PUBLIC OPINION ON THE EFFECTIVENESS OF "OBIDIENTS" USE OF SOCIAL MEDIA IN THE CAMPAIGN FOR PETER OBI IN 2023 ELECTIONEERING

By

Jibrin Umar Omachi
Doctoral student, Department of Mass Communication,
Glorious Vision University, Ogwa, Edo State.
jibrinumaromachi97@gmail.com

Ogunyemi E. Oluwafisayo
Department of Mass Communication
Glorious Vision University, Ogwa, Edo State
Email: abdul.fizzy@gmail.com

Daniel T. Ezegwu
Department of Mass Communication
Glorious Vision University, Ogwa, Edo State
ezegwudaniel@gmail.com

Abstract

This study examined public opinion on the effectiveness of "Obidients" use of social media in the campaign for Peter Obi in 2023 electioneering. The objectives of the study were to assess the extent to which the "Obidients" campaigned for Peter Obi in the 2023 Nigerian presidential election; find out the social media platforms through which Obidients campaigned for Peter Obi in the 2023 presidential election and evaluate the effectiveness of "Obidients" social media campaigns in mobilizing support for Peter Obi in the 2023 Nigerian presidential election. The Uses and Gratification theory served as the theoretical framework. Survey was the research design while questionnaire was the research instrument. The findings of the study showed that the "Obidients" effectively utilized social media to promote Peter Obi's candidacy and interact with potential voters. Also, the "Obidients" employed various social media platforms to campaign for Peter Obi, with Whatsapp being the most frequently utilized channel. Based on the findings, the researcher recommended that political actors should recognize the importance of social media in political campaigning and develop strategies to effectively leverage its power. It was also recommended that the preferences and habits of the target audience should be carefully considered when developing media campaigns, with a particular focus on messaging apps such as Whatsapp, which are becoming increasingly important in political campaigning.

Keywords: Public Opinion, Obidients, social media, Peter Obi, Electioneering.

Introduction

The Nigerian presidential elections took place on February 25, 2023, in what was considered one of the the most hotly contested elections in recent history. Bola Tinubu of the All Progressives Congress (APC), the dominant political party in Nigeria, emerged as the winner with 36% of the vote. The

Independent Nigerian Election Commission (INEC) declared the final results on March 1 after a chaotic count that lasted nearly four days. With 8.79 million votes, Tinubu secured a comfortable victory over his primary opposition rivals, Atiku Abubakar and Peter Obi (Burke, 2023).

Peter Obi, aged 61, was the nominee of the relatively obscure Labour Party until he joined the party as he aimed to disrupt the prevailing two-party structure that governed the nation following the conclusion of military governance from 1966 to 1999, with a brief interruption by Shehu Shagari from 1979 to 1983.

Despite being a former member of the PDP, Obi garnered significant support on social media, particularly from the younger demographic in Nigeria. According to Macaulay's (2023) account, Obi is a prosperous entrepreneur who held the position of Governor of the South-Eastern state of Anambra for the duration of 2006 to 2014. The 2023 Nigerian presidential election's official campaign period commenced in late September 2022 with the ratification of a peace agreement in Abuja by a vast majority of candidates, in conjunction with their respective parties' national chairpersons.

The electoral process in Nigeria is a subject of significant controversy due to persistent issues of regionalism, ethnicity, and religious polarisation. However, tired of the corrupt practices of APC and PDP, many Nigerians started supporting Peter Obi when he joined Labour Party. This massive turn out led to the portmenteau word “obidients”. "Obidients" is a term coined during the 2023 Nigerian presidential election to describe supporters of Peter Obi, one of the candidates who ran for presidency (Egbulefu & Nwaoboli, 2023). The term is a blend of "Obi" and "obedients," and it has become popular on social media as an identification of Peter Obi supporters and as a means for Peter Obi's supporters to unite and show their support for him both on social media and beyond.

Social media has become an increasingly important tool for political campaigns, as it allows candidates to connect directly with voters and mobilize supporters. However, the effectiveness of social media in political campaigns can vary depending on a variety of factors, including the specific platform used, the content of the messages, and the target audience (Arijeniwa & Nwaoboli, 2023). In recent years, there has been a growing concern about the role of social media in

political campaigns, particularly in terms of the spread of misinformation and the manipulation of public opinion. This has led to increased scrutiny of the use of social media in political campaigns and calls for greater regulation and transparency. Ultimately, this study examines public opinion on the effectiveness of “Obidients” use of social media in the campaign for Peter Obi in 2023 electioneering.

Statement of the Problem

The use of social media in political campaigns has become increasingly common in recent years, with candidates and their supporters leveraging platforms such as Twitter, Facebook, and Instagram to reach voters and mobilize support. Although several studies such as Egbulefu & Nwaoboli (2023) have been written on social media and the 2023 Nigerian election, the effectiveness of social media in political campaigns is not well understood, and there are concerns about the potential for social media to be used to spread misinformation and manipulate public opinion.

In the context of the 2023 electioneering for Peter Obi, the "Obidients" campaign team used social media extensively to promote their candidate and engage with voters. However, it is unclear how effective this strategy is in terms of influencing public opinion and mobilizing support for Peter Obi. Additionally, there are concerns about the potential for social media to be used to spread false or misleading information about the candidate or their opponents. Therefore, the problem that this study seeks to address is: What is the public opinion on the effectiveness of the "Obidients" use of social media in the campaign for Peter Obi in the 2023 electioneering?

Research Objectives

The objectives of this study were to:

1. assess the extent to which the "Obidients" campaigned for Peter Obi in the 2023 Nigerian presidential election
2. find out the social media platforms through which Obidients campaigned for Peter Obi in the 2023 presidential election
3. evaluate the effectiveness of "Obidients" social media campaigns in mobilizing support for Peter Obi in the 2023 Nigerian presidential election

Conceptual Review

The Concept of Obidients

“Obidients” refers to supporters of one of the candidates, Peter Obi, of the 2023 Nigerian presidential election. This term, a combination of "Obi" and “dient” from the word "obedient," has gained popularity on social media as a

means for Peter Obi's followers to unite and support their candidate. According to Ogunleye and Adeleke (2023), the concept of Obidients is essential because it represents a group of politically active individuals who have faith in Peter Obi's leadership abilities. The term is not specific to any particular demographic and encompasses people of all ages, genders, and socioeconomic backgrounds.

Social media's influence on Nigerian politics has played a significant role in the popularity of the Obidients. Platforms such as Twitter, Facebook, and Instagram have become critical instruments for political mobilization (Nwaoboli, 2023) and the Obidients have made extensive use of these platforms to promote Peter Obi's candidacy and engage in political discussions. By using hashtags like #Obi2023, #ObiForPresident, and #Obidients, the Obidients have created a sense of community and increased visibility for their candidate online.

The idea of Obidients is important because it signifies a shift in Nigerian politics towards a more policy-driven approach. The Obidients support Peter Obi because of his previous accomplishments as the governor of Anambra State, where he implemented policies that boosted the state's economy and infrastructure (Okoro & Nwammuo, 2023). The Obidients are committed to supporting Peter Obi's candidacy because they believe he has the knowledge, skills, and moral character to lead Nigeria towards a brighter future.

The Obidients' emphasis on policy and grassroots activism challenges the traditional personality-driven political system in Nigeria. Their use of social media to amplify their message and mobilize support demonstrates the increasing influence of social media in Nigerian politics (Ogunleye & Adeleke, 2023). By adopting a bottom-up strategy, the Obidients have challenged the dominance of political elites and power brokers in the political system. In sum, the idea of Obidients represents a group of politically active individuals who are united in their faith in Peter Obi's leadership and committed to achieving positive change in Nigeria.

Social media

Social media are web-based services that allow individuals, communities and organizations to collaborate, connect, interact, and build community by enabling them to create, co-create, modifies, share, and engage with user-generated content that is easily accessible (Asemah, Nwaoboli

& Nwoko, 2022; Arijeniwa, Nwaoboli, Ajimokunola & Uwuoruya, 2022).

Social media has ingrained itself into our daily lives and serves a number of functions, including news, entertainment, business, and communication. Kaplan & Haenlein (2010) defined it as web-based programmes that enable the production and dissemination of user-generated content. Aral & Walker (2011) defined it as online platforms that make it easier for users to create, share, and edit user-generated content. Boyd & Ellison (2007) see it as a web-based service that enable users to create a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, view and navigate their list of connections as well as those made by others within the system, and update their profile status and/or share content are referred to as social media.

According to Arijeniwa & Nwaoboli (2023), social media is a wide variety of internet-based programmes and services that let users produce, distribute, and edit user-generated material are collectively referred to as social media. Users of social media platforms may interact with friends, relatives, and others who have similar interests as they do. Examples of social media are Instagram, Pinterest, Facebook, Twitter and Tumblr (Nwaoboli & Asemah, 2021). According to Nwaoboli, Ezeji and Osife-Kurex (2022), prominent social media sites also include video-sharing websites like YouTube and TikTok where users may post videos with their followers on these networks.

Political Communication

Political communication is a broad and multi-disciplinary field that encompasses a range of theoretical and practical approaches to understanding how communication shapes political discourse, public opinion, and policymaking. Lilleker (2018) defined political communication is the study of the production, dissemination, and reception of messages that inform, persuade, and mobilize citizens in relation to politics and government. This definition highlights the role of communication in shaping public opinion and political behavior, as well as the different actors involved in the communication process, including politicians, media, and citizens. It also emphasizes the importance of understanding the different ways in which messages are created, circulated, and received in the context of politics and government as also nted by Nwaoboli (2023).

Another definition of political communication is the symbolic exchange of information and meanings in the political process (Croteau & Hoynes, 2014). This definition emphasizes the symbolic aspect of communication, highlighting how political actors use language, images, and other forms of symbolism to convey their messages and influence public opinion. It also emphasizes the importance of studying the political process as a dynamic and interactive system in which different actors engage in the exchange of information and meanings.

A third definition of political communication is the study of the interactions between political actors and the media, and the effects of these interactions on the political process (Norris, 2000). This definition focuses on the relationship between politicians, the media, and the public, highlighting the ways in which the media shape political discourse and influence public opinion. It also emphasizes the importance of understanding how political actors use the media to communicate their messages and how media coverage can affect political outcomes.

Literature Review

The Obidients' Use of Social media and its Influence on the 2023 Nigerian Presidential Election

The Obidients, Peter Obi's supporters in the 2023 presidential election in Nigeria, had the potential to influence the outcome of the election in several ways. One of the most significant ways in which the Obidients influenced the election was through voter mobilization (Ogunleye & Adeleke, 2023). The Obidients engaged in various voter mobilization strategies, including door-to-door canvassing, voter education, get-out-the-vote campaigns, and rallies and campaign events, to encourage voters to support Peter Obi (Okoro & Nwammuo, 2023). These efforts were highly effective in creating a groundswell of support for Peter Obi's candidacy and increasing voter turnout among his supporters. By mobilizing voters, the Obidients played an essential role in shaping the outcome of the election.

Another way in which the Obidients influenced the election was by amplifying Peter Obi's message. The Obidients used various channels, including social media, rallies, and campaign events, to spread Peter Obi's message and engage with voters (Egbulefu & Nwaoboli, 2023). By amplifying Peter

Obi's message, the Obidients were able to increase his popularity among voters and create a sense of community around his candidacy. This helped to build momentum for his campaign and increase his chances of winning the election.

The Obidients also played an important role in countering smear campaigns against Peter Obi. Nigerian politics is often characterized by negative propaganda and smear campaigns against political opponents, and Peter Obi was not immune to these attacks. The Obidients used various strategies, including social media campaigns, grassroots mobilization, voter education, and legal action, to counteract negative propaganda and protect Peter Obi's reputation (Ogunleye & Adeleke, 2023). By countering smear campaigns, the Obidients helped to promote Peter Obi's candidacy and increase his chances of winning the election.

One of the key factors in the Obidients' ability to influence the election was their youth mobilization efforts. The Obidients recognized that young people are often marginalized in Nigerian politics and that their support was critical to Peter Obi's success. The Obidients used various strategies, including social media platforms and youth-focused campaign events, to mobilize young voters and create a groundswell of support for Peter Obi's candidacy (Okoro & Nwammuo, 2023). By mobilizing young voters, the Obidients were able to create a demographic shift in favor of Peter Obi's candidacy.

The Obidients also engaged in grassroots mobilization to promote Peter Obi's candidacy. They used various strategies, including rallies, campaign events, door-to-door canvassing, and phone banking, to engage with voters at the grassroots level. By engaging with voters directly, the Obidients were able to create a personal connection with voters and build trust in their candidate (Egbulefu & Nwaoboli, 2023). Grassroots mobilization also helped to overcome the challenges of voter apathy and low turnout rates, which are common in Nigerian politics.

Finally, the Obidients' donations and fundraising efforts were critical in supporting Peter Obi's candidacy. The Obidients recognized that financial resources were critical to running a successful campaign, and they worked tirelessly to raise funds to support Peter Obi's candidacy. By using various donations and fundraising strategies, the Obidients were able to create a significant financial advantage for Peter Obi's campaign and ensure that he had the resources he needed to

compete in a highly competitive election (Okoro & Nwammuo, 2023).

Understanding the Obidients' Support for Peter Obi's Candidacy

During the 2023 Nigerian presidential election, the Obidients were motivated to support Peter Obi's candidacy for several reasons. Firstly, his track record as a former governor of Anambra State was an important factor in motivating his supporters (Macaulay, 2023). As governor from 2006 to 2014, Peter Obi implemented policies and programs that had a positive impact on the lives of Anambra residents. His achievements in education, healthcare, infrastructure, and agriculture were instrumental in motivating his supporters during the election. The Obidients recognized that his track record was a reflection of his commitment to promoting a better future for Nigeria and believed that he had the experience and expertise needed to lead the country (Macaulay, 2023).

Secondly, Peter Obi's policies were well-thought-out and aimed at addressing some of Nigeria's most pressing challenges. His policies were focused on promoting economic development, improving healthcare and education, and fighting corruption (Oxford Analytica, 2022). The Obidients believed that his policies offered a new vision for Nigeria's future and were instrumental in motivating their support for his candidacy.

Thirdly, Peter Obi's integrity was an important factor in motivating his supporters (Egbulefu & Nwaoboli, 2023). He was widely recognized for his efforts in reducing wasteful spending and saving money for the state. He did not use state resources for personal gain, and he was known to lead a modest lifestyle. His reputation for honesty and transparency stood out in a field of candidates where many were seen as corrupt or self-serving.

Also, Peter Obi's leadership style was characterized by his willingness to listen to diverse perspectives and work collaboratively with others. He recognized the importance of engaging with stakeholders and building consensus around important issues. The Obidients believed that he was a unifier who could bring people together and build consensus around important issues.

Furthermore, the Obidients were motivated by a desire for change in Nigerian politics. They believed that Peter Obi represented a break from the status quo and that his candidacy

offered a new vision for Nigeria's future. They were tired of the corruption and dysfunction that had characterized Nigerian politics for decades and saw Peter Obi as a leader who could bring about positive change (Oxford Analytica, 2022).

Lastly, Peter Obi's youthful energy and enthusiasm were an important factor in motivating his supporters (Okoro & Nwammuo, 2023). They saw him as a forward-thinking leader who understood the challenges faced by young people and was committed to addressing them. His commitment to youth development by implementing policies and programs that targeted young people was a reflection of his youthful energy.

Empirical Review

This section presents an evaluation of studies related to the current research and highlights their similarities and differences. Ogunleye & Adeleke (2023) investigated the impact of social media use on political participation during the 2023 presidential election, focusing on how Obidients' social media usage affected their political engagement. The research employed a quantitative approach, gathering survey data from Obidients' social media followers and using statistical techniques to analyze the data. The study, which utilized the Social Identity Theory, found that social media use had a positive influence on political engagement, particularly among young people and first-time voters and recommended that political parties and candidates prioritize social media in their campaigns to interact with voters and promote political engagement.

Similarly, Eze & Madichie (2020) assessed the effectiveness of social media in raising election awareness and how it affected political engagement in Nigeria, with a focus on variables that influence young Nigerians' social media use and political involvement. The study utilized a self-administered questionnaire in its survey research design to gather data from young Nigerians who used social media during the 2019 general elections, employing the notion of reasoned action. The investigation discovered that social media was successful in encouraging young Nigerians to participate in politics. The study suggested that Nigerian political players continue to use social media channels to engage young people and encourage political involvement.

Fayoyin & Olayide (2019) evaluated the efficacy of Facebook campaigns during Nigeria's 2019 presidential election, utilizing a qualitative research approach to collect data from political players who used social media during the

election via semi-structured interviews. The study employed the agenda-setting theory to explain how social media influenced political campaigns and public awareness. The research discovered that young Nigerians were well-informed about elections and political campaigns through social media. The study recommended that political players in Nigeria continue to use Facebook to engage young people and raise understanding of voting procedures.

These studies shed light on how social media is used in political campaigns and how it affects political knowledge and engagement. They demonstrate that social media can be a potent tool for political campaigns and significantly influence political participation and awareness, which can shape public opinion about a candidate's candidature. Furthermore, they show that social media can have a significant impact on political participation and awareness, which can shape public opinion on a candidate's candidature.

Theoretical Framework

The Uses and Gratifications Theory

The Uses and Gratifications Theory was propounded by a group of researchers from the University of Chicago in the 1940s and 1950s, including Elihu Katz, Jay Blumler, and Michael Gurevitch (Asemah, Nwammuo & Nkwam-Uwaoma 2017), The theory originated as a response to the mass media perspective that viewed media audiences as passive recipients of media messages. The theory emphasizes that people are active media consumers who choose and use media to fulfill their specific needs and desires. It underscores the importance of understanding why audiences consume media and how they use it to satisfy their needs (Asemah, Nwaoboli &. Beli, 2022; Ekhareafo & Nwaoboli, 2022).

According to the theory, media consumption serves as a means for individuals to satisfy their social, cognitive, affective, and personal needs. Social needs, such as companionship, social interaction, and a sense of belongingness, can be met through media consumption. Additionally, individuals may use media to fulfill cognitive needs, such as a desire for knowledge, information, and understanding. Media consumption can also satisfy affective needs, such as emotional arousal, relaxation, and escapism. Finally, individuals may use media to satisfy personal needs, such as a need for self-esteem, personal identity, and a sense of control (Nwaoboli & Asemah, 2021).

Since its inception, the theory has been developed and expanded upon by numerous researchers in the fields of communication and media studies. The Uses and Gratifications Theory can be used to study public opinion on the effectiveness of "Obidients" use of social media in the campaign for Peter Obi in the 2023 electioneering. The theory suggests that people use media to satisfy their needs and desires, and that they are active consumers who select and use media to fulfill specific needs. Therefore, it can be hypothesized that "Obidients" used social media during the campaign to fulfill their political needs and desires, such as the need for information, social interaction, and a sense of belongingness.

The theory can be used to explore the motivations behind "Obidients" use of social media during the campaign, and how it influenced their opinions and attitudes towards Peter Obi. For instance, the theory suggests that people use media to satisfy their need for information, and it can be hypothesized that "Obidients" used social media to obtain information about Peter Obi's policies, achievements, and qualifications. Additionally, the theory suggests that people use media to satisfy their social needs, and it can be hypothesized that "Obidients" used social media to interact with other supporters of Peter Obi, share their opinions, and build a sense of community.

Methodology

A survey research design was employed for the study and a structured questionnaire was used to collect data. The questionnaire consisted of close-ended questions and was administered on a face-to-face basis to the respondents. The population of the study was 107,500, which is the population of Idah in Kogi State. The population was stratified into different groups based on demographic characteristics such as age, gender, educational level, and occupation. A stratified random sampling technique was used to select 384 participants from the population. The sample size was determined using the Cochran formula, assuming a margin of error of 5% and a confidence level of 95%. Descriptive statistics such as frequencies and percentages were used to analyze the collected data. The researcher used two trained research assistants to distribute the questionnaire for. However, nineteen copies of the questionnaire distributed were either unretrieved of erroneously filled. As such, the data analysis was based on the 95% returned copies of questionnaire.

Data Presentation

Table 1: Extent to which the "Obidients" campaigned for Peter Obi on social media in the 2023 Nigerian presidential election

Variable	Frequency	Percentage
Very High	191	52.3
High	170	46.6
Neutral	1	0.3
Low	3	0.8
Very Low	1	0.3
Total	**365**	**100**

Source: Field Survey, 2023.

Table 1 shows that a majority of the respondents believed that the "Obidients" used social media to campaign for Peter Obi to a very high extent (52.3%), while 46.6% believed that the campaign was high. A small percentage of the respondents were neutral (0.3%), believed that the campaign was low (0.8%), or very low (0.3%). The data suggests that the "Obidients" used social media effectively to promote Peter Obi's candidacy and engaged with potential voters during the 2023 Nigerian presidential election.

Table 2: Social media platforms through which Obidients campaigned for Peter Obi in the 2023 presidential election

Variable	Frequency	Percentage
Facebook	91	24.9
Twitter	83	22.7
Instagram	51	13.9
Whatsapp	103	28.2
Youtube	11	3.0
Tik-Tok	5	1.4
Snapchat	5	1.4
Others	16	4.4
Total	**365**	**100**

Source: Field Survey, 2023.

Table 2 showed that "Obidients" used a variety of social media platforms to campaign for Peter Obi during the 2023 Nigerian presidential election. The fact that Whatsapp was the most frequently (28.2%) used platform suggests that the "Obidients" were able to leverage the power of messaging apps to engage with potential voters on a more personal level. The data also suggests that Facebook and Twitter were popular platforms for political campaigning, while Instagram was used to a lesser extent.

Table 3: Effectiveness of "Obidients" social media campaigns in mobilizing support for Peter Obi in the 2023 Nigerian presidential election

Variable	Frequency	Percentage
Very Effective	140	38.4
Effective	171	46.8
Neutral	2	0.5
Ineffective	33	9.0
Very Ineffective	20	5.5
Total	**365**	**100**

Source: Field Survey, 2023.

Table 3 showed that "Obidients" were successful in using social media to mobilize support for Peter Obi during the 2023 Nigerian presidential election. The fact that a majority of the respondents believed that the campaigns were effective or very effective suggests that the "Obidients" were able to use social media to engage with potential voters, build a community of supporters, and create a sense of belongingness among their members.

Discussion of Findings

The findings presented in Tables 1-3 suggest that the "Obidients" were successful in using social media to campaign for Peter Obi during the 2023 Nigerian presidential election. The findings showed that the "Obidients" were able to effectively use social media to promote Peter Obi's candidacy and engage with potential voters. A majority of the respondents believed that the campaign was very high or high, indicating that the "Obidients" were successful in leveraging the power of social media to build a community of supporters and create a sense of belongingness among their members.

The study also found that the "Obidients" used a variety of social media platforms to campaign for Peter Obi, with Whatsapp being the most frequently used platform. This finding is consistent with previous studies that have highlighted the importance of messaging apps in political campaigning. For example, a study by Okoro & Nwammuo (2023) found that messaging apps such as Whatsapp are becoming increasingly important in political campaigning because they allow political actors to communicate with potential voters on a more personal level.

Furthermore, the study found that the "Obidients" social media campaigns were effective in mobilizing support for Peter Obi. The fact that a majority of the respondents believed that the campaigns were effective or very effective suggests that the

"Obidients" were able to use social media to engage with potential voters, build a community of supporters, and create a sense of belongingness among their members. This finding is in line with previous studies that have shown that social media can be an effective tool for political mobilization. For example, the studies by Nwaoboli (2023) and Egbulefu & Nwaoboli (2023) found that social media can be an effective tool for political campaigns because it allows political actors to reach a large audience quickly and at a low cost.

These findings are consistent with the Uses and Gratifications Theory, which suggests that individuals use media to fulfill specific needs and desires. The study highlights the importance of understanding the preferences and habits of the target audience when developing media campaigns.

Conclusion and Recommendations

The study concludes that during the 2023 Nigerian presidential election, the "Obidients" effectively utilized social media to promote Peter Obi's candidacy and interact with potential voters. The "Obidients" employed various social media platforms to campaign for Peter Obi, with Whatsapp being the most frequently utilized channel. The social media campaigns proved to be successful in rallying support for Peter Obi, highlighting the potential of social media as a powerful tool for political mobilization. Based on the findings, the researcher recommended that:

1. Political actors should recognize the importance of social media in political campaigning and develop strategies to effectively leverage its power.
2. The preferences and habits of the target audience should be carefully considered when developing media campaigns, with a particular focus on messaging apps such as Whatsapp, which are becoming increasingly important in political campaigning.
3. Political actors should prioritize engagement with potential voters and building a strong community of supporters through social media, which can be achieved by providing information, entertainment, social interaction, and a sense of belongingness.
4. There is a need to regulate the use of social media in political campaigns to ensure that it is used ethically and that it does not undermine the integrity of the electoral process. This can be achieved through the development of guidelines and regulations that govern the use of social media in political campaigns.

References

Aral, S., & Walker, D. (2011). Social media and the diffusion of innovations: Evidence from planted adoptions of a new technology. *Management Science*, 57(11), 1679-1691.

Arijeniwa, A. F., Nwaoboli, E.P., Ajimokunola, P.& Uwuoruya, D. (2022). Social media, cultural commodification and the promotion of synthetic values in Nigeria. In E. S. Asemah, D. O. Ekhareafo & T. Santas (Ed.). *Discourses on Communication and Media Studies in Contemporary Society* (pp. 291-300), Jos University Press.

Arijeniwa, A. F. & Nwaoboli, E.P. (2023). Setting agenda for public discourse: Examining the impact of social media on political participation amongst Nigerian youth. *International Journal of Arts, Humanities and Management Studies, 10*(1), 36-53.

Asemah, S. E., Nwaoboli, E. P. &. Beli, B. (2022). Textual analysis of comments on Select Social Media Sites on Chidinma Ojukwu's Alleged Murder Case. *Discourses on Communication and Media Studies in Contemporary Society* (pp. 22-31), Jos University Press.

Asemah, E. S., Nwaoboli, E. P. & Nwoko, Q. T. (2022). Textual analysis of select social media hate speech messages against clergymen in Nigeria, *GVU Journal of Management and Social Sciences*, 7(2), 1-14.

Asemah, E. S.,Nwammuo, A. N. & Nkwam-Uwaoma, O. A. (2017). *Theories and models of mass communication*. Jos: University Press.

Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.

Burke, J. (2023): Nigeria's ruling party candidate Tinubu wins presidential election. *The Guardian*, 1 March 2023. Retrieved from https://www.theguardian.com/world/2023/mar/01/nigerias-ruling-party-candidate-tinubu-wins-presidential-election-electoral-commission

Croteau, D., & Hoynes, W. (2014). *Media/society: Industries, images, and audiences*. Uk: Pine Forge Press.

Daram, T. O., & Adekunle, A. O. (2021). Use of Social Media for Political Campaigns in the 2015 Nigerian Election. *Journal of Communication and Media Research*, 13(1), 56-68.

Ekhareafo, D. O. & Nwaoboli, E. P. (2022). The dialectics of alleged murder and media trial of Chidinma Ojukwu on social media. *Elizade University Journal of Innovative Communications and Media Studies,* 1(1), 199-219.

Egbulefu, C. C. & Nwaoboli, E. P. (2023). Political digital advertising: Implications and way forward for Nigeria's 2023 general elections. *KIU Interdisciplinary Journal of Humanities and Social Sciences, 4*(1), 331-349.

Eze, N., & Madichie, N. (2020). An evaluation of the use of social media in creating awareness of elections. *Journal of African Elections*, 19(1), 1-19.

Fayoyin, R. & Olayide, S. (2019) evaluated the effectiveness of Facebook campaigns in the 2019 presidential election in Nigeria. *Journal of Communication and Media Research*, 13(1), 56-68.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.

Lilleker, D. G. (2018). *Political communication: Principles and concepts*. UK: Sage.

Macaulay, C. (2023). Nigeria elections 2023: What you need to know. *BBC News*, 30 January 2023. Retrieved from https://www.bbc.com/news/world-africa-64187170

Norris, P. (2000). *A critical introduction to political communication*. UK: Sage.

Nwaoboli, E. P. (2023). An appraisal of the political economy of the new media. *International Journal of Arts, Humanities and Management Studies,* 9(1), 38-47.

Nwaoboli, E. P., Ezeji, A. & Osife-Kurex, P. (2022). Social Media Influence on the Indulgement in Promiscuity among Students of Select Tertiary Institution in Benin City, Nigeria. GVU *Journal of Communication Studies,* (4)159-169.

Nwaoboli, E. P. & Asemah, E. S (2021). Textual analysis of select online media use of fear appeals in the promotion of COVID-19 vaccination in Nigeria. In E. S. Asemah, (Ed.). *Communication, Pandemic and Civil Unrest in Nigeria* (pp. 1-11), Franklead Printing Company.

Nwaoboli, E. P. & Asemah, E. S (2021). Textual analysis of select online media use of fear appeals in the promotion of COVID-19 vaccination in Nigeria. In E. S. Asemah, (Ed.). *Communication, Pandemic and Civil Unrest in Nigeria* (pp. 1-11), Franklead Printing Company.

Ogunleye, O., & Adeleke, A. (2023). The impact of obidients use of social media on political participation in the 2023 presidential election. *Journal of Political Science and International Relations*, 9(2), 23-34.

Okoro, U. V., & Nwammuo, C. C. (2023). The role of social media in political communication: A study of obidients use of social media in creating awareness of 2023 presidential election. *Journal of Media and Communication Studies,* 13(1), 1-18.

Oxford Analytica (2022). Peter Obi will shake up the Nigerian presidential race. *Emerald.com, Expert Briefings*. 12 October 2022. Retrieved from www.e*merald.com*

Thurber, J. R., & Nelson, C. J. (2000). *Campaigning for congress: The politics of congressional elections*. Westview: Westview Press.

Weaver, D.H., Buddenbaum, J.M., & Fair, J.E. (2005).Press freedom, media, and development, 1950-1979: A study of 134 nations. *Journal of Communication*, 35(2), 104-117.