

**IMPACT OF SOCIAL MEDIA ON MOBILISATION OF YOUTHS FOR THE 2020
#ENDSARS PROTEST IN LAGOS, NIGERIA**

BY

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A PROJECT SUBMITTED

TO

THE DEPARTMENT OF MASS COMMUNICATION

**COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES, MOUNTAIN
TOP UNIVERSITY, OGUN STATE.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
BACHELOR OF SCIENCE (B.Sc.) DEGREE IN MASS COMMUNICATION**

AUGUST, 2021

CERTIFICATION

I certify that this research work was carried out by ADIGUN, MERCY ENIOLA at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my Supervision.

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DEDICATION

This work is humbly dedicated to God the Father, Son and Holy spirit, for his unending love, mercies, wisdom, grace, provision and strength all through this journey. Also, I dedicate this work to the ADIGUN family, and to all the lecturers in the Mass Communication Department of Mountain Top University who have impacted me greatly.

ACKNOWLEDGEMENT

First and foremost I give glory to the almighty God, the king of kings and Lord of Lords; the one who has been my everything right from my conception till now; the one who granted me knowledge, wisdom and understanding; the one who have confirmed the reality of this project and kept me throughout my academic career up till this present moment.

My unquantifiable appreciation goes to my loving parent Mr. Olayiwola Adigun and Mrs. Folake Adigun for their immense effort, sacrifice, prayers and finances towards my education and other areas of my life. God bless you mummy and daddy, you both shall reap the fruit of your labour. My special thanks to my loving sister Mrs Toyosi Oluwatoyese, her husband Mr. Oluwatoyese Ibitoye, her daughter Deborah Oluwatoyese and My loving brother Victor Dare Adigun for their support, help and encouragement towards my program.

I would like to appreciate my project supervisor, Dr Oriola for his all his effort towards the success of my project and for been a light the path way of my project. God bless you and grant you all your heart desires sir.

And also, I am grateful to the head of Mass Communication Department, Dr Oni who has always been like a father to me and the whole department. His efforts all through my years in school have left nothing but huge impacts on every area of my lives. Likewise, other lecturers in my department; Prof. Anaeto, Mrs. Richard Dr. Udeh, Dr Mbaka Dr. Akila, Dr. Odunlami, Dr Nancy are all sources of remarkable transformation in my life and I am very grateful for all they have instilled in me during my four years in this institution. God bless you all richly.

I am very thankful to all those who contributed in one way or the other directly or in-directly towards the completion of my project. May God bless you all. I also direct my special appreciation to my most amazing sister-like friends – Faithfulness Israel and Mercy Ogaleye. I appreciate your efforts and support all through and I wish you greater heights in your endeavours.

Finally, the members of staff of Mountain Top University, Ogun State, Nigeria, are worthy of appreciation for all their positive parts towards making my undergraduate journey a success. God bless you.

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ABSTRACT

This study was based on the Impact of Social Media on Mobilisation of Youths for the 2020 #EndSARS Protest in Lagos, Nigeria. The aim of the study was to measure youth level of exposure to contents on Mobilisation for the EndSARS protest, to identify the social media platforms used in the Mobilisation for the EndSARS protest in, and to determine the impact of social media content on youth Mobilisation during the EndSARS protest in Lagos, Nigeria. The instrument of data collection used were the structured questionnaire, distributed to a sample size of 400 through Google form. The data gathered was thereafter analysed, presented and interpreted using the descriptive data analysis technique by presenting the data in tables. The results from the data analysis showed that majority of participant in the #EndSARS protest were youths between the age 18-25, they vividly understood everything about the concept of #EndSARS protest. According to what youths do say, if you can't go out for the protest just be active on twitter. Therefore, this study shows that twitter was the main instrument used in the Mobilisation of youths for the #EndSARS protest that took place in Lagos Nigeria.

This study therefore recommends that more researches should be conducted on social media and #EndSARS protest specially to know if there are any other platform that could have done better than Twitter and why majority agreed that there was no rules or laws violated by social media during the #EndSARS protest. Also, the study suggested that there should be a way of educating and enlightening people on certain ethics of social media and the consequence of violating them and finally social media should be encouraged in all institution.

Keywords: *Social Media, Mobilisation, Youths, #EndSARS and Protest*

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Shrestha (2013) defines social media as means of connection between people in which they create, share and exchange information and idea in virtual communities and network. It is a tool for communication. Social media are recent media that emerged in the mid 1990's. It has become a global communication platform. Social media are suitable for all age grades. Social media are taking over the world and it is making people to shift their attention from traditional media, not eliminating the fact that people still use traditional media. Social media are a group of internet-based application that are built on the ideological and technological foundations of web 2.0 that allows the creation and exchange of user generated content (Kaplan and Haenlein, 2010).

Some of the popular social media networking site are Facebook, Instagram, WhatsApp, TikTok, Wechat, Qzone, Twitter, Tumblr and YouTube. Social media provide information in text, audio and video formats. Social media operates in a dialogic transmission system, that is, social media have many channels or sources to many or heterogeneous audiences (Pavlik & McIntosh, 2015). An example was the way the news about the End SARS protest escalated in Nigeria.

Social media function to identify individuals through URL (uniform resource location), start-up conversation, share contents and information, announce the presence of influencers, role model or people that have or had done something which made them become popular, communicate with friends, family and strangers. Social media are the cheapest and fastest means of getting and disseminating information and also the freest because social media are not regulated; anyone can write and publish any information online.

There are positive and negative impacts of Social media which have changed people perceptions about issues, events or occurrences. Positively, Social media are platform for global audience to discuss their issues and opinion. They allow for the sharing of ideas, images, videos etc. Social media are used as an effective communication tool in formal organizations. They are used to improve individual state of being connected with real or online communities and they help spread information fast. Social media also serve as avenues for creativity. Social media have the power to bring people together. They have the power to mobilise for mass actions. Negatively, social media are been used as weapons of destruction and distraction through easy access to obscene, immoral and sexual view and also cyber bullying (Kimberly (2010)). They can be used to spread manipulated contents, hate speech and fake news, which in turn can lead to various kinds of social unrest. Social media sites can be accessed via web-based app such as desktop, laptop, smartphone, mobile devices, web browser and any other electronic communicating devices.

Social media function as a link to bring people together. This means that they have potentials for mobilising for mass actions. Traditionally, Mobilisation is described as the process by which the military service or part of them are brought to a heightened state of readiness for war or other national emergencies as well as assembling and organizing personnel, supplies and materials (Department of Defence (2016)). In contemporary times, it refers to a process by which people are brought together for a planned action that is vigorous in nature. It is all about moving, not been static or immobile (been fixed). The World Health Organization (2021) describes Mobilisation as the process of bringing together all societal and personal influences to raise awareness concerning any issue that needs to be address.

Therefore, Mobilisation is a step by step process that involves group of people coming together from different location with a problem, plan and solution to achieve a certain goal by gathering

themselves as one in a particular area with strength, might and determination to return home with solved and achieved objectives. Mobilisation is usually carried out as a result of protest which is also known as movement. Examples of such movements are #Black Lives Matter that started July 2013, #Bring Back Our Girls (the Chibok schoolgirls kidnapping) that started April 14 2014, #EndSARS that started October 2020 etc.

Protest is a public expression of objection, disapproval or dissent towards an idea or action, typically a political one. It is to make solemn earnest declaration. It is to complain, asseverate, avow, aver, attest, object, fight, resist, oppose, revolt or demonstrate. It is an expression or declaration of objection, disapproval or dissent often in position to something a person is powerless to prevent or avoid (dictionary.com). Just recently, Nigeria experienced her first massive and global protest #EndSARS in October 2020. This protest was as a result of the disagreement of youth towards the attitude of the Special Anti-robbery Squad (SARS) – a unit in the Nigeria Police.

EndSARS is the hashtag name or slogan given during the Mobilisation for the protest which means to end/stop SARS (Special Anti-robbery Squad) for the reason of brutality. The security agents harass and arrest youths all because of the expensive cars, phones, cloths and other accessories they see with them and accuse them of been cyber criminals known as Yahoo boys and prostitutes. It all started in year 2016 by Segun Awosonya, a human right activist who sent a tweet about a police brutality on how a SARS police officer shot a young man and drove away with his vehicle. This protest was triggered by the video that went viral on social media on the 3rd of October 2020. This began to attract more likes and views, made people more interested and these led to their coming together on social media especially on tweeter to share their personal opinions and experiences. The use of social media has helped in mobilising millions of people

from different locations who were tired of the torment of SARS. This protest moved from social media to the street where peaceful protests were demonstrated in Abuja, Lagos and other states in Nigeria and some part of America. Here, the power and capability of social media was displayed. About 28million tweets bearing the hashtag were accumulated on twitter. (Kazeem, 2020).

Social media are the cheapest and fastest means of communication especially when it comes to issues that catch the attention of youths like the EndSARS protest. In Mobilisation there are steps that need to be taken: defining the problem, setting objectives, designing strategies and developing action plan. Social media seem to have helped to define the problem on how EndSARS started; set the objectives of stopping SARS by staging a movement both online and offline; calling for protest, demonstration, marches and civil disobedience as strategies; and taking up the action by moving from the Lagos State Government house to Lekki Toll Gate and other locations in Nigeria. Therefore, social media seemed to have been a potent tool in the Mobilisation for the EndSARS protest. Against this background, this study examines the application of social media in mobilising Nigerian youth for the #EndSARS protest in Lagos, Nigeria.

1.2 Statement of the Problem

Social media have their functions and dysfunctions. Though social media helped in mobilising the youth and partially putting an end to police brutality through the disbandment of SARS, it has also led to damage of lives, property and reputation of the Nigerian government and citizens. The fake news, photo manipulations and the high level of hate speeches that occurred during the process was alarming. These issues affected the government, the economy, stake holders, shareholders and fear began to rule the mind of people. During the protest, people could not

move freely, hoodlums took over the protest, private and government property were destroyed, killing, injuring and burning of police officials and police properties was the order of the day. Nigeria, a country just recovering from the global pandemic of Covid-19 and the lockdown where people already lost their jobs and the economy of the country got bad, was immediately faced with the EndSARS protest which made people and the government vulnerable socially and economically.

1.3 Objective of the Study

The main objective of this research is to examine the impact of social media on the Mobilisation of youth during the #EndSARS protest in Lagos, Nigeria and the specific objectives are;

1. To measure youth level of exposure to contents on Mobilisation for the EndSARS protest in Lagos, Nigeria.
2. To identify social media platforms used in the Mobilisation for the EndSARS protest in Lagos, Nigeria.
3. To ascertain youth understanding of content of Mobilisation on social media during the EndSARS protest in Lagos, Nigeria.
4. To determine the impact of social media content on youth Mobilisation during the EndSARS protest in Lagos, Nigeria.

1.4 Research Questions

1. What is the level of youth exposure to contents on Mobilisation for the EndSARS protest in Lagos, Nigeria?
2. Which social media platforms were used in the Mobilisation for the EndSARS protest in Lagos, Nigeria?

3. What is youth understanding of content of Mobilisation on social media during the EndSARS protest in Lagos, Nigeria?
4. What is the impact of social media content on youth Mobilisation during the EndSARS protest in Lagos, Nigeria?

1.5 Significance of the Study

The research is beneficiary to the government, police, youths and Nigeria as a whole because the researcher aims at knowing the faulty corners and weak point faced during the EndSARS protest and what action can be taken to counter re-occurrence and how the media could be used to solve it peacefully. In the statement of problem, looting, killing, damaging etc are things that EndSARS lead to through social media and now criminal, youths, teenagers are using this as a medium to continue damaging lives and property of government and individuals under the umbrella of EndSARS and insecurities of Nigeria. This is why this research is important so stakeholders and government can take precautions to what is been received on social media and make more effort to ensure proper understand of what people get in contact with online

1.6 Scope of the Study

This research is focused on social media Mobilisation, youths and how social media was impactful during the process of mobilising for the EndSARS protest of 2020 in Lagos, Nigeria. The materials used were mainly online publications. What made up this scope are youths from Lagos both male and female. The duration of the scope of the study was mainly October when the #EndSARS began to boom on all social media platforms. the researcher will be applying multi-stage sampling technique which include stratified under the category of Age and random

sampling techniques under which anyone who gets the link have a chance of been the researcher participant.

1.7 Definition of Terms

Social media: they are websites or an application that allows users to create and share content or to participate in social networking (Oxford dictionary, 2020). Therefore, in this study social media will be the term that will be used to represent the social networking sites such as Instagram, Twitter, Facebook etc.

Mobilisation: it is the process of making something capable of movement or to have people and resources ready to move or act (yourdictionary.com). In this research Mobilisation refers to the movement of youth during the EndSARS protest

Youth: it is the period between childhood and adulthood. The united nation age range for youth is between 15 and 24. It is a stage in life when all that comes to mind is to explore life and build/plan out goals to be achieved. In this study the youth are the participant of the EndSARS protest and the focus of the study

#EndSARS: it is a decentralised social movement and series of mass protests against police brutality in Nigeria (Wikipedia). In this study the EndSARS protest is the back bone of the study. It is what brought about youth using the Social media to mobilise as one.

Lagos: it is the main location of this study and the researchers' participant will be gotten from there.

Protest: is a public expression of objection, disapproval or dissent towards an idea or action, typically a political one. It is to make solemn earnest declaration. It is to complain, asseverate, avow, aver, attest, object, fight, resist, oppose, revolt or demonstrate.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter entails the conceptual framework of the study titled Impact of Social Media on Mobilisation of Youth for the 2020 #EndSARS Protest in Lagos, Nigeria. EndSARS protest as a new concept in Nigeria has not been thoroughly researched. Therefore, the gathering of relevant data and breaking down of concepts by the researcher will give better understanding of the study. Subsequently two relevant theories will be discussed in order to build a theoretical platform for the research.

2.2 Conceptual Review

The concepts to be reviewed for further understanding are:

- The Concept of Social Media
- The Concept of Social Media in Contemporary Times
- The Concept of Social Media Usage among Youths
- The Concept and Process of Mobilisation
- The Concept Trend in Social Mobilisation
- The Concept of #EndSARS Protest
- The Concept of Social Media and the Mobilisation for the #EndSARS Protest in Nigeria

2.2.1 The Concept and Emergence of Social Media

Social media platforms have become an essential part of individual lives as a vital tool of different kinds of communication which is equipped with the ability to air ideas, share views, mould opinion connecting individuals and society as whole (Aakash, 2016). Kaplan and Haenlein (2010) define social media as “a group of Internet-based applications that are built on the ideological and technological foundations of Web 2.0”, and that allow the creation and exchange of user generated content. Social media refers to the means of interactions through web-based technology among people in which they create and exchange information, ideas and opinions in virtual communities and networks (Ahlqvist & Halonen, 2008). Social media are changing the way information is passed across societies and around the world. Globally, there are more than 3.8 billion social media users, (Maya, 2021). Social media are a dynamic field that is constantly changing. Younger people use and prefer social media. According to the Pew Research Centre (2021), nearly 90% of people between the ages of 18 and 29 uses at least one type of social media platform and these users are more educated and affluent.

McCay-Peet & Quan-Haase (2017) define social media as a web-based service that allow individuals, communities, and organization 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. Social media are platforms that allow the creation and exchange of user generated content usually either mobile or web-based technologies (Margetts, 2015). Social media are computer mediated communication software that enable users to create, share and view content in publicly networked one to one, one to many or many to many communication (Julian, 2017).

Social media may take the various forms of technology enabled activities including photo sharing, blogging, social gaming, social networks, video sharing, business network, virtual worlds, and review. Even government and politicians utilise social media to engage with constituents and voters.

Maya (2021) categorized social media into six namely, social networking (to connect with people), bookmarking (discover, save and share new content), social news, media sharing (share video, photos, and other media), micro blogging (publishing content online), and online forum sites (share news and ideas). Social media have given the ability to discover what's happening in the real world. Social media have granted individuals, officials and nations as a whole access to endless, unlimited, boundless access to information.

Historically social media emerged as a result of human need of wanting to communicate in order to strengthen their relationships. Humans have always devised methods of communicating with one another no matter how far they are from another and these methods have been continually improved. In the 550 B.C, communication was done through postal service (letters), improved in 1792 to telegraph till 1890 of telephone and 1891 of radio (still been improved). The birth of internet began when engineers and scientists developed a way to network computers together and it became the gate way for social media.

The first social media site created in 1997 was Six Degrees. In 1994, the first blogging sites was Links.net which became popular by creating media sensation that is still popular today leading to the explosion of other sites such as MySpace, LinkedIn, Photobucket in 2000s, etc.

Later, other popular and common sites emerged such as Facebook, Instagram, Twitter, Snapchat, TikTok, WhatsApp, YouTube etc (Samur, 2018). Therefore, the researcher will focus on some

particular social media sites that was widely used during the EndSARS protest which are Facebook, Twitter, Instagram, WhatsApp and YouTube.

A. Facebook

Facebook is an American online social media and social networking site located in Menlo Park, California. Mark Zuckerberg co-founded it with his Harvard College classmates and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. Initially, only Harvard students were permitted to join Facebook, but since 2006, anybody who appears to be at least 13 years old and has a valid ID and email has been allowed to join. The word "Facebook" derives from the face book directories that are frequently provided to university students in the United States. Facebook can be accessed from any device that has Internet access, including laptops, tablets, and smartphones. After registering, users can create a profile that includes personal information. They can exchange text, images, and multimedia with any other users who have agreed to be their "friends," or with someone who has a different privacy environment. Users may also use a variety of embedded applications, enter common-interest groups, buy and sell products or services on Marketplace, and receive updates about the activities of their Facebook friends and Facebook pages they follow. As of December 2020, Facebook had 2.8 billion monthly active users making it the most downloaded smartphone app of the generation (Miller, 2017). Facebook is available in 111 languages, used worldwide except countries they are blocked from such as mainland china, Syria, Iran and North Korea.

B. Instagram

Kevin Systrom and Mike Krieger founded Instagram (commonly abbreviated as IG or Insta), a photo and video sharing social networking site. Facebook paid approximately \$1 billion in cash

and shares in April 2012 to purchase the service. Users can upload photos and videos to the app, which can then be edited with filters and arranged using hashtags and geotagging. Posts may be shared with the general public or only with followers who have been pre-approved. Users can search for and access trending content as well as browse other users' content through tags and locations. To add their content to a personal feed, users will like images and follow other users. Instagram was originally distinguished by only allowing content to be framed in a square (1:1) aspect ratio with 640 pixels to match the display width of the iPhone at the time. In 2015, these restrictions were eased with an increase to 1080 pixels. The service also added messaging features, the ability to include multiple images or videos in a single post, and a Stories feature similar to its main opposition Snapchat which allows users to post photos and videos to a sequential feed, with each post accessible by others for 24 hours each. As of January 2019, the Stories feature is used by 500 million users daily, (Social Media Today, 2019).

C. Twitter

Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams founded Twitter in March 2006, and it went live in July of that year. By 2012, more than 100 million people were sending 340 million tweets every day and the site was handling 1.6 billion search requests per day. It was called "the SMS of the Internet" in 2013 and was one of the top ten most-visited websites, (D'Monte, 2009). Twitter had over 330 million monthly active users as of the first quarter of this year. Since the vast majority of tweets are written by a limited number of people, Twitter is some-to-many micro blogging sites.

D. WhatsApp

WhatsApp also known as WhatsApp messenger is an American freeware, cross-platform centralised messaging and voice-over-IP (VoIP) service owned by Facebook, Inc

(Metz, 2016). WhatsApp allows its users to share and view texts messages, picture/ images and voice messages. Users can also make video and voice call, share document, idea information and other content. WhatsApp application runs on mobile phone, desktop computer, blackberry, smartphone and other communication devices with standard technology package. WhatsApp was found by Brian Acton and Jan Koum a former Yahoo employee and it started when they both visited a friend to discuss a new type of application that will show statuses next to individual name of the people and this started their journey. WhatsApp was released January 2009. In January 2018, WhatsApp released a standalone business app that targeted small business owner so as to keep track and communicate with customers who are WhatsApp users. WhatsApp have become the world's most popular messaging application (Leo Sun, 2015) and it has over 2 billion users. Country such as China, Iran, Turkey, Brazil, Uganda, United Arab Empire had banned the use of WhatsApp for different reasons and are in competition with other messaging service such as Telegram (500 million users), WeChat (1.2 billion users), Vibes (260 million users) etc. still WhatsApp draws innovation from their competition. Therefore, during the #EndSARS protest, WhatsApp was used to communicate voice note messages and make video call and voice call since it was cheap. They were also funny stickers that were in circulation. People daily status contains content about the EndSARS protest and process. Groups were also created to mobilise people and vibes for the protest unfortunately they were malicious groups were also created (Adejumo, 2020).

E. YouTube

YouTube is an American online video sharing and social media platform founded by Steve Chen, Chad Hurley, and Jawed Karim in February 14, 2005 and YouTube viewers world-wide watches more than 1 billion hours of videos a day (Jack, 2017). YouTube now operates a

paid content system where individual can generated and make money from their content such as skits, comedy, jokes etc. The range of videos on YouTube includes music videos, video clips, short films, feature films, documentaries, audio recordings, corporate sponsored movie trailers, live streams, vlogs etc. and Live stream was the most useful impact of YouTube during the #EndSARS protest in Nigeria, in sense those who were participating offline could stream live and get all necessary information needed and also the more likes, shares and subscribe an individual get the more he/she gets paid and the protest gave people that opportunity. Live streaming was initially restricted to a select group of people and was typically used for real-time coverage of sporting events such as the Olympics, but in May 2013, it was made available to anybody with at least 1,000 subscribers, which was gradually decreased to 100 subscribers.

2.2.2 Relevance of Social Media in Contemporary Times

Social media became a concept as a result of people needs to connect to family and friends and also to create awareness. As the world keeps growing, technology becomes dynamic, changing with the world to suit the taste of citizens so as times goes on social media become a thing to stay and has stayed. There are several millions of users on social media networking sites and the number keeps increasing day by day all over the world. Therefore, the large number of users on each social media site has clearly demonstrated the importance of social media in today's world.

Zuckerberg shares Facebook plan to bring the global community together in a speech during the Asia-Pacific Economic Cooperation (APEC) 2016 CEO Summit in Lima, Peru, on Nov. 19, 2016 thus

Today we are close to taking our next step, our greatest opportunity are now global like spreading property and freedom, promoting peace and understanding, lifting people out of poverty and accelerating science. Our greatest challenge also needs global response like ending terrorism, fighting climate change, preventing pandemic. Program now requires human coming together not just as a cities or nations but as a global community.

(Zuckerberg, 2017). This is why social media stand to bring people together and build a global community.

Social media plays a very important role in today life, it has changed the way people lived, and it has made communication much easier. The relevance of social media can be seen in variety of fields including industries, entertainment, food, lifestyle, welfare and a host of other. In fact, most entrepreneur use social media as a marketing strategy, they use it to reach potential client, help company to keep in touch with their customers and get vital information and all it will take is a shoot of the product or a write up about the product then post on different social media platform to reach their potential audience.

King (2017) listed four reasons social media is relevant in contemporary time

A. Communication

Social media have made Searching for someone on social networking sites like Facebook, Twitter, and Google + simple to reach and message; all it will take is to simply look for the search button icon. Smartphone's have also played a significant role to connect or make people

stay in contact with friends and relatives while on the go and even manage your company while on the go.

B. Photo sharing

With the introduction of social media platform such as Facebook, Instagram, and Snapchat, people can now share images from exciting moment in their lives with friends and family member who are thousands of miles away. People used to be deprived of such things (before social media) but now they can share loving moment with loved ones with just a click. Also, memories are kept for a long period of time which can be used to tell history in later days.

C. Awareness campaign

When it comes to raising money or assisting the needy, social media network are often cited as a majority outlet for raising millions of dollars for charities or various awareness campaign, for example the Boston bombing victim for whom almost 200,000 dollar were raised and also in the lives of fortunate Nigeria such as a young school girl named success that gained the attention of Nigerians on social media because she was sent out of school for not paying her school fees and Erica Nlewedim the famous big brother house mate who was disqualified and was funded for.

D. Promotion

People can promote their work and grow their fan base by posting information about their activities and themselves on social media platforms which has gained a lot of traction in the business and entertainment worlds. People use this forum to raise money and monetize their work. Entrepreneurs may also use it to review and to learn more about how people feel about their product.

2.2.3 Social Media Usage Among Youths

The usage of social media among youth in today's world has grown tremendously. It has helped in sharing and communicating with friends and family and has made communication easy. Every nook and cranny of the world with internet and connecting devices have citizens who are users of different social media platform.

The global social media research on digital in 2019 reported that there is a global increase in social usage and the number of social media user worldwide in 2019 is 3.484 billion and YouTube, Instagram and Snapchat are the most popular online platform for youth. Social media have gained fame and growth worldwide that every researcher wants to research on it to learn more about its effect on communities, individual and nations. Almost everyone in a community is connected to at least one social media platform, but youths and teenagers are the most enthusiastic users of these networks, to the point where they socialise while in class or even at church. Social media, usage has interfered with the moral, behaviour, education, daily activities/ routine, sleep pattern and mental health of youths and teens. According to New Pew Research 95% of youths have Smartphone and 45% are always online. According to Anderson (2018) social media which is one of the main indicators of the technology era, attracts people of all age but the young adult show more intense interest in social media. The usages of social media have both negative and positive impact which tends to influence the attitude of individuals. The positive impact includes;

Social media help to keep up date of event or happenings that occur globally or around youth, such as happenings in school, among peers. It helps to keep track and make people/youth stay together and connected with their fellow youths and friends without having any physical meeting. Social media helps to bridge the gap of distance. For a friend or business partner who is

in Africa can network and connect with his/her friend in the United States. After years of passing out of high school, college and university, social media helps in reuniting such group. Social media helps to create page and group for individuals based on their profession, faith, like and needs. Social media have made the sharing of various perspective of life such as sharing of experience, facts, video and other information easy. Social media have made the lives of youth efficient, enjoyable and easy and have become their lifestyle.

For every good there is a bad therefore there are negative impacts of social media usage amongst youth. Social media have influenced the cultural and interpersonal communication among youth meaning youths are beginning to forget their cultural heritage and how to communicate one on one once they are online using the various platforms. According to the BBC news report 2020, social media have reduced the number of face-face interaction among youth. Though it helps bring people together but it separates those who are already together. Since social media have helped in bringing information and people together with just a click youths find it lazy to go out to the real world and have a face to face life with real world, they prefer to spend hours and most time a whole day online surfing, chatting, shopping, gaming and lot more, always wanting to get the first hand gist such as Instagram live videos and this has cause social isolation and is affecting them physically, emotionally, mentally and psychologically. This has cause depression, anxiety and many other problems. Also, social media have led to misspelling and misusing of words among youth affecting the language and speaking capability of youth, lowering down their grades and standards (Wilson, 2018)

Pornography and Sexting (sending of sexually explicit message or image electronically) is on the increase among youth leading them into different sexual misconduct and in turn leading to early pregnancy and drop out amongst young girls and also lead to the spread of sexually transmitted

diseases such as HIV/AIDS (Peter & Valkenburg, 2016). Social media is a good platform for cyber theft and bullying. Social media are used to harass, embarrass, and threaten peers. The majority of people's information is stored online and is vulnerable to theft or manipulation. Which was why hacking into organizations websites during the EndSARS was easy.

Social media platforms also facilitate the transmission of false information and news, much of which is targeted at tarnishing other people's names or other groups of interest, such as political or social groups, which can lead to fights and hatred between the parties involved. This can be seen during the EndSARS protest when fake news about the protest was on every social media platform. This created enmity between the citizen and the government.

Social media have both positive and negative influence on youth and it is left on the individuals to decide whether to stop using the site because of the negative effect or to moderate their usage and use it for their personal positive advantage and also national advantage. Also, parent and schools (through education curriculum) should guide and give advice to the young ones about the positive and negative influence of social media so when they become teen and youth they can and will wisely use social media.

2.2.4 The Concept and Process of Mobilisation

Mobilisation is a concept that cuts across all field, trade, profession, unions, politics etc. Mobilisation is an act of organizing, encouraging and preparing a group of people to take collective action in pursuit of a particular objective (Farlex.com, 2012). Mobilisation has been ever since and will continue to be. Even the cave men gathered and mobilise themselves. The word "Mobilisation" was first used in a military concept in the 1850 to describe the preparation of the Prussian Army (Schubert, 2020). Military Mobilisations involve the assembling and

organizing of national military resource which are active or reserve forces to support a nation's defence or strategic objectives, RAND Corporation (2020). Legal Mobilisation has to do with law and the courts. According to the University of British Columbia, legal Mobilisation is how lawyer go to court to express grievance of a group of victims. They aim to force authorities to grant human rights protection to a larger group of individuals, change national law enforcement practice or adopt new laws.

Narrowing down to the focus of this research, #EndSARS, there is community Mobilisation. It is the attempt to bring both human and non-human together to undertake developmental activities in order to achieve sustainable development, (Concha, 2001).

Therefore, there are basic processes involved in carrying out Mobilisation which include

- A. Identifying of problem and goal. For example, police brutality was a problem that youth want to lay off
- B. Identifying resources in terms of labour and capital (budgeting and financing)
- C. Identifying communication system (social media)
- D. Carry out plan work, monitor and evaluate (protest, Mobilisation)

Concha (2001) gave a listed of requirements and strategies for Mobilisation and the requirements are

- A. **Leadership** A layman understands that in every gather no matter the number has a head, some one that take action, responsibility and decision for the rest of the member. During EndSARS Segun Awosanya was seen as the founder, coordinator and leader of the EndSARS protest alongside others.
- B. **Communication channel**. This is to gain publicity and to help spread the message of the Mobilisation and gain more followers. This is done through the use of various media

channel and in the case of EndSARS communication was done through the use of social media platforms.

C. **Problem solving.** Protesters come together mainly to solve a problem and aim at going back home with solved problem. There is usually a problem or something that result to protest and mobilising of people for instant the dead of a young boy by SARS and the harassment on youth by SARS lead to the EndSARS protest. Therefore, before getting into any protest as a result of outbreak of certain problem, ensure to have a main objective that will solve the problem.

D. **Resource Mobilisation.** It is important to put into consideration the following before mobilising; how do one get people to get involved in the protest, where will be the meeting point or location, what is to be said, where and how can one get finances and equipment from etc.

Therefore, starting a protest or Mobilisation doesn't take one's man's brain or sweat rather it is a collaborative effort. It is not a job done overnight. The disbanding of SARS started 2016 by Segun on twitter, passing through fire and waters some senators opposed the idea of disbandment and calling for a reform, but the EndSARS became a global affair October 2020. This protest took time, resource, strength, power and determination and was successful because there was plan, process and monitoring.

2.2.5 Trends in Social Mobilisation

Social Mobilisation is the process of bringing together all societal and personal influences to raise awareness of and demand for health care, assist in the delivery of resources and services, and cultivate sustainable individual and community involvement, WHO (2020). Social

Mobilisation is the process of bringing together allies to raise awareness of and demand for a particular programme, to assist in the delivery of resources and services and to strengthen community participation for sustainability and self-reliance. Social Mobilisation generates dialogue, negotiation and consensus, engaging a range of players in interrelated and complementary efforts, taking into account the needs of people (NCBI Resources, 2020).

Social Mobilisation is the primary step of community development for recovery from conflicts and disasters. It allows people to think and understand their situation and to organize and initiate action for their recovery with their own initiative and creativity. Through Mobilisation, people can organize themselves to take action collectively by developing their own plan and strategy for recovery rather than being imposed from outside (World shelter people, 2007). Social Mobilisation refers specifically to principles that can be used to influence a large number of individuals to participate in such activities (Rogers, 2018). Social Mobilisation is a name given to an overall process of change which happens to substantial part of the population in countries which are moving from traditional to modern way of life (Deutsch, 1961). Therefore, from 2019 till date there have been a series of social Mobilisation effort or protest in Nigeria and abroad such as

- A. #Black lives matter: this protest started after the death of black man named George Floyd who died after a white police officer kneeled on his neck for almost nine minutes and the protest began the next day Saturday May 27, 2020 near White House in Washington.
- B. #Junk the proposed anti-terror bill in Manila: in Philippine protesters are angry and sounding alarm of the new anti-terror bill that may suppress free speech. June 4, 2020.
- C. #Justice for Regis: In Toronto, the death of Regis Korchinski-Paquet while police were in her apartment led to protests against racial inequity. She died falling from the balcony of

her 24th-floor apartment with the police present at the time she needed help on May 30, 2020.

- D. #Say NO to rape: Omozuwa raped and killed in the church and many other similar cases lead to the protest.
- E. #BringBackOurGirls: The kidnap of Chibok School girls by book haram.
- F. #The Chileans: protested against the corona virus lockdown and food shortage.
- G. #EndSARS: the focus of this study which was caused by the death of a young man killed by a SARS officer and leading to the cry of many for justice from this torment). All the Mobilisation where individuals gather themselves either online using the hash tag or offline was for the achievement of a particular goal of bringing change or putting an end to certain issues.

2.2.6 The #EndSARS Protest in Nigeria

The peaceful protest, which began online with the hashtag #EndSARS, before quickly spreading to thousands of people protesting on the streets of Nigeria's major cities and abroad, has attracted publicity and raised visibility well beyond the country's borders, thanks to the well-planned out campaign backed by Nigerian and international celebrities. Without the sheer scope and immediacy of major social media outlets, none of this would be feasible.

In term of Mobilisation for #EndSARS protest, Facebook and Instagram functioned similarly. During the protest, these two platforms were used to supply pictures, video and related news/issues concerning the protest which was gotten from twitter as a source. They were tagged as platform for fake news by the Nigeria Army which the army used to redeem their name and themselves after the massacre on October 20, 2020. On Facebook and Instagram, users were led

to an unrelated fact to check article for answers after posts containing terms like "#EndSARS" and "Pray for Nigeria" and images of a blood-stained Nigerian flag and a burning candle but all was flagged as fake news by Instagram and Facebook. This news created panic and fear, no one know who to trust again whether the Government who claim to be innocent or the youths who said they witnessed the killing and shooting all because of the messages, pictures and video found in these platforms. Twitter helped in carrying out three functions which are to co-ordinate protests, to amplify the voice of the campaign globally, and to berate brands and public figures deemed to be opposed to the movement, (Vincent, 2020)

Firstly, twitter is an atmosphere or platform where Nigerians argue, make comparison, criticize etc. It allows for picture and videos but on a limit. Nigerians are usually activist, violent, and confrontational when it comes to twitter. It is a gathering of influential and models. There has been barely any social media platform contesting with Twitter in hosting Nigerian conversations such as protests, rants and energizing social movements. From the onset of #EndSARS movement in 2016 till the end in 2020, twitter had been its pioneer. Twitter through the hash tags has called everyone to order towards one goal, organizing/ mobilising them towards one goal, funding for support and aids towards one goal and black painting people who refuse to support towards the achievement of the goal. Twitter was the easiest way of passing across information to each other during the protest either online or offline. Twitter acted as a correspondent of its own to other news platform and social media (Vincent, 2020).

The #EndSARS movement has pulled tens of thousands of Nigerians into the streets, bringing international attention to a rogue unit of the Nigerian Police Force known as the Special Anti-Robbery Squad (SARS), which has a history of abusing its power. SARS, a tactical police unit formed in 1992 to combat violent crimes like as armed robbery and kidnapping, has being

targeted by the #EndSARS movement. SARS has grown into the most visible form of police violation of human rights and corruption. SARS officers harass, bribe, and even kidnap young people for “dressing like” prostitutes and Internet fraudsters, simply because they own smartphones and laptops, drive “flashy” cars, or have tattoos and dreadlocks, according to the demographic driving #EndSARS. A tweet by Chinyelugo (@AfricaOfficial2) went viral on October 3rd 2020, two days after Nigeria celebrated 60 years of independence, sounding an alert that “SARS just shot a young boy dead.” Mobile phone recordings with the hashtag #EndSARS began trending hours later, revealing the terrible scene of the unidentified young man's lifeless body abandoned on the roadside and locals pursuing cops who they watched take the man's Lexus SUV. Many more Nigerians used the hashtag in the days after to relate their own terrible SARS experiences, three years after it initially appeared as a social media campaign and petition in the aftermath of a viral police murder in December 2017. The online protest moved to the streets this time, thanks to the mobilising power of popular Twitter personalities. Until the disaster on October 20, protesters in 26 of Nigeria's 36 states held daily mass rallies, vigils, a National Assembly sit-in, and blockades of airports and important roadways.

Between 6:45 pm and 9:00 p.m. on October 20, the Nigerian army and police reportedly killed at least 12 nonviolent demonstrators and injured several others in the cosmopolitan city of Lagos's Lekki and Alausa neighbourhoods. Thousands of people were peacefully protesting for better governance and an end to police violence as part of the #EndSARS campaign when security personnel opened fire on them without warning meanwhile the security personals claimed to be shooting up into the air. Till date the Nigeria army and government claim innocent. On that day in Nigeria, 38 individuals are said to have died (Kazeem, 2020).

Protesters have been met with disproportionate force every day since the 8th of October. They were allegedly shot at with live, beaten, and detained. Crowds were dispersed with the deployment of water cannons and tear gas. Authorities have targeted those who are thought to be financial supporters or leaders of the #EndSARS movement. To keep them in the nation, some people's bank accounts and passports were frozen. Cardi B, Beyonce, Chimamanda Ngozi Adichie, Rihanna, Trey Songz, Big Sean, Jidenna, John Boyega, Kanye West, Drake, Diddy, and Lewis Hamilton, among others celebrity's, have all shown their support for the campaign on social media, and so have footballers Marcus Rashford, Odion Ighalo, and Mesut Ozil. The EndSARS protest was backed by Jack Dorsey, the CEO of Twitter, who has a unique emoji, and he encouraged people to donate to the protest using Bitcoin. Segun Awosanya who was born 11 February 1976 and known predominantly as Segalink, is a Nigerian realtor, Human Rights activist, and Business & Strategic Consultant (Hialethwa, 2020). He was one of the early organizers (advocates) of the campaign against police brutality in Nigeria using social media as a tool, while engaging authorities across arms of government with #EndSARS #ReformPoliceNG advocacy, which yielded results when the Muhammadu Buhari led Federal government of Nigeria announced a total overhaul of the department of special anti-robbery squad popularly known as SARS. Due to the use of digital technologies, mainly the internet, the 2020 EndSARS protest was mainly successful. The 'soro soke' generation of Nigerian youngsters initiated the protest on Twitter before taking it to the streets (Amnesty Inc, 2020).

2.2.7 Social Media and the Mobilisation for the #EndSARS Protest in Nigeria

Social media was a vital tool used during the EndSARS protest. It functioned in so many ways helping the protesters and supporters in achieving their goal of ending SARS. The #EndSARS hashtag yielded 28 million tweets (Kazeem, 2020). One of the core components of the ongoing

protests has been the seamless transition between online and offline campaigns. Thousands of young people responded to calls to come out before 6am on Oct. 12 to shut down Lekki toll gate (Kazeem, 2020). Moving from online to the street was less of a stress because people were constantly following the tweets and actively replying to messages and comments. Therefore, the different social media platforms especially twitter made it possible for youth or participant to follow up and know each stage of the protest and the whereabouts of the protesters.

Through Social media, the move of EndSARS has yielded fruit with celebrities, from Premier League footballers in England and American hip hop stars like Kanye West and P Diddy to Oscar-winning Hollywood actresses also sharing the hashtag and lending their support on Twitter, Instagram and Facebook. And this has made the protest more effective and made the government to take the youths serious (Kazeem, 2020). And also, the hash tagged tweets about the EndSARS protest that was trending caught the attention of big media organizations including the BBC, CNN, Al Jazeera and New York Times and was also broadcasted on these stations. Apart from gaining the attention of celebrities, government, influencers etc, crowd sourcing and crowd funding was another benefit gotten during the EndSARS through its wide spread on social media. And according to Kazeem (2020) around \$55,000 was raised in four days through cash and bitcoin donations. So far, donations have been dedicated to providing protesters with food and water as well ensuring first aid and other medical supplies are available at protest venues across the country. In severe cases of police brutality against protesters, donations are also being used to pay off hospital bills. And also, advocacy got louder through the online current trends.

Social media platforms were used during the EndSARS protest as a tool for monitoring and evaluating. Through this, it was easy to count cost, conduct research on different personalities that will benefit the EndSARS movement, people could keep track.

2.3 THEORETICAL FRAMEWORK

The following are theories suitable for social media and its influence on youths during the EndSARS protest. And will aid better understanding.

1. New Media Theory
2. Social Learning Theory

2.3.1 New Media Theory

The emergence of new media, particularly recorded, digital and interactive forms of communication such as electronic gaming was non-linearity. It is not only accompanied by a new media theory, but opens several possibilities or the re-examination of old forms of media theory and the ways in which they conceive of methods of communication, distribution, authorship, textuality and audience reception, (Rob, 2004). New media is 21st century term that is used to define all that is related to the internet and interplay between images, sound and technology (New Media Institute, 2020). New media are forms of media that are computational and rely on computers for redistribution. Some examples of new media are computer animations, computer games, human computer interfaces, interactive computer installations, websites, and virtual worlds, (Manovich 2003). Walter Benjamin is the founding father of contemporary media theory which was initiated between the 90s and 20s. In 1984, Rice defined new media as communication technologies that enable or facilitate user-to-user interactivity and interactivity between user and information. (Schorr, Schenk & Campbell. 2003). Such a definition replaces the "one-to-many" model of traditional mass communication with the possibility of a "many-to-many" web of communication.

There have been wide differences between the new media and the old or traditional media. Firstly, new media have become a public affair, anyone can operate, produce and deliver content for general view but old media was control or is in the hand of few people limiting the spread of information. Old media operated a one-way communication process; there was no room for feedback or fast response to information but for the new media, it is participative, there is room for idea, opinion etc. New media is digitally connected; one can be connected to friends and family, news and information for 24/7 at a fast speed. Social media or social networking services, such as Facebook and Twitter, are additional examples of new media in which most users are also participants.

According to Kalia (2019) new media are interactive, digital and networked. New media is interactive because it involves the audience and it is participatory. For example, during the EndSARS protest not one or two persons were involved in posting, hash tagging and moving the protest forward rather it involved up to 26 million of individual on different social platforms to carry out the protest. The EndSARS protest gave room for participation, where people were free to share their experience with SARS. Idea and opinions were also welcomed. Also, during the EndSARS protest there was room of instant feedback. They are Digital, through social media; it is easy and fast to download, transfer and share huge amount of data in form of video, audio and image file. For example, the killing of the young man by SARS which triggered the protest was sent on all social media platform in form of video and it easily spread like wild fire. And through the new media people were able to download information and videos concerning the protest. Network, is another unique of new media which suggests that they are not restricted or limited to any geographical boundaries. With just a click of the mouse or button, information goes far beyond the senders reach. For example, the EndSARS protest that started trending on tweeter in

Nigeria only used days to get the attention of local and international celebrities, advocate and influencers. The news went as far as create an EndSARS movement/ rally abroad. The new media theory is the theory that deals with the modern technologies such as social media and it is beneficiary because it explains the important and influence of social media during the EndSARS protest in Nigeria.

Neuman (1991) argues that new media will:

- Alter the meaning of geographic distance.
- Allow for a huge increase in the volume of communication.
- Provide the possibility of increasing the speed of communication.
- Provide opportunities for interactive communication.
- Allow forms of communication that were previously separate to overlap and interconnect.

Therefore, all these were present during the EndSARS protest in Nigeria. The new media did not only make communication of information fast during the protest but it also alters the barrier of distance. It was obvious and clearly seen that the EndSARS protest was not only a Lagos affair but Nigeria and global affair. There was a network between one another. Foreign and local celebrities, owners of different social media platforms were also involved in the protest. Imagine the ENDSARS protest surfaced before the introduction of new media when the media was government and military known, such fame and popularity would not have been possible, it probably won't last in the media and people's head.

The new media theory is relevant because social media gave the #EndSARS the opportunity to go down in history, to have such a protest recorded in all social media database and it would be there for life, generations to come will still continue to read it and researches will still be carried

on it. Also, financial transaction and others transactions that concerned the EndSARS protest were performed digitally, technologically through crypto currency and the likes which won't be successful without the emergence of new media.

2.3.2 Social Learning Theory

This is a theory propounded by Albert Bandura in 1977. Bandura's social learning theory proposed that learning can also occur simply by observing the actions of others, (Albert 1977). Social learning theory is a theory of learning process and social behaviour which proposes that new behaviours can be acquired by observing and imitating others. Bandura proposed that all learning was a result of direct experience with the environment through the processes of association and reinforcement. It suggests that all behaviours are learned through conditioning, and cognitive theories, which take into account psychological influences such as attention and memory. The theory states that people can learn new information and behaviours by watching other people which is known as observational learning. This simply means that people tend to act towards what they see and hear. Some examples are, children that are brought up by aggressive and violent parent tend to exhibit such aggressive and violent character to anyone and even themselves. A new employed staff will firstly observe the behaviour of the old staffs so as to act in accordance with the organization culture. The kind of movies, song, language and activities a child is expose to at a tender age can determine who and what such child will become. And also, the kinds of friend people keep and environment people stay determine who they turn out to become.

During the EndSARS protest, through the use of social media people where open to various information about the protest and they were able to observe both virtually and, on the street, what

was happening, this got the attention of majority which made people to act in accordance to what they have seen and heard. For instance, how the #EndSARS protest was able to spring up support from Nigerians and foreigners was because they were actions of a SARS officer killing a young boy and driving away with his SUV and many other victims' testimonies and Nigerians from their different locations began to observe the whole process, neighbours, friends and family member telling each other about the protest (the update). Gradually it began to draw attention and it became everybody affair even a primary school pupil knows what was happening and will join in shouting and delaying EndSARS even when they do not understand the term and this is because they heard it from somebody or somewhere (environmental factor/ observational learning).

"Learning would be exceedingly laborious, not to mention hazardous, if people had to rely solely on the effects of their own actions to inform them what to do," Bandura explained in his 1977 book *Social Learning Theory*.

Bandura identified three basic models of observational learning:

- A.** Live Model involves someone showing or acting out a behaviour. (people carrying banner, painting and drawing on the wall and fall about #EndSARS)
- B.** Symbolic Model comprises of actual or fictional people in books, films, television shows, or online media displaying behaviours. (the protest was seen on TV and different social media platform, heard on radio and people say celebrities chanting and supporting the EndSARS protest)
- C.** Verbal Instructional Model entails behaviour descriptions and explanations.

For observation or social learning to be complete the following needs to be determined

- A.** Attention: this is the extent to which we are aware of the problem. A behaviour must grab our attention before it can be imitated. It is necessary to pay attention in order to learn. For instance, people pay attention to the EndSARS, each blog and post was all about the protest and people began to imitate.
- B.** Retention: this means how vividly we recall the action because it won't be easy to be able to perform the behaviour if we don't recall it. The ability to store information is also an important part of the learning process. For instance, after a long day of hearing the EndSARS protest from different sources people tend to remember those actions and behave the same way.
- C.** Reproduction: The ability to perform the behaviour. This is the ability to duplicate a behaviour that we see. Once you've paid attention to the model and recalled the information, it's time to put what you've learned into practice.
- D.** Motivation: Finally, you must be motivated to imitate the modelled behaviour in order for observational learning to be successful.

As Bandura observed, life would be incredibly difficult and even dangerous if people had to learn everything they know from personal experience. Observing others plays a vital role in acquiring new knowledge and skills. Therefore, the social learning theory simply explains how people put what they have heard and seen into action just like what happened during the EndSARS protest, people took what they have seen and heard into action which led to the Mobilisation for the EndSARS movement.

2.4 EMPIRICAL FRAMEWORK

Odimabo & Obinichi (2018, page 33) conducted a study on The Use of New Media by Public Relations Practitioners in The University of Port Harcourt and the Rivers State University Respectively. The focus of this study was to examine the strong reasons why new media should be emphatically incorporated, in the day to day routine duties of the public relations practitioner. The total population consists all the staff in the public relations departments in the two institutions were used. The Public Relations Department in University of Port Harcourt is 40 while that of Rivers State University is 40, making a total of eighty (80) persons. Therefore, the census of the entire population was carried out. The instrument used for this study was questionnaire. To achieve this, the instrument consists of two sections, section A contains personal information while section B is psychographic factors and contains 24 items. The findings prove that a very substantial number of public relations practitioners are technophobic (fear of technology) and thus, cannot expressly use the new media to carry out their duties in these higher institutions studied. The study concluded and recommended that there should be New Media Awareness and Compliance by the Management of the Universities, Improvement of New Media Literacy, Updating, Provision and Maintenance of New Media Facilities, Collaboration with the ITC (The Information Technology Centre) and Availability and Improvement of the University 's Internet System.

In the same point, Uji (2015) conducted a study titled Social Media and the Mobilisation of Youths for Socio-Political Participation. This study was carried out to examine the effects that the social media is exerting on the participation of Nigerian youths in socio-political issues. The population of study is students in the Social Science faculty of the University of Nigeria, Nsukka. For the sampling size, purposive sampling method was used. Criteria considered for this

study include being a youth, and having access to internet and social media tools. The study was conducted using the survey method with questionnaires. The findings revealed that a high number of young people spend time online and engage in social media debates about socio-political issues that impact the country. They are thus becoming more informed about many topics and raising awareness about them through e-publicity and demonstrations, thereby encouraging good governance in various ways, such as accountability. The study suggests that passionate social media users and activists enhance their media literacy in order to make the greatest use of the innovation for socio-political engagement and limit the instances of false or malicious information going viral and negatively harming society.

In the same point, Micheal & Olanrewaju (2014) conducted a study titled *The Impact of Social Media on Citizens' Mobilisation and Participation in Nigeria's 2011 General Elections*. The focus of the study was to examine the impact of social media on citizens' Mobilisation and participation in Nigeria's elections. The population of the study is the Nigerian public, most especially those who fall within age bracket of 18 years and above that witnessed the 2011 general elections. The selected samples consisting of 500 populations, 250 from Federal Capital Territory (FCT, Abuja) and 250 from Lagos State and the researchers adopted primary and secondary method of data collection. Questionnaire was used for the primary instrument and sources from journals, relevant academic textbooks, newspapers and internet materials were used for the secondary method. The finding of this study One of the findings of the study is that the social media had positive influence to some extent, on the outcome of the 2011 general elections in Nigeria, considering its usage by various electoral stakeholders. It is therefore recommended that Social Media should be encouraged in political Mobilisation and participation of citizens considering its unique advantages to democratic consolidation in Nigeria.

In the same point, Wamukira (2017) conducted a study titled *The Influence of Use of Social Media on Conflict Management in Kenya*. The study took place in Kibera slum. The researcher sampling size of the population was made up of 321 participant and purposive sampling and snowball sampling and questionnaire was used. The finding was that the majorities of the youths were using social media and have been involved in conflict. The researcher further found out that CBO's, NGOs and even the government most time makes use of social media in conflict management. The study recommended that the organization should train their staff on how to efficiently and effectively use social media to manage conflict.

The above studies show the benefit of social media in various field or aspect. In Mobilisation, crisis management and participation researcher have seen used and tested social media as a useful tool.

In Disagreement with other authors, Umarani (2019) conducted a study title *Impact of Social Media on Youth*. The focus of this study was to understand the purpose of using social media, to study the influence of social media towards youngsters and to offer suggestions to youth to use social media in the right. The population of this study comprises of individual within the age group of 20-25. Convenience sampling method used and questionnaires constructed and distributed to 150 respondents. The finding was that youths are wasting the precious time using social media and it has also led to health problems of many due to sleepless nights. Recommendation and conclusion that when posting information in social media, cultural and religious values must be kept in mind and also parents should make sure of what their children are doing in social media.

Opposing Umarani (2019), Okyeadia (2016) conducted a study title *Impact of Social Media on Students' Academic Performance*. This study was carried out with the aim of examining the

impact of social media on student academic performance in Malaysian Tertiary Institution. The sample of 102 students from Erican College was selected using random sampling method and survey method design with the distribution of questionnaire containing 42 items. The result of this research was that the university and colleges of Malaysia educate their student to positively use these platforms for educational purpose which resulted into positive impact on their academic performance. In conclusion the researcher states that social median has both positive and negative impact therefore those who lack time management can easily fall prey to the negative impact of social media.

In accordance, Anjugu (2013) conducted a study title Impact of Social Media on the Students' Academic Performance. The aim of the study was to analyse the impact of social media on the student's academic performance. The populations were University of Abuja student and to achieve this, the survey research method and using the random sampling technique and purposive sampling were used. The Research findings showed that a great number of students in University of Abuja, had access to the internet which they use for different purpose. To this end, the researcher recommended that sites should be created for educational purposes as well. This is to create a balance between social networking and academic activities of students to avoid setbacks in the academic performance of the students.

In the same view, Thomas, Michael & Silahs (2016) conducted a study title Impact of Social Media on Agricultural Extension in Kenya. The objective of the study was to assess the use of social media as a source of agricultural information with reference to farmers in Kesses District and Kesses district was the researchers' population. The study adopted a descriptive survey and the major data collection tools were interviews from farmers who use social media platforms and a sample of 106 famers. The study finds out that farmers in Kesses District have diverse source

of agricultural information for example the internet, social media and extension services. Majority of farmers approach the use of social media in agricultural information seeking with a positive attitude, pointing to the assumption that social media is largely beneficial and convenient as a source of agricultural information. This study recommends and concluded that information centres can be established in Kesses District whereby farmers can obtain agricultural information online and that social media should be fully utilised to provide; feedback, complement extension programs, access local and international markets and complement communication campaigns whose goal is to bring about agricultural development.

In the same point, Suleiman, Ogakason & Faruk (2018) conducted a research titled Influence of Social Media in Promoting Farmers' Participation in Agriculture. The purpose of this study was to determine the role of social media in encouraging farmers in the Keana Local Government Area of Nassarawa State, Nigeria, to participate in agriculture. The study's specific goals were to assess farmers' exposure to social media platforms, assess how farmers in Keana L.G.A., Nassarawa state use social media to obtain agricultural information, and determine the impact of social media on resident participation in agriculture in Keana L.G.A., Nassarawa state. Keana has a population of about 80,000 and a sample size of 384. The sampling technique adopted for this study was the simple random sampling technique. The sample size of the study was calculated using the survey monkey online calculator. Questionnaire was used as instrument for data collection. The Findings of the study was that Farmers in the research area have access to social media platforms and utilise them to gather agricultural knowledge and also farmers' participation in agriculture has been influenced by social media.

The study recommends that Agriculture extension personnel should use social media platforms as part of their communication methods to encourage farmers to participate in agriculture.

In same point, World Health Organization (2020) conducted a study titled The Impact of Social Media on Panic during the COVID-19 Pandemic. The goal of this research is to see how social media influences self-reported mental health and the transmission of COVID-19 fear. The populations of this study are people in the Kurdistan Region of Iraq and are at least 18 years. The use of Online questionnaire was prepared, and a total of 516 social media users were sampled. The result of the finding states that Participants claimed that social media had a substantial impact on spreading fear and panic connected to the COVID-19 epidemic in Iraqi Kurdistan, and that Facebook was the most widely utilised social media platform for spreading panic about the COVID-19 outbreak in Iraq, The researcher concluded and recommended that The researcher came to the conclusion that media consumers should be educated on what constitutes good and credible information, as well as how to critically evaluate it. Universities are ideal places to design courses and symposiums to help students and faculty discern how to search for, find, and evaluate health information in the event of an epidemic or pandemic, because younger people are also consuming information from social media and then spreading it to their family and friends.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter will discuss the following: research design, target population, sampling strategies, instruments, data collection, process and analysis of the data aiming to give a concrete foundation of this research topic.

3.1 Research Design

This research aimed at determining how social media were important and useful during the EndSARS protest. It is a collective effort that led to the Mobilisation. Therefore, the researcher applied descriptive survey design. This is because descriptive survey research allows for selection of an entire proportion out of the researcher's entire population to arrive at a generalisation of how the population feel, behave or act towards social, political and cultural issues and also it gives and in-depth answers. Therefore, the researcher chose the descriptive survey design because the researcher wants answers on how a large group of people feel towards the Mobilisation of the #EndSARS protest.

3.2 Research Instrument

In the course of this research, the Survey Research Method were adopted, and the instruments that used were questionnaire. This questionnaire will be distributed using Google form, because collection and analyses of the data would be easily coded and analysed since the researcher is dealing with hundreds of people. This link will be sent via various means of communication such as E mail, WhatsApp and Face book and circulated round Lagos and this is aimed at accessing the people's information, ideas and opinions about the impact of social media on the

Mobilisation of EndSARS in Lagos, Nigeria. The questionnaire contains four sub section with four questions each giving answers to each of the research questions. The researcher made use of close ended questionnaire because people tend to get tired and bored when they see bulky questionnaire or are been asked to type in their own idea, they complain of time and consumption of data. This is why the researcher chose something that will be easy, fast and convenient to fill which will help the researcher get the 400 population on time.

3.3 The Study Population

It refers to group of targeted individuals that make up a particular research and a research topic. The researcher's population are youths from age 18 – 30 and above in Lagos. The researcher chose the whole Lagos for population because when distributing the questionnaire link online, the researcher doesn't know who within Lagos will be filling the form. This is why the researcher cannot just pick a locality in Lagos. Therefore, the total population of Lagos state is 16,862,111.

3.4 Sampling Size

The population of study for this research are youths of Lagos state been the centre for the EndSARS protest. According to the Nigeria Population Census, the population of Nigeria is 211,436,900 as at July 2021 and the total population of Lagos state 2021 is 16,862,111. Therefore, the researcher made questionnaire which was distributed via online and also the research made use of the Taro Yamane formula to calculate the sampling size which is 400.

Taro Yamane's formula:
$$n = \frac{N}{1+N(e)^2}$$

n= sampling size (?)

N= total population which is 16,862,111

E= margin error which is 0.05

Solution

$$n = \frac{16,862,111}{1 + 16,862,111 (0.05)^2}$$

$$n = \frac{16,862,111}{1 + 16,862,111 (0.0025)}$$

$$n = \frac{16,862,111}{1 + 42155.2775}$$

$$n = \frac{16,862,111}{42156.2775}$$

$$n = 399.99 \cong 400$$

3.5 Sampling Technique

The researcher made use of multi-stage sampling consisting of stratified and simple random sampling technique. The researcher applied the stratified sampling technique to categories the population into Age qualification (teenagers 13-19, youths 20-25, young adults 26-30 and 30 above) and for Simple random, here the researcher randomly share questionnaires to people online. And the criteria for the simple random sampling technique will used that the respondent need to have certain characteristics (which in this case would mean that the respondents should have at least the knowledge of #EndSARS protest and must be internet literate).

3.6 Method of Data Collection

Google form is free online software that allows one to create surveys (Abesami, 2021) and this was used by the researcher to create and distribute questionnaire. This form was sent via various means of communication such as E mail, WhatsApp and Facebook. And the distribution was done by the researcher and also by sharing and referring the link to others. This helped in the distribution process. Therefore, the result gotten were accurately coded and analysed using tabular and chart presentation.

3.7 Validity and Reliability of Research Instrument

The instrument used for the research was verified and considered reliable by experts and professionals in the field. The validity of the instrument will be determined by the face and content validity criteria. The face validity was obtained by giving the instrument to the project supervisor and two other scholars who examine the instrument for content coverage and suitability for the study following which the instrument was adjudged valid.

Reliability is based on the subject of whether the aftereffects of a study are repeatable. The reliability of the instrument will be determined by the test-retest method wherein the instrument was administered twice within a week interval on the set of respondents who were not part of the final population. At the end of the exercise, the responses were checked for similarity and consistency.

3.8 Method of Data Presentation and Analysis

The quantitative method of data analysis was used for analysing data collected for the study. Data collected will be exported through the Google form for easy analysis and further manipulation. Information gotten will be presented in simple table frequencies and percentages.

The use of pie chart and table will also be explored to achieve better visualisation. The final arrangement will be made base on research questions and objectives.

CHAPTER FOUR

DATA PRESENTATION ANALYSIS

4.1 Introduction

This chapter is centred on the discussion of data presentation and its analysis. This chapter will be carried out based on the 400-questionnaire distributed in Lagos to know the response of people about the topic title impact of social media on the Mobilisation of the 2020 #EndSARS protest in Lagos Nigeria.

The study was carried out to know people's level of awareness, level of engagement, level of participation, level to which they understood social and how effective social media was during the #EndSARS protest among the youths of Lagos having 400 as a representative sample.

The data's presented are derived from the response of youth from the given questionnaire, the use of table and discussion will be further used for better understanding.

4.2 Questionnaire Response rate

The researcher targeted 400 respondents in Lagos out of the large number of people in Lagos as the sampling size. This was the number of questionnaires distributed through links on various social media platform such as Gmail, WhatsApp and Facebook. Anyone within the researchers stated age rate and received the link added up to complete the researcher 400 participant. However, the researcher got 400 responses within the space of two week from youths who received and filed the questionnaire, thereby making a 100% response rate.

Total no. Expected	Total no. Received	Percentage
400	400	100%

Source: Field Study (2021)

4.3 Analysis of Research data

S/N	QUESTION	OPTION	FREQUENCY	PERCENTAGES%
1	GENDER	MALE	214	53.5%
		FEMALE	186	46.5%
2	AGE	BELOW 18	64	16%
		18 – 25 YRS	170	42.5%
		25 – 30YRS	104	26%
		30 ABOVE	62	15.5%
		TOTAL	400	100%

Source: Field Study (2021)

The demographic/personal data and age representation of the respondents were presented the table revealed that 214 (53.5%) of the Respondents are male, while 186 (46.5%) of them are of female gender. The age shows that 64 (16%) of the respondents belong to the age group of 18 years below, 170 (42.5%) of them are within the age of 18-25 years, 104 (26%) of them belong to the age group of 26-30 years while 62 (15.5%) are 30 years above. According to this result, respondents within 18-25 represented 42.5% of the sampling size.

Therefore, this implies that majority of the questionnaire were filled by male and were the main participant of the research, and it also this shows that youths within the age 18-25 participated more in the researcher's study, thereby concurring to the researcher ideas that the #EndSARS protests mainly involve youth.

4.4 Analysis of Research Questions

Research Objective No. One

To measure youth level of exposure to contents on Mobilisation for the EndSARS protest in Lagos, Nigeria.

Research Question No. One

What is the level of youth exposure to contents on Mobilisation for the EndSARS protest in Lagos, Nigeria?

S/N	QUESTIONS	OPTIONS	FREQUENCY	PERCENTAGES%
3	ARE YOU AWARE OF THE #ENDSARS PROTEST THAT TOOK PLACE IN NIGERIA?	YES	303	75.8%
		NO	33	8.3%
		MAYBE	64	16%
4	HOW DID YOU GET TO KNOW ABOUT THE #ENDSARS PROTEST?	FRIENDS	73	18.3%
		FAMILY	81	20.3%
		ONLINE	246	61.5%
5	DO YOU HAVE A SOCIAL MEDIA ACCOUNT?	YES	290	72.5%
		NO	61	15.2%
		MAYBE	49	12.2%
6	HOW OFTEN DO YOU MAKE USE OF YOUR SOCIAL MEDIA ACCOUNTS?	ALWAYS	252	63%
		SOMETIME	99	24.7%
		NOT AT ALL	49	12.3%
		TOTAL	400	100%

Source: Field Study (2021)

The above table shows that 303 respondents who confirmed their knowledge about knowing the #EndSARS protest that took place in Lagos, Nigeria. 33 of them claimed that they are not aware of the #EndSARS while 64 claims that they are not sure if they know about the #EndSARS protest. Also, the result states that 246 individuals got to know about the #EndSARS protest online meaning through different social media platform, 81 got to know about the #EndSARS protest from friends and 73 got to know about the EndSARS protest from family. the research shows that 290 individuals have social media account, 61 individuals do not have a social media account and 49 are not definite of having a social media account. Also 252 individuals always use their social media, 99 use their social media account sometime while 49 don't use social

media at all. Therefore, social media as a higher hand on influencing the #EndSARS protest because 63% of the entire Lagos sampling sizes are always online making it possible to get live information about the #EndSARS protest after which distribution is done through word of mouth.

Research objective No. two

To identify social media platforms used in the Mobilisation for the EndSARS protest in Lagos, Nigeria.

Research question No. two

Which social media platforms were used in the Mobilisation for the EndSARS protest in Lagos, Nigeria?

S/NO	QUESTIONS	OPTIONS	FREQUENCY	PERCENTAGE%
7	HOW WELL DO YOU UNDERSTAND THE #ENDSARS PROTEST?	VERY WELL	288	72%
		NOT REALLY	73	18.3%
		NOT AT ALL	39	9.8%
8	WHICH OF THE SOCIAL MEDIA DO YOU FIND MORE INTERESTING AND SUITABLE?	INSTAGRAM	116	29%
		FACEBOOK	79	19.8%
		TWITTER	121	30.3%
		YOUTUBE	37	9.3%
		WHATSAPP	47	11.8%
9	WHICH OF THESE SOCIAL MEDIA DO YOU THINK WAS SUITABLE AND HELPFUL DURING THE #ENDSARS PROTEST IN LAGOS NIGERIA?	INSTAGRAM	86	21.5%
		FACEBOOK	70	17.5%
		TWITTER	194	48.5%
		YOUTUBE	25	6.3%
		WHATSAPP	25	6.3%
		TOTAL	400	100%

Source: Field Study (2021)

From the table above, the study shows that 288 people understood what the EndSARS is and all about, while 73 people really do not understand it probably having a shadow idea of what the EndSARS protest is about and 39 don't have idea of the #EndSARS protest at all. This shows the social media that people found suitable and interesting. 116 people chose Instagram, 79 Facebook, 121 Twitter, 37 YouTube, and 47 WhatsApp. Therefore, Twitter is the more like, suitable and interesting of all social media platform listed also 86 individuals went for Instagram, 70 supported Facebook, 194 agreed for Twitter, 25 chose YouTube and 25 chose WhatsApp. Therefore, this made Twitter the winner and the most suitable and helpful during the #EndSARS protest.

Research objective No. three

To ascertain youth understanding of content of Mobilisation on social media during the EndSARS protest in Lagos, Nigeria.

Research question No. three

What is youth understanding of content of Mobilisation on social media during the EndSARS protest in Lagos, Nigeria?

S\N	QUESTIONS	OPTIONS	FREQUENCY	PERCENTAGE%
10	DO YOU THINK THE #ENDSARS PROTEST WAS A WELL-ORGANIZED PROTEST?	A) YES B) NO C) MAYBE	242 65 93	60.5% 16.2% 23.3%
11	HOW WELL DO YOU THINK NIGERIANS MOBILISED EACH OTHER FOR THE #ENDSARS PROTEST?	A) VERY WELL B) NOT BAD C) MAYBE	258 98 44	64.5% 24.5% 11%
12	. HOW WELL DO YOU THINK SOCIAL MEDIA WAS USED TO MOBILISE PEOPLE TOWARDS THE #ENDSARS EFFECTIVE?	A) VERY WELL B) NOT BAD C) MAYBE	278 79 43	69.5% 19.8% 10.8%
13	DO YOU THINK THE #ENDSARS PROTEST WAS WORTH THE STRESS OF MOBILISING PEOPLE TO THE STREET AND ALL THE RESOURCES SPENT?	A) YES B) NO C) MAYBE	254 70 76	63.5% 17.5% 19%
		TOTAL	400	100%

Source: Field Study (2021)

From the above table, shows that 242 agreed that the #EndSARS protest was well organized, 65 disagreed, while 93 were not sure if the #EndSARS protest was well organize. Also 258 that says Nigerians mobilised themselves well for the #EndSARS, 98 suggested that they really did not mobiles each well while 44 were not sure at all. the result shows that 278 stated that social media were used to mobilise people towards the #EndSARS protest, 79 suggested that social media was not really effective while 43 states that it was not useful at all. 254 people showed that the #EndSARS protest was worth all the stress, 70 people were against it, while 76 are not sure. Here the majority were in support of the #EndSARS protest and are ready to sacrifice all for the

#EndSARS protest in order to get justice. Therefore, Social media takes the crown of been the most used tool used to gather, trigger and mobilise people towards partake in the EndSARS protest.

Research objective No. four

To determine the impact of social media content on youth Mobilisation during the EndSARS protest in Lagos, Nigeria.

Research question No. four

What is the impact of social media content on youth Mobilisation during the EndSARS protest in Lagos, Nigeria?

The following four question proved answers to the above research objectives and question

S/N	QUESTIONS	OPTIONS	FREQUENCY	PERCENTAGE%
14	WERE THE AIMS AND OBJECTIVES OF THE #ENDSARS PROTEST ACHIEVED.	A) YES	148	37%
		B) NO	150	37.5%
		C) MAYBE	102	25.5%
15	COULD THE #ENDSARS PROTEST BE MORE SUCCESSFUL IF SOCIAL MEDIA WAS NOT USED?	A) YES	72	18%
		B) NO	258	64.5%
		C) MAYBE	70	17.5%
16	WERE THEY ANY RULES OR LAW VIOLATED BY SOCIAL MEDIA DURING THE #ENDSARS PROTEST?	A) YES	138	34.5%
		B) NO	168	42%
		C) MAYBE	94	23.5%
17	WAS THERE ANY OTHER WAY SOCIAL MEDIA WOULD HAVE DONE WELL DURING THE #ENDSARS PROTEST	A) YES	128	32%
		B) NO	126	31.5%
		C) MAYBE	146	36.5%
		TOTAL	400	100%

Source: Field Study (2021)

Finally, these table shows that 148 individuals supported that the aims and objectives of the #EndSARS protest were achieved, 150 stated that the objectives of the #EndSARS protest were not achieved while 102 individuals don't know whether aims and objectives of the #EndSARS were archived. 258 individuals said NO to the fact that #EndSARS would not be possible neither successful if social media was not use, while 72 people suggested that other media could do same or better than social media and 70 stated that it could be possible for the #EndSARS protest to succeed without the use of social media128 suggested that they could be another way social platform could have done better during the #EndSARS protest while 126 were okay with the way social media was used during the #EndSARS protest while 146 were uncertain not knowing if everything was perfectly done or they could be another social media would have done better. Therefore, since majority doesn't have a sure answer it is not in the researchers place to choose side thereby it could be another case study for research.

4.5 DISCUSSION OF FINDINGS

RQ 1: What is the level of youth exposure to contents on Mobilisation for the EndSARS protest in Lagos, Nigeria?

It is first important to establish the population awareness level and this is what the researcher's aims at achieving in asking relative question to this research question. The #EndSARS protest is a popular event that took place in Nigeria despite the fact it cannot be concluded that everyone was aware of the protest but as a result of the research 75.8% showed great interest and level of exposure to towards the #EndSARS protest. Apart of the level of exposure and awareness about the #EndSARS protest the researcher also established a sense of social media awareness and level of social media usage amongst youth.

Therefore, the conclusion of the researcher as regarding this is that youths are very much aware of the #EndSARS protest and majority got to know about the #EndSARS protest online because they have social media platform and are always online. Therefore, in relation with the study conducted by Uji (2015) titled Social Media and the Mobilisation of Youths for Socio-Political Participation. The findings revealed that a high number of young people spend time online and engage in social media debates about socio-political issues that impact the country. They are thus becoming more informed about many topics and raising awareness about them through e-publicity and demonstrations, thereby encouraging good governance in various ways, such as accountability. Thereby youths have been exposed to the content on Mobilisation for the #EndSARS protest because they spend time online therefore every single message about the #EndSARS protest gets to them and they also share.

RQ 2: Which social media platforms were used in the Mobilisation for the EndSARS protest in Lagos, Nigeria?

The second question sought to bring light to which social media were used to mobilise people towards participation in the #EndSARS protest. Everyone had their opinion on which social media was mostly used and surely every user supported their platform has been the most effective and useful. Though twitter has been said to be the most effective but without enough proof but with this research, it can be said Twitter has been tested and proven to be the most effective in mobilising people towards the #EndSARS protest. From table 4.9, twitter has the highest click followed by Instagram, Facebook then YouTube and WhatsApp. This finding state that a good number of people understood the #EndSARS concept very well. Therefore, knowing the best platform or having a concrete understanding of the #EndSARS protest would not have

been possible if there was no social media. In relation with the study conducted by Odimabo & Obinichi (2018) titled The Use of New Media by Public Relations Practitioners in The University of Port Harcourt and the Rivers State University Respectively. The finding shows that the youths of these university knew the source of their problem which was that they had a very substantial number of public relations practitioners who are technophobic (fear of technology) and thus, cannot expressly use the new media to carry out their duties. The study concluded and recommended that there should be New Media Awareness and Compliance by the Management of the Universities and many more. Just like the way social media was seen as the main tool for the #EndSARS protest and channelled a lot of energy in to it.

RQ 3: What is youth understanding of content of Mobilisation on social media during the EndSARS protest in Lagos, Nigeria?

Apart from understanding the concept of #EndSARS and social media, the researcher sought to go deep to know people understanding about Mobilisation. This is done to get an in-depth knowledge of whether people really understood everything about the #EndSARS and from the finding it shows that the #EndSARS protest was a well-organized on, Nigerians mobilised themselves well for the #EndSARS protest and social media was very useful to in mobilising people for the #EndSARS protest. Therefore, they understood that the #EndSARS protest could not be done by a person and all protocols were taken by individual to ensure it was a peaceful protest until the massacre on 20th October. Therefore, in relation with the study conducted by Wamukira (2017) study titled The Influence of Use of Social Media on Conflict Management in Kenya. The finding was that the majorities of the youths using social media and have used social media in conflict management. Thereby this means that because youths understood the content of

Mobilisation on social media during the #EndSARS protest there were able to use social media to manage the conflict.

RQ 4: What is the impact of social media content on youth Mobilisation during the EndSARS protest in Lagos, Nigeria.

Finally, it was time to evaluate the effort of social media during the #EndSARS protest, to know the wrongs and right and to know if there was any way they could do better. Therefore, the finding states that the #EndSARS protest could not have been possible without social media. This shows that social media was the life source of the #EndSARS protest. Finding also showed that social media did not break any laws and rule in this case advocating for youths and for justice also people suggested that they are ways social media could have done better though it was a close one with those in support that social media did a perfect work therefore this could be a topic that could be looked deep into. Therefore, in relation with the study conducted by Michael & Olanrewaju (2014) titled The Impact of Social Media on Citizens' Mobilisation and Participation in Nigeria's 2011 General Elections the findings of the study show that the social media had positive influence to the outcome of the 2011 general elections in Nigeria, considering its usage by various electoral stakeholders.

Therefore, with this, it can be said that social media had a positive influence during the Mobilisation of the #EndSARS protest that took place in Lagos, Nigeria as a result of the input of various stakeholders.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter gives a detailed description of the findings under the following headings: conclusion, findings, and recommendations.

5.1 Summary

The study on impact of social media on the Mobilisation of youths for the 2020 #EndSARS protest in Lagos Nigeria is aimed at getting lucid idea on if social media was really used to mobilise people during the #EndSARS protest, which social media was that useful and to measure youths' level of understanding and exposure of the content of the #EndSARS protest

To achieve these objectives, the researcher employed the quantitative research method, by using a descriptive survey research design, thereby adopting the use of questionnaire to access the opinions of the selected youths concerning the subject. The youths selected to serve as the respondents are the youths of Lagos; 400 of them were selected and their responses were taken via the Google forms questionnaire.

In chapter one, the researcher gave an introduction of social media, Mobilisation and the #EndSARS protest then relating them together to create an understanding of the topic also the researcher highlighted so issues to be solved and achieved

In chapter two, the researcher simplified the subject by breaking down the concepts that are associated with the study. Subsequently, the chapter reviewed past literature which is essential to the study and also connected to it. Furthermore, relating theories were defined and their relativity to the research was pointed out. The researcher made use of two theories which are the individual new media theory and social learning theory.

Chapter three tells us about the research methodology employed in the process of the research. As stated earlier, the quantitative research method was employed and questionnaires were set online via Google forms and were distributed through platforms of Email, Facebook and WhatsApp. The target population and sample size were also explained here.

The fourth chapter centred on the analysis of the data that was gathered from the respondents. The researcher was able to access the opinion of the target youths with the questionnaire; afterwards, all their responses were collected and presented in tables and graphs. This chapter analysed, interpreted, and discussed the findings of the research.

Chapter five discussed the summary of the whole project, the conclusion on the topic, and the researcher's recommendation concerning the impact of social media on the Mobilisation of youths for the 2020 #EndSARS protest in Lagos Nigeria.

Summary of Results

The result shows that majority of participant in the #EndSARS protest were youths between the age 18-25 who vividly understood everything about the concept of #EndSARS protest. According to what youths says, if you can't go out for the protest just be active on twitter. Therefore, this means that twitter is the main instrument used in the Mobilisation of youths for the #EndSARS protest that took place in Lagos Nigeria.

5.2 Conclusion

The researcher believes that there are more to social media than just a tool of negative influence. Thousands of political, social and cultural Mobilisations happen day in day out in our society and the world as a whole, but only few are known because people talk about them on different social media platforms. This study proves that there are many ways in which social media platforms

can be functional in social, political and cultural issues. Therefore, channelling all necessary effort towards achieving positive social media usage.

5.3 Recommendations

The researcher recommends that more researches should be conducted on social media and #EndSARS protest specially to know if there are any other platform that could have done better than Twitter and why majority agreed that there was no rules or laws violated by social media during the #EndSARS protest. Also, the researcher suggested that there should be a way of educating and enlightening people on certain ethics of social media and consequence of violating them and also social media should be encouraged in all institution.

5.4 Limitations of the Study

- The researcher was limited to research participate of top officials in order to carry out exclusive interview about the impact of social media on the Mobilisation of the 2020 #EndSARS protest.
- Also, the researcher only focused on how social media was used to mobilise youths towards the #EndSARS protest, and left out conducting research to know more about the root cause of the protest and other effects it would have caused.

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APPENDIX
QUESTIONNAIRE

**TOPIC: IMPACT OF SOCIAL MEDIA ON THE MOBILISATION FOR THE 2020
#ENDSARS PROTEST IN LAGOS NIGERIA**

Dear Respondent,

My name is ADIGUN, Mercy; a final year student of the Department of Mass Communication, Mountain Top University. I am currently carrying out a research titled Impact of social media on the Mobilisation for the 2020 #EndSARS protest in Lagos Nigeria among youths and individuals who were active during the protest.

This research is in partial fulfilment of my B. Sc program. The questionnaire is an instrument of my research and respondent are expected to fill it correctly. Therefore, your honest answers are expected and will be appreciated. The researcher will make use of these responses only for the research in question.

Section A

1. Gender (a) Male (b) Female
2. Age (a) Below 18 years (b) 18 years -25 years (c) 25 years-30 years
30 years and above

Section B

RQ1: What is the level of youth exposure to contents on Mobilisation for the EndSARS protest in Lagos, Nigeria?

3. Are you aware of the #EndSARS protest that took place in Nigeria?
 - a) Yes

b) No

c) Not sure

4. How did you get to know about the #EndSARS Protest?

a) Friends

b) family

c) Online

5. Do you have a social media account?

a) Yes

b) No

c) Not really

6. How often do you make use of your social media accounts?

a) Always

b) Sometime

c) Not at all

Section C

RQ2: Which social media platforms were used in the Mobilisation for the #EndSARS protest in Lagos, Nigeria?

7. How well do you understand the #EndSARS protest?

a) Very well

b) Not really

c) Not at all

8. Which of the social media do you find more interesting and suitable.

a) Instagram

- b) Facebook
- c) Twitter
- d) YouTube
- e) WhatsApp

9. Which of these social media do you think was suitable and helpful during the #EndSARS protest in Lagos Nigeria?

- a) Instagram
- b) Facebook
- c) Twitter
- d) YouTube
- e) WhatsApp

Section D

RQ3: What is youth understanding of content of Mobilisation on social media during the #EndSARS protest in Lagos, Nigeria?

10. Do you think the #EndSARS protest was a well-organized protest?

- a) Yes
- b) No
- c) Not sure

11. How well do you think Nigerians mobilised each other for the #EndSARS protest?

- a) Very well
- b) Not bad
- c) not sure

12. How well do you think social media was used to mobilise people towards the #EndSARS effective?

- a) Very well
- b) Not bad
- c) not sure

13. Do you think the #EndSARS protest was worth the stress of mobilising people to the street and all the resources spent?

- a) Yes
- b) No
- c) Not sure

RQ4: What is the impact of social media content on youth Mobilisation during the EndSARS protest in Lagos, Nigeria.

14. Were the aims and objectives of the #EndSARS protest achieved.

- a) Yes
- b) No
- c) Not sure

15. Could the #EndSARS protest be more successful if social media was not used?

- a) Yes
- b) No
- c) Not sure

16. Were they any rules or law violated by social media during the #EndSARS protest?

- a) Yes
- b) No

c) Not sure

17. Was there any other way social media would have done well during the #EndSARS protest.

a) Yes

b) No

c) Not sure