authorization practice in Nigeria since that period.

A similar fundamental construction was held after Nigeria acquired freedom from Britain in 1960. At this point, public impression of the police were solidly grounded as far as they can tell of the utilization of the police power to expand leader mastery, for instance, in the concealment of shows from the last part of the 1920s, laborers strikes during the 1940s and collective savagery from the 1950s. Post-autonomy, progressive military systems utilized the police to uphold dictator rule, further digging in a culture of viciousness and restraining the development of majority rule organizations, established on law and order (Human Rights Watch, 2005).

With this detachment, the common resident feels and sees that the police power has been unfaithful to their essential obligation of securing lives and properties but instead they assault residents for monetary increase. Reports by global and nearby non-government organisations show that the connection between the police and the resident they are intended to ensure is described by severity, unlawful capture and exploitation⁴. There are nearby reports of rate where officials of the police power constrained drivers to stop at designated spots and afterward compromise and in some cases take shots at the individuals who will not offer incentive for as negative discernment just as low trust in the police power (Oloyede and Elegba, 2019).

The Special Anti-Robbery Squad (SARS) was made in Lagos State in 1992, when Notorious furnished burglars, for example, Shina Rambo⁶ were in charge of the state (Midenda, 2017). It was made as an unremarkable police unit that performs covert tasks against furnished looters. Inside right around twenty years of its creation, the unit has spread across the different conditions of the country. The spread of the unit the country over without a legitimate construction, represents some of its uncivilized characteristics. The current report of police fierceness utilizing the #Endsars on Twitter has carried public regard for it. The online mission about the police fierceness is new, notwithstanding, Nigerian pop stars have throughout the long term communicated their concerns, fears and occurrences of police mercilessness. The Nigerian film industry, Nollywood has additionally depicted instances of fierceness and defilement inside the Nigerian police power in their creations (Oloyede and Elegba, 2019).

Nigerians having been exposed to wanton captures, blackmail and additional legal executive killings, eaten a social media crusade utilizing the hashtag #Endsars on Twitter to stop police severity. The #Endsars lobby began with the distribution of an appeal by convener Segun Awosanya. It was endorsed by 10,195 Nigerians⁷ and submitted to the Nigerian National Assembly to scrap the police unit. The Twitter lobby began the second of December 2017, when a recording of cops joined to the unit shot and killed a man surfaced on the web. The mission turned into a moving point on Twitter with more than 400,000 Tweets⁸ inside twelve hours. Nigerians utilizing 280 characters itemizing their ghastly and nerve racking encounters with SARS, the feared unit of the police made to crisis banditry. Prior to the mission, there have been secluded instances of police ruthlessness everywhere on the country. Nonetheless, it was during the mission that the harm brought about by such mercilessness was found. The mission additionally uncovered the degree of decay inside the police unit as per the convener

of the mission. The mission further uncovered that the police has no conspicuous design with no coordinated arrangement of activity, officials of the unit act dependent on self-will with next to zero respects for key basic liberty for residents particularly weak youth (Oloyede and Elegba, 2019).

2.7 Agenda-Setting Theory

The agenda setting theory investigates how wide communication influences the revealing of a specific problem as a priority. The public agenda is the major focus or topic that people in the broad public or public are concerned about. McCombs and Shaw coined the phrase "agenda setting hypothesis" (1972). This theory elucidates the organization in terms of links between the emphasis that broad communications places on an issue and the media crowds or the public's response or characteristics to that problem (Littlejohn and Foss, 2009).

The agenda-setting hypothesis begins with an explanation of how broad communications impacts political behavior during elections (Cohen, 1963). As a result, the idea has invigorated and spawned a slew of recent studies into how broad communications primes and edges problems for their audiences. Not only that, but the discussion also includes how broad communications colors a single event for their media audiences (Matsaganis and Payne, 2005). As a result, broad communications may be trusted when it comes to influencing and shaping the overall evaluation and agenda. Broad communications can have a purposeful or unintentional influence on the public agenda or assessment (Iyengar and Kinder, 1987).

Furthermore, the agenda setting hypothesis remains a major hypothesis in mass communication, but it also extends to other sociological disciplines such as political

communication (Reese, 1991). According to the agenda-setting hypothesis, broad communications does not have the ability to establish the public agenda, especially when it comes to conclusions or viewpoints (Cohen, 1963). In every instance, broad communications has a unique ability to influence or add to the crowd's insights, characteristics, and demands. With such widespread effect, the media masses will in general shape their own evaluation or concentrate on those problems that they believe are worthy of inclusion on their psychological agendas (Littlejohn and Foss, 2009).

According to McCombs and Shaw (1993), the public agenda has a significant impact on the media agenda. Part of the reason for this is that wide communications must respond to public requests or media audiences' interests. The assessments, crowd considerations, statistical surveys and overview, and crowd usage designs all show this (Littlejohn and Foss, 2009). This is significant since wide communications are still linked to business and market environmental variables. Furthermore, such environmental elements are influenced by the general public's interests and the public agenda. Broad communications is obligated to respond to what their audiences require and what they recognize will draw in and provide to the media crowds (Krugman: 1963).

Researchers such as Everett Rogers and James Dearing (1988) agreed that the agenda setting hypothesis for wide communications is still valid because of the interrelationships between three agendas. There are three types of agendas: (I) public, (ii) media, and (iii) strategy agendas. They ensure that such a strategy agenda may be developed based on the topics that legislators and other arrangement makers decide on. In addition, the reality of the world raises another concern as a topic for discussion in general. This might happen when referring to apocalyptic events like earthquakes,

torrents, or wars. This will also have an impact on the previously listed objectives, either directly or indirectly.

2.8 Public Sphere Theory

The suggestion of the open arena hypothesis is that the public authority's laws and arrangements ought to be guided by the open arena and that the lone authentic governments are those that tune in to the open arena (Habermas, 1984). As per Habermas (1984), popularity based administration lays on the limit of and opportunity for residents to take part in illuminated discussion. The expression "open arena" was authored by German logician Jurgen Habermas who characterized the open arena as being comprised of private individuals assembled as a public and articulating the necessities of the general public with you state.

Habermas (1991) stresses that if something is public it is "available to all". The assignment of an open arena is that society can get occupied with "basic public discussion" (Habermas 1991, p. 52). The open arena would in this manner require media for information and communication and access by all residents. The rationale of the open arena is autonomous of monetary and political force. Laws of the market are suspended as were laws of the state". Habermas subsequently focuses on that the open arena isn't only a circle of public political communication, yet in addition a circle liberated from state control and from private proprietorship. It is liberated from particularistic controls (Habermas, 1991).

Both Jürgen Habermas (1991) and Hannah Arendt (1958) stress that in pre-current culture, the private domain was all the while the domain of the family and the economy. Current culture would have seen the ascent of the entrepreneur economy and

the advanced state as generally self-sufficient interconnected circles. The economy became disembedded from the family and a different circle of current culture dependent on item creation and compensation work arose. The domain of the economy is intervened with the family as domain of conceptive work. “The development of society – the ascent of housekeeping, its exercises, issues, and hierarchical gadgets – from the shadowy inside of the family into the light of the open arena, has not just obscured the old halfway point among private and political, it has additionally changed nearly to the point of being unrecognizable the importance of the two terms and their importance for the existence of the individual and the resident” (Arendt, 1958).

The inquiry that emerges is the means by which the open arena that is some of the time likewise identified with the idea of common society is identified with different domains of current cultures. Habermas (1987, 1991, 2006) has focused in a significant number of his works that it is a sort of interface and middle circle intervening between the economy, the state, and the domain of the family and closeness. The “open arena is an admonition framework with sensors that, however unspecialized, are touchy all through society” (Habermas 1996, 359). Current culture can be considered as comprising of particular and associated circles: the economy is the circle of the creation of utilization esteems, legislative issues the circle where aggregate choices are taken, and culture the circle where social implications and virtues are made (Fuchs 2008). In current culture, these circles depend on the amassing of cash, force and status (Fuchs 2008). In Habermas’ (1984) hypothesis, this qualification is reflected in his separation between the frameworks of the economy and governmental issues and the lifeworld. He anyway accepts that the social lifeworld isn’t molded by power deviations, while in entrepreneur real factors contemporary culture will in general be, as Pierre Bourdieu (1984) stresses, a crisis over acknowledgment and status. The open

arena/common society interfaces culture, the economy and legislative issues and in this manner makes segments of cover between the open arena and these domains: the socio-political circle, the financial circle and the socio-social circle.

The development of new innovations, for example, communication and the stimulating of the new media dependent on Web 1.0 and Web 2.0, got another new measurement the conversation of the open arena. The open arena or the public space where happens discusses that have a wide interests out in the open and where is built up a basic reflections toward the administrative strategies is carefully related with the media and innovation. Beginning from when the paper in the United Kingdom grow their usefulness by adding assessments, analysis and remarks close to the news, encouraging in this way the discussion between the bourgeoisies and the informed class of society and up to our days where the social media as the most up to date item in the upset of the communication innovation, “Open arena” and “popular assessment” are the two terms that are emphatically related with the elements of media and the vote based delegate hypothesis (Cela, 2015). After the development of web, the researchers brought to consideration a separation of the open arena and popular assessment from their old style meaning and another thought “organized open arena”, where the general assessment is molded through trades in the online stages (Boyd, 2011).

Web as another open arena can encourage the conversation that advances the trading of groundbreaking thoughts and suppositions. The trading of thoughts and the organisation between the people has arrived at the more significant level because of the utilizing of social media stages like Facebook, Twitter, YouTube and so on These clients can discuss uninhibitedly with one another and thusly can meet up for a specific subject (Cela, 2015). Conveying on the web intends to distribute online which then

again allude to be associated online with others. The distributed substance in the social media is reachable from anybody all through the world disposing of in this manner the physical and framework snags which implies that the opportunity of the discourse is presently the opportunity of the press and as a result, the opportunity to assemble (Fuchs, 2014). It was never however simple as it very well might be currently for individuals to meet up and be coordinated to communicate their analysis or to repudiate a specific matter that worries a specific local area (Cela, 2015).

2.9 Empirical studies

Eren-Erdoğan and Ergun (2017) contemplated ‘The Impact of Social Media on Social Movements: The Case of Anti-Consumption’. The essential target of their investigation was to break down the help of online media for social developments inside the setting of the counter utilization development. Since social media have end up being key for starting, putting together and conveying social developments and the counter utilization development is a pattern of the postmodernism period that has not yet arrived at an enormous after. An auxiliary point of their examination was to break down the similitudes and contrasts in the help of online media for the counter utilization development between one created and one developing business sector. To accomplish this objective, the examination utilized substance investigation to dissect Facebook records of hostile to utilization online networks in the USA and Turkey. The discoveries from the examination showed that social media can be the correct medium to build inclusion of social developments in the public arena. Furthermore, the online standardization and decentralized organisation of the online local area just as steady social media sharing assistance support nonradical social developments like enemy of utilization.

Investigating Hashtag Activism in Nigeria: A Case of #Endsars Campaign was the focal point of Oloyede and Elegba (2017). The reason for the investigation was to analyze the recorded foundation and significance of hashtag activism comparable to social change. In particular, their investigation investigated the timetable of hashtags in Nigeria and how Twitter hashtags set agenda for masses, government and the customary media. While laying on the Agenda setting hypothesis, the examination utilized the fundamental audit technique to accomplish its targets on the wonder under investigation. The investigation found that social media has become a significant apparatus for social change and change. The #Endsars lobby was utilized to put a focus on the issue of police severity in Nigeria and the mission had the option to make a carefully arranged fortitude for distanced people which empowered them some type of approval. Besides, the #Endsars lobby and hashtag had the option to direct what monster media organisations, both private and state claimed, composed and revealed as significant. The creators likewise concurred that concur, informal communities like Twitter directs what the established press, the general population and the public authority believe is significant. The #Endsars development impacted public talk such a lot of that the Nigerian National Assembly began pondering a police change bill, while the administration guided the controller general of police to make fundamental moves by redesigning the police unit and setting up basic freedoms council to explore the claims leveled against the unit.

Ahyan (2014) studied to distinguish and characterize the part of social media on social developments with an attention on the social media utilization during the Gezi Park Protests between 30th May 2013 and twentieth June 2013, in Istanbul as a contextual investigation. In his investigation, both poll and meeting strategies were utilized in gathering the essential information. From the outcomes, it was perceived that

individuals who are against the fights and utilized online media during the unrest, upheld the fights with remaining in the recreation center, and upheld through social media however not remained in the recreation center were all generally a youngsters. In any case, as far as the sexual orientation, it was recognized that individuals who didn't upheld the Gezi Park Protests were for the most part male while allies who remained in the recreation center were for the most part females. Strangely, discoveries show that individuals who upheld the fights, who didn't uphold the fights and individuals who upheld the reason through online media nearly have a similar instructive level. It was likewise distinguished that allies of the development were generally utilizing social media day by day while not allies utilize social media a couple of times each week.

Contrasted with this view, individuals against the development see themselves as an amateur client of social media. In any case, Twitter, Facebook and Instagram are the for the most part utilized informal communication sites by all gatherings of individuals. Strangely, while the Twitter is the for the most part utilized long range informal communication site during the event. In accordance with the use, in the examination it was recognized that allies of the development for the most part utilized social media for get-together and sharing the information and furthermore preparing and coordinating the fights, while non-allies utilized social media to be educated. Notwithstanding, a wide range of members accepts that online media assumed a critical part in the Gezi Park Movement. From the meetings then again it was recognized that the Gezi Park Movement was a blowing point for individuals who were exhausted with the current government's exercises and unmistakably numerous individuals joined to one another in the occasions and challenged the public authority.

Chapter 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter structures this chapter, which includes the methodological processes utilized in performing this study: Population; Study Site; Research Design; Research Methodology; Research Design; Research Methodology; Research Methodology; Research Methodology; Research Methodology; Instrument for Data Collection; Validity and Reliability of Instrument; Sampling Techniques; Sampling Size; Data gathering procedure and data analysis procedure.

3.2 Research Design

This study used a cross sectional research strategy, which is when a subset of the population is investigated and the sample size is chosen to reflect the population at a certain time. The mixed method, which is built on both the qualitative and quantitative approach, was therefore used for this study. Importantly, the quantitative approach enabled the researcher to properly measure personality traits and social characteristics of the respondents without involving personal views; thus help in creating a picture of what the respondents do and what they think by stating the facts (Barnham, 2015). On the other hand, qualitative approach helped the researcher to answer the question of the communication strategies employed by the respondents Twitter in respect EndSARS campaign, adopting an inductive approach in investigating variables of the research in details (Zalaghi & Khazaei, 2016).

3.3 Research Method

In this study, mixed techniques were used, including a survey approach with an online questionnaire as the data collection instrument, as well as content analysis. According to Edmonds and Kennedy (2012, p. 9) in quantitative research, "the researcher's emphasis is on gathering scores that quantify unique features of the population." The researcher collected data using a questionnaire to assess the impact of social media influencers' personality characteristics and social qualities on their online community followers. The qualitative method was founded on the contents on Twitter.

3.4 Population

A study population, according to Castillo (Akinlade, 2015), is a big, well-defined group of persons or things with comparable features. A common binding property or attribute is generally shared by all persons or items within a group. A total of seven social active Twitter influencers whose contents focus twits regarding Police brutality and EndSARS campaign in Nigeria were purposefully involved in this study. Respondents included individuals who were the followers of these influencers and who intended to participate in the survey after the link to the survey had been shared by the influencers. The population of the study as it was identified on the 5th of June, 2021 showed that about 611, 400 individuals were the followers of the seven identified influencers on Twitter. The followers were mainly youths with the ages of 18-35 years. For the content analysis, the post of the influencers between the period of June and July were analysed using the constituted week method.

3.5 Sample Size

For any research technique or statistical procedure, there is no single sample size formula or approach (Wimmer & Dominick, 2011). As a result, sample sizes are determined by one or more of the seven variables listed below: project type, project

goal, project complexity, amount of error tolerated, time limitations, budgetary constraints, and prior research in the field.

Like a result, the researcher utilized the Israel model (1992) to statistically calculate the sample size for the sake of statistical convenience when dealing with complicated primary data and a big population, as in this study. Based on the 95% confidence level and the Israel population size data from 1992, the sample size for the population greater than 100,000 as in this case is 400 constituted online followers mainly youths within the ages 18-35 of the influencers on Twitter.

So, for the content analysis, posts were selected from and analysed from timeline of each of the seven selected influencers using the constructed week method of two weeks from each of the influencers across 3 months. The tweets from each of the active Twitter influencers' timeline were selected purposively on the basis of the comments of the followers under them with a careful scrutiny of such thread of tweets containing elements of communication strategies.

3.6 Sampling Procedure

This study adopted a non-probability sampling procedure of quota, simple random sampling as well as a snowball sampling methods. The researcher adopted these procedures because the questionnaire was administered online through the identified influencers. Seven active Twitter influencers were systematically identified across the three categories of influencers owing to their popularity and political undertone of their online activity towards EndSARS campaign. So, the number of followers selected from each of the identified influencers depended on the total number of followers each of them had. Again, the selection of the respondents from the followers of each

identified influencers was determined by the numbers of influencers in each category. The following are the selected influencers; Dr. PamPam (@thepamilerin), The AjeButter of Lagos (@Theajeibutter103), Ebuka Akara (@ebuka_akara), Falilat (@Falilatt_), DADDY THE BAALE (@kingtanda), WHAYASAY (@iamwillsteel), #hashtagMFR (@hashtagMFR). So, each of the identified influencers were analysed across the period of the EndSARS Hashtag campaign.

This study therefore used a two-week constructed sampling of all tweets posted on the timeline of the Twitter influencers between March and May, 2020. The tweets selected cut across various activities of the key Twitter influencers; regarding awareness of Police brutality in Nigeria on Twitter. Tweets were randomly selected from the timeline of the influencers and were selected each day of the week twice (i.e. Two (2) Sundays, Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, and Saturdays) within the time frame selected for the study which then resulted in a 14-day collection of tweets. The constructed week sampling technique was employed to draw tweets for the study in order to understand the communication strategies used by the influencers. A total of 14 tweets were systematically selected over a period of three months. Two weeks were selected from the three months' study period. From the two weeks, two posts per day for the 14 days of the two weeks were systematically selected for analysis covering the three categories of influencers.

3.7 Measurement of Variables

The major outcome variables for each theme included;

- I. Level of impact of Twitter influencers on followers regarding EndSARS Campaign
- II. Extent of influence of Twitter on Citizen awareness towards Police brutality

III. Public perception towards Twitter usage for Police brutality awareness

IV. Impact of Twitter before and after the EndSARS protest.

On the other hand, the independent variables included in this study based on reviewed existing literature were; The demographic background section of the questionnaire (Question 1 - 5) asked about respondents' gender, age, religion, occupation, and educational level. During the analysis step, this information is largely used as a foundation for generalizing the sample. Furthermore, it allows us to investigate how respondents' preferences differ by demographic group.

The second part of the questionnaire described the respondents' involvement in social media networking sites. It includes the platforms used, the frequency of hours spent online and reasons for using an online social network and perception of Twitter and its role in the EndSars Campaign. For the content analysis, based on Dodd & Collins, (2017) study, they identified some message strategies used online in communicating: informative, facilitative, persuasive and cooperative strategies. The informative strategy's influencers' tweets offer unbiased information in neutral language, allowing audience members to develop their own judgments. By making resources, such as money, available, a facilitative technique empowers individuals to act in ways they are already predisposed to. A persuasive technique uses language that communicates a certain point of view and appeals to emotion. A call to action is included in these texts. In addition, the cooperative method displayed tweets including the word "we," but it is intended to draw people together in a spirit of enlightened self-interest.

3.8 Data Collection Instrument

A semi structured self-administered online survey was conducted using Google Forms, a free online survey tool produced by Google LLC, in the quantitative arm of this study, which focused on the followers. The survey was designed in three templates for each of the themes of the study and the links to these teams were shared with the respective social media influencers earlier identified. Data were collected for the content analysis of the tweets by using the constructed coding schedule that consisted of certain variables and their categories relating to communication strategies.

3.9 Data Collection Process

On attaining the desired response threshold, the survey data was retrieved in a csv format from the Google Form page and imported into IBM SPSS version 2.0 where it was cleaned and analysed. Means, standard deviations, range and proportions were used to summarize data. Data was analysed separately based on the three research themes of interest; political knowledge, advocacy and marketing.

A five point Likert scale (ranging from 1 – Strongly Disagree to 5 – Strongly Agree) was used to measure personal characteristics, social attributes, extent of influence of Twitter on respondents and the dimensions of influence on followers. The number of items used to measure each of the variables is presented below;

- Personal characteristics of influencers - 7
- Social attributes of influencers - 5
- Extent of influence on Twitter their respondents – 14
- Dimensions of influence of Twitter on respondents – 4.

For each of the items, a score of 1 was assigned to strongly disagree, 2 to disagree, 3 to neither agree/disagree, 4 to agree and 5 to strongly agree.

For the qualitative arm of the study, a content analysis, which involved the use of a coding schedule to analyse the tweets of the influencers across selected measures/concepts was employed. The themes being looked out for were listed and coded accordingly. A total of fourteen (14) tweets spread over a period of 3 months were analysed.

3.10 Validity and Reliability of Research Instrument

Validity and dependability are measures of how well conceptual and practical definitions work (Wimmer & Dominick, 2014). While validity is concerned with the precision of the conclusion and the generalizability of the findings (Obeka, 2011), reliability is concerned with the consistency of our measure (Creswell, 2014). The study supervisor used the face validity approach to check the validity of the research instruments. This guaranteed that the research tools were suitable for the investigation of the study topic. The ambiguity and clarity of the questions in the research instruments were verified.

3.11 Data Analysis

The computer program for the analysis of quantitative data for social scientists called SPSS (Statistical Package for the Social Sciences) version 2.0 was used to analyze the data that was collected for the study of characteristics and personality traits. This program is supported by the used survey tool, which exports the obtained data straight into SPSS (Bryman & Bell, 2011). The purpose of the analysis was to see if the measurement was reliable and valid. To show and analyze the data, frequency tables, figures, and percentages were employed.

3.12 Ethical Considerations

The researcher was aware that permitting respondents to provide private information might result in security difficulties and complications. The researcher handled every element of the investigation with caution, impartiality, sincerity, and fairness in order to obtain a credible and rich result. To avoid plagiarism, which might result in significant ethical concerns, this study was properly referenced.

Also, the concern for anonymity and consent was put in place in that, the consent of the influencers and followers was duly sought before administering the questionnaire and there will be no need for the respondents to state their names for the study.

Chapter 4

DATA ANALYSIS

4.1 Introduction

The findings of the descriptive and inferential analyses of the questionnaire disseminated to meet the study's objectives are presented in this chapter. The descriptive data presents the response rate, respondents' socio-demographics, social media use, reasons for being on social media, What is the level of Twitter usage among #Endsars protesters during the Endsars movement in against Police brutality in Nigeria, What is the impact of Twitter during and after #Endsars protest in Nigeria. The study questions were answered using frequencies, percentages, mean, standard deviation, and correlations.. This is analyzed based on the following themes namely: Political, Advocacy and Awareness.

4.2 Socio-Demographic Characteristics of Respondents

Table 1: Socio-Demographic Profile of Respondents based on the mentioned Themes

	Political(N = 137)		Advocacy(N =118)		Awareness(N =140)			
Variable	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Total (392)	
Male	84	61.3	61	53.0	82	58.6	227 59.7%	
Female	53	38.7	54	47.0	58	41.4	165 42.1%	
Age (years)	18-25	54	39.4	70	60.9	107	76.4	231 (58.9%)

	26-35	77	56.2	39	33.9	33	23.6	149 (38.0%)
	Above 35	6	4.4	6	5.2	-	-	12 (3.1%)
Educa tional Backg round	Apprentice	1	0.7	-	-	-	-	1 (0.2%)
	SSCE	2	1.5	3	2.6	7	4.9	12 (3.1%)
	OND/HND	16	11.7	13	11.3	10	7.1	39 (9.9%)
	NCE	3	2.2	3	2.6	4	2.9	10 (2.6%)
	B.A./B.Sc.	78	56.9	70	60.9	107	76.4	255 (65.1%)
	M.Sc.	34	24.8	25	21.7	12	8.6	71 (18.1%)
	PhD	3	2.2	1	0.9	-	-	4 (1.0%)
Religi on	Christianity	112	81.8	97	84.3	111	79.3	320 (81.6%)
	Islam	20	14.6	18	15.7	27	19.3	65 (16.6%)
	Traditional	3	2.1	-	-	-	-	3 (0.8%)
	None	2	1.4	-	-	2	1.4	4 (1.0%)
Profes sion	Studying	52	38.0	57	49.6	77	55.0	186 (47.4%)
	Working	74	54.0	48	41.7	49	35.0	171 (43.6%)
	Unemploye d	11	8.0	10	8.5	14	10.0	35 (8.9%)

Gender, age, educational background, religion, and profession are among the demographic factors examined in the study. Table 4.2 shows the demographics of the respondents in frequency and percentage format. Males made up a larger proportion

of the respondents across the research themes, totaling 227 (59.7%) out of the 392 respondents that participated in the study compared to 165 (42.1%) of the female respondents. Among the political respondents, the male gender constituted 88 (61.3%) out of the total 137 individuals that attempted the survey while the female gender only constituted 53 (38.7%) of the political theme respondents. A similar trend was also observed in the other groups, namely advocacy and awareness where 61 (53.0%) and 82 (58.6%) of the respondents in each of these categories were males, while the rest, 54 (47.0%) and 58 (41.4%) respectively were females.

In total, 231 (58.9%) of the respondents were between 18 -25 years old while only 12 (3.1%) were above 35 years old. Asides, the advocacy and awareness themes that had more respondents in the 18 – 25 years' group; 70 (60.9%) and 107 (76.4%) respectively, the political theme had more respondents in the 26-35 years' group (77, 56.2%). Only six (4.4%) of the political respondents and also six (5.2%) of the advocacy respondents were above 35 years while none of the awareness respondents were in the age category.

Of the various educational attainments indicated by the respondents, 255 (65.1%) of them had Bachelor's degree while only one (0.2%) was an apprentice and 4 (1.0%) were PhD holders. None of the awareness respondents was either an apprentice or a PhD holder whereas 107 (76.4%) were Bachelor's degree holders. Seventy (60.9%) of the advocacy respondents had Bachelor's degree holders while only one (0.9%) and neither of them were apprentices and PhD holders. Only one (0.7%) of the political respondents was an apprentice, while 78 (56.9%) of them had a Bachelor's degree. Majority (320, 81.6%) of the respondents were Christians while only 3 (0.8%) were traditionalists. None of the marketing respondents was however a traditionalist, though

111 (79.3%) of them were Christians. Eighteen (15.7%) of the advocacy respondents were Muslims while 97 (84.3%) of them were Christians. One hundred and twelve (81.8%) of the political respondents were Christians while three (2.1%) of them were traditionalists. Almost the same proportion (186, 47.4% and 168, 42.9%) of the respondents were either studying or working and 35 (8.9%) were unemployed. More of the political respondents were working (71, 51.8%) while 11 (8.0%) were unemployed. About half (57, 49.6%) of the advocacy respondents were studying while only 10 (8.5%) of them were unemployed. Also, 77 (55.0%) of the awareness respondents were studying while ten (10.0%) were unemployed.

4.3 Social Media Use

Table 2: Social Media Use among Respondents

Social Media Platform	Political (N= 137)	Advocacy (N = 115)	Marketing (N=140)
Twitter	129 (90.8%)	100 (84.7)	129 (90.8%)
Facebook	102 (71.8%)	88 (74.6%)	100 (70.4%)
LinkedIn	77 (54.2%)	57 (48.3%)	61 (43.0%)
Instagram	103 (72.5%)	89 (75.4%)	125 (88.0%)
WhatsApp	8 (5.6%)	7 (5.9%)	15 (10.6%)
Any Online Forum	16 (11.3%)	10 (8.5%)	20 (14.1%)
Others	0 (0.0%)	3 (2.5%)	3 (2.1%)

*Percentages are column percentages

The most commonly used social media platform among the respondents across research themes was Twitter; 129 (90.8%), 100 (84.7%) and 129 (90.8%) of the total respondents in the political, advocacy and awareness categories respectively reported that they used Twitter. Instagram ranked next to Twitter for each of the themes; Political 103 (72.5%), Advocacy 89 (75.4%) and Awareness 125 (88.0%) while Facebook and LinkedIn were also commonly reported to be used by the respondents as displayed in Table 4.3.

4.4 Frequency of Internet and Social Media Usage

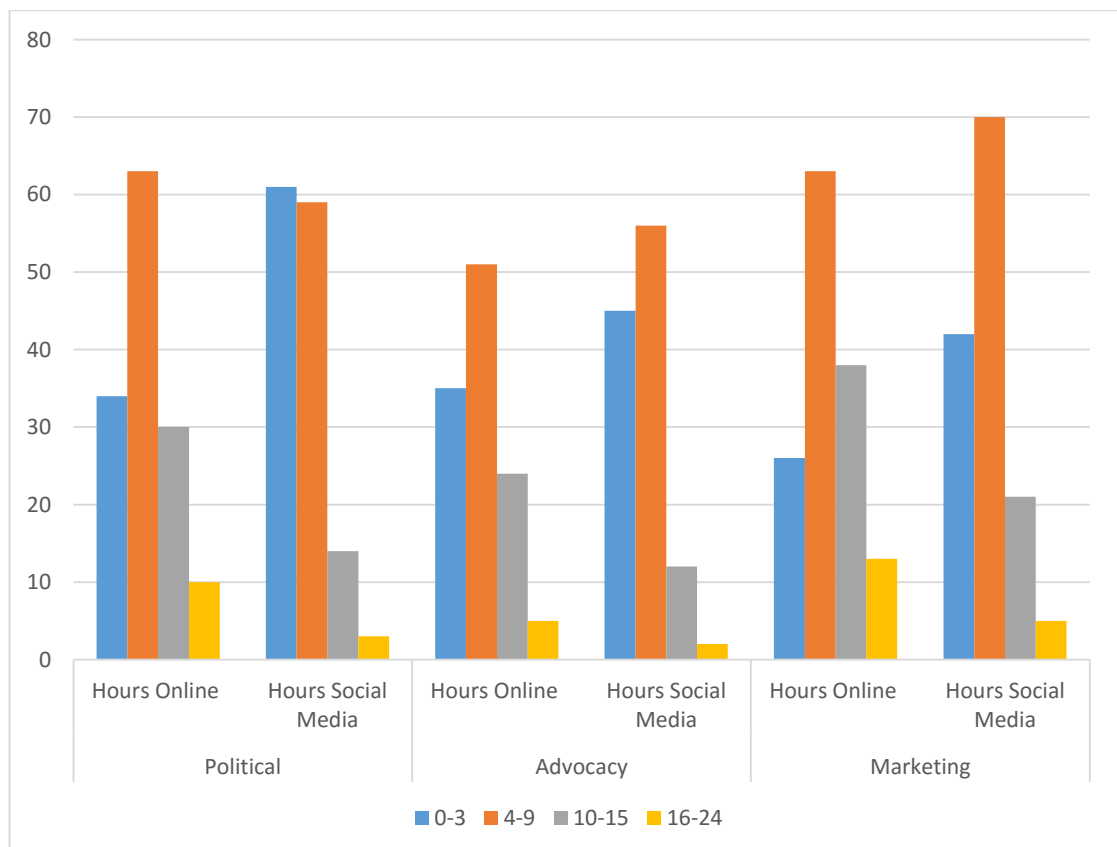


Figure 1: Daily time spent online & social media

Figure 1 above shows that a majority, 177 (45.1%) of the respondents spent on the average, 4-9hours daily online and 185 (47.2%) on social media platforms. Only a few, 28 (7.1%) and 10 (2.6%) spent around 16-24 hours online and on social media daily. This observation was consistent across the three themes studied.

4.5 Reasons for Being on Twitter

Table 3: Reasons for being on Twitter

Twitter	Frequency*	Percentage
Political (N=137)		
To meet new people and share experiences about life	100	72.9
To find information and share feedbacks about police brutality	102	74.5
To understand and actively participate in political activities	74	54.0
To be form political parties	70	51.1
To take decisions on which movements to be part of	40	29.2
Advocacy (N=115)		
To meet new people and share experiences about life	86	74.8
To find information and share feedbacks about police brutality	77	70.0
To adovcate for a cause or justice	37	32.2
To be informed about the voice of the opinions of others that are not or cannot be heard	54	47.0
Awareness (N=140)		
To know more about the situation of things around	105	75.0

To create awareness about Police brutality	97	69.3
To take decisions and support hashtags	51	36.4

* Multiple responses were allowed

The most indicated reasons for being on Twitter were either to meet new people and share new experiences or to find information and share feedbacks news and recent happenings. On the average, about seven out of every ten respondents agreed that these three reasons stated earlier were attracted them for being on social media. The specific responses to this question showed that for the political respondents, 74 (54.0%) of them were on social media to understand and actively participate in political activities, while 54 (47.0%) of the advocacy respondents were on social media to be informed about the voice and opinions of others on the oppressed and 51 (36.4%) of the awareness respondents were on Twitter to know more about the situation of things around.

4.6 Analyses of Data Based on Research Questions

RQ1: What is the level of Twitter usage among #Endsars protesters during the Endsars movement in against Police brutality in Nigeria?

Table 4: level of Twitter usage among #Endsars protesters during the Endsars movement in against Police brutality in Nigeria

Personal Characteristics of Influencers	Level of Agreement*(%)					M	SD	Overall
	1	2	3	4	5			
I used Twitter during the EndSARS protest	2.9	5.8	8.0	44.5	38.7	4.10	0.980	82
I follow an influencer because he advocated against Police brutality in Nigeria	3.6	1.5	7.3	51.1	36.5	4.15	0.898	83
I was actively involved during	0.7	5.8	6.6	47.4	39.4	4.19	0.853	83.8

the EndSARS Hastag.				
The movement on Twitter promoted the advocacy against EndSars hastag	0.7 8.8 13.9 51.824.8	3.91	0.89 5	78.2
Twitter gave voice to the voiceless during EndSars movement	3.6 12.4 13.1 48.2 22.6	3.74	1.05 9	74.8
I was actively involved because of Twitter	2.9 14.6 16.1 48.2 18.2	3.64	1.03 4	72.8
The fight for Police Brutality was won because of Twitter	2.2 12.4 8.0 51.1 26.3	3.87	1.01 3	77.4
TOTAL		3.94	0.96 2	78.86

Note: On this table, 3 is the cut-off point between disagreement and agreement, M: Mean, SD: Standard Deviation, M: Mean, 1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree.

The results showed that a majority of the respondents agreed that the Twitter served as platform that helped the advocacy against Police brutality in Nigeria. The overall level of agreement was 78.9% for the respondents with an average mean of (M = 3.94; SD =0.96), out of the possible 5.0. (M = 4.10; SD =0.98, knowledgeability (M = 4.15; SD =0.898) and expertness (M = 4.19; SD = 0.853) Observed that they were actively involved in the Endsars campaign. This suggests that users of Twitter considered the use of new and innovative methods for campaigns and political messages, a very sound knowledge of party, politics and other government affairs. This greatly helped the fight against Police brutality in Nigeria

RQ2: What are the roles of Twitter influencers Hash tag in social movements across other societal issues in Nigeria?

Dodd & Collins, (2017), in their research on strategies of communication on Twitter, identified the following communication strategies: informative, facilitative, persuasive and cooperative. These items were assumed and adopted in this study as communication strategies influencers used to communicate for the purpose of wining

and attracting followers. The operationalization of these categories of strategies by Dodd & Collins were adopted for coding and analysing the posts of the identified seven influencers in order to determine the ones they used most and which wins their followers for them. A constituted week method was adopted to draw tweets from each of the identified influencers. A total of fourteen (14) tweets were systematically selected over a period of three (3) months. Two tweets per day for the fourteen (14) days of the three months were systematically selected for the analysis.

Table 5: Roles of Twitter influencers in social movements across other societal issues in Nigeria?

Roles	Frequency	Percentage
Informative	6	42.9
Facilitative	3	21.4
Persuasive	4	28.6
Cooperative	1	7.1

As shown in Table 4.7.5, the posts of the respondents that were reviewed across three months showed that the frequently used communication employed by the influencers were Informative (6, 42.9%), Facilitative (3, 21.4%), Persuasive (4, 28.6%) posts while Cooperative (1, 7.1%) was the least used as a result of its low rate in the table. The influencers write and put up posts that are informative which gives helpful information on situations or products; put up facilitative messages in order to call their followers to action or mobilize them to do certain things they would not have done normally. Also, a majority of the influencers' posts were discovered to be persuasive

in nature. This showed that they strategically persuade their followers in their posts by writing appealing messages or soliciting that they work with or go by their posts.

RQ3: To what extent is the impact of Twitter during and after #Endsars protest in Nigeria?

Table 6: Impact of Twitter during and after #Endsars protest in Nigeria

Impact	Level of Agreement*(%)					Overall		
	1	2	3	4	5	M	SD	I %
Twitter hash tag helped to advocate against Police Brutality	13.1	29.2	24.1	18.2	15.3	2.93	1.273	58.6
Twitter hash became the voice of the voiceless	16.1	32.8	18.2	24.8	8.0	2.76	1.222	55.2
When I hear a helpful opinion on a EndSARS , I share it with others.	2.2	13.9	13.1	56.9	13.9	3.66	0.957	73.2
If influencers' opinion on a EndSARS was helpful, I like the post to show support for the person.	0.0	5.8	13.1	64.2	16.8	3.92	0.728	78.4
Opinion I see on Twitter dictates my behaviour in the real life.	21.9	39.4	16.1	16.1	6.6	2.46	1.188	49.2
When I want to refer to other people's opinions on a EndSARS hash tag, I consider how it affects others	15.3	20.4	19.0	35.8	9.5	3.04	1.251	60.8
Twitter served as a virtual platform for all the Oppressed	3.6	8.8	19.7	48.2	19.7	3.72	1.000	74.4

When I want to make up my mind on EndSARS Protest, I try to listen to diverse opinions from my Twitter influencers' followers.	9.5	13.1	18.2	41.6	17.5	3.4	1.20	69
						5	0	
The influencer I follow, based on his large social network or ties, helps to improve my knowledge about Police brutality in Nigeria	5.1	12.4	16.8	52.6	13.1	3.5	1.03	71.2
						6	5	
Twitter helped me to interact with my online friends based on the posts I read on my influencers page	5.8	37.2	19.7	28.5	8.8	2.9	1.11	59.4
						7	8	
Movement on Twitter groomed to become a better activist	13.9	35.8	25.5	16.1	8.8	2.7	1.15	54
						0	9	
Total						3.1	1.10	63.9
						9	2	

Note: On this table, 3 is the cut-off point between disagreement and agreement, M: Mean, SD: Standard Deviation, M: Mean, 1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree.

Table 4.7.6 showed that to a large extent Twitter exert a relatively acceptable level of influence on the opinions and decisions of the users ($M = 3.19$; $SD = 1.102$). Liking an influencers' post on a helpful political issue (*"Twitter hastags on a political issue was helpful, I like and share the post to show support for the movement"*) was observed as a major opinion behaviour indicator which indicates the extent of influence such posts have on the individual ($M = 3.92$; $SD = 0.73$). Followers

expressing their dissatisfaction expressly when they disagree with political influencer opinion (*If I am not satisfied with influencers' opinion on a particular political issue, I explicitly express dissatisfaction*) was also observed as a good extent of influence measure (M = 3.72; SD = 1.00). The least extent of Twitter influence measure was behaviour of followers in real life (*Twitter opinion dictates my behaviour in the real life*) with less than 49.2% level of agreement (M = 2.46; SD = 1.19) was observed. This showed that the influencers' do not dictate the behaviour of followers in real life situation.

RQ4: What are the roles of Twitter as a tool for change in its use to mobilise the #Endsars protest?

Table 7: Role of Twitter as a tool for change in its use to mobilise the #Endsars protest

Extent of Influence			Level of Agreement*(%)							Overall	
Marketing			1	2	3	4	5	6	M	SD	%
Twitter	was	not	3.3	25.0	30.0	9.3	14.3	12.1	3.31	1.517	55.1
helpful and did not											
played a major role											
as a tool for change											
in its use to mobilise											
the #Endsars protest											
.											
Twitter was helpful			50.7	22.9	35.0	5.7	11.4	4.3	1.07	1.00	46.1
and played a major											
role as a tool for											

change in its use to

mobilise the

#Endsars protest.

Total **3.04 1.451 50.6**

Note: M: Mean, SD: Standard Deviation, 1: Never 2: Rarely 3: Sometimes 4: Usually 5: Often 6: Always

Public		Level of Agreement*(%)						Over	
Perception								all	
		1	2	3	4	5	M	SD	%
Twitter	has	13.1	29.	24.	19.	13.1	2.90	1.24	58
greatly	helped		9	1	7			4	
to	eradicate								
Police	brutality								
in	Nigeria								
Police	are now	8.8	19.	21.	40.	10.2	3.24	1.14	64.8
being	held		0	9	1			1	
responsible	for								
their	mis-								
conduct	and								
brutality	to the								
Nigerian									
Youths									

Nigerian Police	18.2	35.	16.	21.	8.8	2.68	1.24	53.6
is not what it		0	1	9			8	
used to be after								
EndSARS								
Protest								
The firmness in	10.9	32.	24.	15.	16.1	2.93	1.25	58.6
Twits has given		8	8	3			2	
birth to a lot of								
feedbacks and								
opinion from								
all Nigerians.								
Total						3.22	1.08	64.5
							0	

It is glaring in the Table that Twitter actually played a major role as a tool for change in its use to mobilise the EndSARS protes. This is evident as shown in Table 4.7.8 where there was a higher level of agreement mean score for “Twitter was helpful and played a major role” (M = 3.31; SD = 1.00) as against the hand fill that observed that twitter didn’t play much role.” (M= 1.07; SD = 1.384). This showed that Twitter has become a force to reckoned with when it comes activisms and movements to spur change in a Society.

RQ5: What is the public perception towards using Twitter as a platform to eradicate police brutality in Nigeria?

Table 8: public perception towards using Twitter as a platform to eradicate police brutality in Nigeria

Public Perception	Level of Agreement*(%)					M	SD	Overall
	1	2	3	4	5			
Twitter has greatly helped to eradicate Police brutality in Nigeria	13.1	29.9	24.1	19.7	13.1	2.90	1.244	58
Police are now being held responsible for their misconduct and brutality to the Nigerian Youths	8.8	19.0	21.9	40.1	10.2	3.24	1.141	64.8
Nigerian Police is not what it used to be after EndSARS Protest	18.2	35.0	16.1	21.9	8.8	2.68	1.248	53.6
The firmness in Twits has given birth to a lot of feedbacks and opinion from all Nigerians.	10.9	32.8	24.8	15.3	16.1	2.93	1.252	58.6
Total						3.22	1.080	64.5

A huge number of respondents agreed that Police are now being help responsible for their misconduct ($M = 3.24 \pm 1.14$) which shows a 64.8% level of agreement among the respondents. Other dimensions such as Twitter has eradicate Police brutality and Police system is not what it used to be were not strongly agreed by followers as a major public perception.

4.7 Summary of Findings

The findings of the study are as follows:

- i. The innovative nature of the Twitter is highly important in order to be able to influence followers across borders to rise up against irregularities in the society. Through the findings on communication strategies of how Twitter influence people, it was discovered that the informativeness of the posts, facilitative nature it consists of and the persuasive strategies all form how the followers would receive the message being passed across to and also attract them. Cooperativeness was found to be lacking and was rated low in the posts of the influencers. Thus, social media influencers can better impact their followers by posting informative posts, persuading them and facilitating them through their posts.
- ii. Twitter exert a relatively acceptable level of influence on the opinions and decisions of users and EndSARS campaign activists. Across the research themes, there was a level of agreement with parameters to measure the extent of influence parameters. For the political influencers, liking such influencers' post on a helpful political issue was indicated. The awareness influencers have an influence on their followers by providing reviews on products and not through recommendations. The advocacy influencers' post created awareness on major social issues by creating a movement with the use of hashtag on the issue was observed as the major extent of influence of that category.
- iii. Twitter and hashtags proved to be a useful instrument for the EndSARS campaign as well as political communication. Many politicians create accounts there and use them to connect with their constituents. Whether it's between politicians or politicians and journalists, Twitter has been the scene of many

political squabbles and heated discussions. While politicians' profiles are followed by a large number of people, they are hardly the most popular accounts on the internet (Adamska, 2016).

- iv. The interactive effect of Twitter hashtags has great impact on the Endsars campaign and positively promoted the fight against police brutality in Nigeria.
- v. Social media are indispensable piece of people, organizations, and expert gatherings, these gatherings of people invest energy getting to substance via online media satisfying satisfactions and getting to these applications for individual use.

4.8 Discussion of Findings

This study sought to examine the Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria using solely Twitter for the purpose of this research. The study looked into the work of popular movements like Bring back our girls, Buhari must go, Nigeria must change and how Twitter impacted the movements through various Hastags. For this study, Twitter was specifically chosen. With the help of mixed methods, it was concluded that the work of an influencer is positive and that they do have an impact on the followers. Ohanian (1991) argued that to be effective in communicating a message depends largely on the credibility and considered characteristics of the source which supported the findings of this study that followers saw that the influencer as a credible source and thus were willing to try out the products reviewed and endorsed by them ($M = 3.31$; $SD = 1.517$). The finding was also confirmed by Uzunogulu & Kip (2014), who noted that influencers had a great impact on the purchase decisions of consumers. The political influencers also enlightened their followers through their posts and made their followers aware of the political news and happenings around as affirmed by (Austin, 2008) cited in Okolo, Ugonna, Gerald

and Obikeze, (2017). This is in relations to the theory used in this study to understand whether the followers of an influencer strongly believe in him or her before trusting his opinion. As found by Li, Lee, & Lien, (2014); Nejad, Sherrell, and Babakus, 2014), this current study also confirmed that the followers of influencer depend on their influencers' post or review on a product in order to take a purchase decision. For the advocacy, the contents of their influencers enlightened them on the movement for policy change using hashtags and being persuasive. The followers confirmed that they were influenced because they retweet their influencers' posts, liked their posts, particularly the posts created enlightenment.

The first research question of this study which sought to find answer on the question: What is the level of Twitter usage among #Endsars protesters during the Endsars movement in against Police brutality in Nigeria? In different categories of awareness, advocacy and political influences, was answered based on a baseline research conducted as a result of the metric analysis on the number of followers' prominent social media influencers in Nigeria have, as suggested by Jungnickel (2018), who wrote on the various measurements of influencers online. Many influencers were identified but were not accessible as a result of closed inbox on Twitter. The ones who were reached successfully were earlier informed about the research process but did not later consent while some did not bother to respond to the messages after seeing it. It was discovered that Ebuka Akara, The AjebutterofLagos, Kingstanda all performed awareness roles and were reached and they did consent to help reach the target population who were their followers online. Dr PamPam was discovered to be an advocacy influencer who had received many awards for his influencing role on social media and the advocator of Give a Girl a Sanitary pad movement. Another influencer known as Falilat is a mental health awareness advocator on Twitter. She reaches out

to her followers preaching the mental health gospel to them. Iamwillsteel and HashtagMFR are political influencers but are not the major political influencers. However, they performed the role and were chosen based on the propensity of their followership.

For research question, the study sought to identify What is the impact of Twitter during and after #Endsars protest in Nigeria? In answering this, the characteristics were adapted from Weimann's (1991) personality strengths of the influencers. The study confirmed that being innovative is important for attracting followers. Goldsmith and Desborde's 1991 study also found support only for innovativeness ($r = .32$, $p = .001$) which was also found important in this study ($M = 4.10$; $SD = 0.98$). Also, being knowledgeable was also considered to be important ($M = 4.15$; $SD = 0.898$). The influencer has to have a full grasp of whatever post he releases to his followers. It is also expected that an influencer is considered or seen as an expert on issues in the awareness category before they can attract followers as corroborated by Chan & Misra, (1990) in their study with higher correlation ($r = .60$, $p < .001$). Importantly, for the advocacy influencers, it showed that the influencers must be innovative, knowledgeable, and considered an expert. Dogmatism and assertiveness are not important characteristics of the advocacy influencers that could attract the followers to them. For the political and marketing influencers, the innovative nature of putting up their posts in a unique manner is an important one. Proactiveness, which means ability to react to issues analytically, is important and being an expert on the matters arising is also germane. Dogmatism, Manoeuvring and Assertiveness were also rated low in this study, though they were not totally perceived to be unimportant based on the findings of this study. Drawing from this, it implies Twitter has a great positive impact on the EndSARS Campaign.

Furthermore, on the research questions, What are the role of Twitter as a tool for change in its use to mobilise the #Endsars protest by: referring to political posts of the influencers and by maintaining a stand on an issue based on their influencers' position on it. The followers confirmed that their influencers had great influence on them by liking posts, sharing the posts on their timeline, and also through their improved knowledge on political issues ($p = 0.02$). This finding supports the study conducted by Rahmawati, (2014) who observed that social media influencers have impact on the political activities of their followers ($\beta = .75, p < .05$). The advocacy influencers were able to cause an impact on their followers by creating a strong awareness ground for them through their posts. The respondents indicated in the survey that they were aware about the Bring Back Our Girls Campaign, EndSars and ReformPoliceNG as a result of the influencer they followed. They were also aware about policy decisions by their influencers.

Chapter 5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter gives the summary and conclusion of the findings on the study “Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria” The chapter discusses the findings of the study and gives recommendations for further studies. The limitation of the study and theoretical contribution are discussed as well in this chapter.

5.2 Summary

This study sought to investigate the Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria. It also aimed at identifying the different categories of the prominent social media influencers in Nigeria and examined the unique characteristics that attract them to their followers. The study also investigated the communication strategies the influencers use; the extent of the influence they exert on their followers and the interacting factors that determine their power and extent of influence on their followers. In the attempt to understand the influence of Twitter on its users, this study determined the relationship between the influencers’ personality traits, social characteristics and the extent of Twitter influence on their users.

In order to answer the research problem, the study’s objectives were to identify the prominent Nigeria social media influencers in the different categories of awareness,

advocacy and political influences. Since most previous researches focused on understanding the marketing influencers, this study took it further by observing the political and advocacy influencers. The mixed method approach, which is built on both the qualitative and quantitative approach, was therefore used for this study. Importantly, the quantitative approach enabled the researcher to properly measure personality traits and social attributes of the respondents without involving personal views. Survey research design was adopted using questionnaire for data gathering.

A total of seven social media influencers whose contents focus on the themes of Politics, Advocacy and Awareness were purposefully involved in this study. Respondents included individuals who were the followers of these influencers and who decided to participate in the survey by clicking on the link to the survey shared by any of the influencers. The population of the study as it was identified on the 5th of March, 2019 showed that about 611, 400 individuals were the followers of the seven identified influencers on Twitter. The influencers distributed 402 links to surveys to their followers between the ages of 18 and 35, and 392 valid were recovered and utilized for the study using SPSS 2.0 for both descriptive and inferential statistics. To understand the Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria, content analysis was carried out to analyse the posts of the influencers and the effect on Twitter Users. For the content analysis, the post of the influencers between the period of March and May were analysed using the constituted week method.

5.3 Findings

The findings of the study are as follows.

- i. The innovative nature of Twitter is highly important in order to be able to influence its users across the three research themes. Twitter influencers on the other hand has to possess new ideas or methods. Knowledgeability, which is the display of high of wide knowledge area on different topics and expertness on issues. Through the findings on Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria, it was discovered that the informativeness of the posts, facilitative nature it consists of and the persuasive strategies all form how the followers would receive the message being passed across to and also attract them. Cooperativeness was found to be and was rated high in the posts of the influencers. Thus, Twitter influenced Citizen awareness greatly through the influencers posting informative posts, persuading users and facilitating users through their posts.
- ii. Twitter influencers exert a relatively acceptable level of influence on the opinions and decisions of their followers. Across the research themes, there was a level of agreement with parameters to measure the extent of influence parameters. For the political influencers, liking such influencers' post on a helpful political issue was indicated. The awareness influencers have an influence on their followers by providing information on recent issues. The advocacy influencers' post created awareness on major social issues by creating a movement with the use of hashtag on the issue was observed as the major on the Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria.
- iii. The dimensions of Twitter influencers have on their followers are reinforced by their display of high political knowledge and vastness on the political issues. The response among advocacy respondents showed that awareness,

enlightenment creation and retweeting of posts on advocacy matters are the major dimensions of influence on their followers and this impacted the Endsars Hashtag campaign.

- iv. The interactive effect of the social attributes and personality traits of the Twitter users and influencers contribute significantly to the level of influence they exert on their followers.

5.4 Conclusion

This study has contributed to existing theories about the impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria influencers within the online community and thus provides businesses, government agencies and advocates a deeper understanding into the interactions between Twitter influencers and users. The campaign which was against the rising Police brutality in Nigeria that has affected numerous number of youths across the nation. With the aid of online movements and various hashtags on social media platforms, the Government had no option than to scrap it and replaced the Police unit called Special Anti robbery Squad with SWAT. Thus, Twitter hastags influencers have become important phenomenon in Nigeria society, and their roles in social engineering and influence cannot be over-emphasised. There is, therefore, the need for policy agenda to exploit their usefulness and power of influence to redirect and enhance the developmental drive of Nigeria society in a positive way. The trend of online followership, as established in this study, is, indeed, now very popular among youths. Although the followership is purposeful, as most of the online followers do not just follow without being sufficiently attracted by their influencers' personality traits and social attributes, which promise them certain benefits, yet, there is a need to intensify media literacy among youths to enhance their

capacity to follow reasonable, and not just for the Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria alone

5.5 Limitations

The limitation of this study was the limited relevant literature on the impact of Twitter hastags influencers on their followers in online community. The bulk of the literature on influence of Twitter hastags was engrossed on the social media influencers.

Importantly, many respondents were reluctant to answer the questionnaires because of the subject matter Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria and the particular platform (Twitter) that was used. Some of the respondents refused to click on the link as a result of unavailability of internet connection and not wanting to exhaust their monthly data subscription. In relation to this, using only one platform as the basis for this study cannot allow a valid and reliable generalization about other social media platforms that were not involved in this study.

This study was further limited by a lack of confidence among field researchers. Due to the fact that this study used an online survey that did not allow for personal contact with respondents, it was difficult to acquire timely replies from persons the researcher did not know or meet in person. Furthermore, obtaining access to respondents in their clusters was a significant issue. The researcher had to speak with social media personalities in order to get their followers to participate in the surveys.

5.6 Recommendations

The study's recommendations are divided into two categories. The first group is based on the study's conclusions, while the second set is for future research. The following are some suggestions:

5.6.1 Recommendations Based on Findings of the Study

- i. The phenomenon influence of Twitter is just fast rising in the society. Few researches have been carried out on its benefits and importance to the society at large. It is on this note that it is recommended that this phenomenon be given much consideration as a skill can be developed into becoming an influencer. This study offers recommendations that influence of Twitter hastags can better impact their followers by putting up informative, persuasive and facilitative posts. This means that the Twitter influencers across all categories should be conscious of their message strategy or writing skills so they can exert a greater influence. Influencers should post impactful messages that could have greater impact for the continuity of exerting influence on their followers.
- ii. The government should take note of the activities of the social media influencers especially the political and advocacy influencers because they pose a great skill in mobilizing their followers into doing certain things they do not even wish to do. Thus, awareness on a new policy about to be implemented can be released to the social media influencers. The personality traits and social attributes of the influencers that were supported by the findings should be enhanced by influencers in order to enhance their capacity for wining more followers. This will help them in building a strong social network connection and ties.
- iii. The Impact of Twitter Endsars Hashtag on Citizen Awareness on Police Brutality in Nigeria can not be sidelined nor underestimated. Other better communication strategies, especially in their regular posts should be developed, to increase the level of the influence they would exert on followers positively.

- iv. Finally, Twitter users must be self-confident, skilled, and knowledgeable and continue to be an expert on the posts they write. The users should continue to exhibit the distinct high personality traits because it makes them significant.
- v. The world has become a global village. Unfortunately, this does not come without an acceptance of the fact that new media technologies are actually a double edged sword with its pros and cons. Due to the absence of gate keeping, censoring and proper monitoring of users and contents being posted on different media platforms, it has resulted into huge increase in cybercrime, cyber bullying, yellow journalism, un professional conduct, sensationalism, biased report and most importantly unhealthy hacktivism.
- vi. New media technologies and social media platforms have enhanced the practice of citizen journalism, people without the training of journalism now have a platform to publish their opinions without stress. It has given room to more political participation and activeness of the public in developing interest that contributes or affect the decision making process of the government as well as forming a political alliances and groups that are ready so sensitize and enlighten larger audience on their rights and expectations as citizens. we can boldly identify the role of hacktivism played in the just concluded EndSars campaign.

5.6.2 Recommendations for Further Studies

- i. Given that this study employed a cross-sectional strategy owing to time constraints, it is critical that a longitudinal approach be undertaken to ensure that the findings of this study were not merely situational and to further strengthen the findings.
- ii. As a result, this thesis may be the first to examine the impact of social media influencers on their followers' awareness, political flexibility, and advocacy

expertise, as well as influencer kinds and personal qualities, across three distinct topics. The findings may be used as a starting point for further study by anybody who wants to delve deeper and more in-depth into the same issues or is interested in the impact of the Twitter Endsars Hashtag on civilian awareness of police brutality in Nigeria. The qualities were rated differently as a result of the findings.

- iii. Other demographic studies should be conducted, as young adults are not the only ones affected by influencers.. Such further studies should aim at confirming the extent to which social Twitter influencers translate their online followership to offline political/social decisions/behaviours and influence.

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