

**IMPACT OF SOCIAL MEDIA AWARENESS CAMPAIGNS AGAINST DRUG  
ABUSE ON THE KNOWLEDGE AND PRACTICE AMONG COMMERCIAL  
MOTORCYCLE RIDERS IN MAGBORO COMMUNITY, OGUN STATE.**

**BY**

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## **CERTIFICATION**

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## **DEDICATION**

This work is humbly dedicated to God Almighty for his loving kindness, mercy, grace and anointing to successfully complete this research work.

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## **ABSTRACT**

This study was based on the Impact of Social Media awareness campaigns against Drug abuse on the knowledge and Practice among Commercial Motorcycle Riders in Magboro Community, Ogun State. The aim of the study was to determine the extent to which the Commercial Motorcycle Riders in Magboro Community are aware of social media campaigns against Drug Abuse. It also examined the extent to which Commercial Motorcycle Riders compliance to the social media campaign helped in reducing their practice of Drug Abuse. In line with the objectives of this research, the study made use of the explanatory mixed method design. Structured questionnaire and in-depth interview guide were used to collect data from 325 respondents that were sampled conveniently. The data gathered was thereafter analysed, presented and interpreted using the descriptive data analysis technique; by presenting the data in tables, frequencies, percentages, and narratives. The findings of the study showed that social media campaigns against Drug Abuse had an impact on Commercial Motorcycle Riders, but majority of the Commercial Motorcycle Riders did not stop practicing Drug abuse. This study recommended that the government should use more of social media to reduce the menace of Drug Abuse; they should formulate more policies that mitigate against Drug Abuse. Also, World Health Organization (WHO) should educate citizens more on the consequences and effect of Drug Abuse to one's health.

**KEYWORDS:** *Social Media, Drug Abuse, Commercial Motorcycle Riders, Magboro Community*

# CHAPTER ONE

## INTRODUCTION

### **1.1 Background of the study:**

Drug abuse is the use of drugs for other purposes other than medical reasons, thus affecting the individual negatively, physically, socially and cognitively (Kuria 1996). The social effects can be seen in an individual's enhanced tendency to engage in conflicts with friends, teachers and school authorities. Cognitive effect cut across the individual's lack of concentration on academic work and memory loss. They range from glue sniffing street children and teenage ecstasy users, to hard core heroin and cocaine addicts (Nacada 2005). Drug abuse is responsible for destruction of property in schools, increase health care cost and broken families. The increase in drug abuse is a problem which has affected parents, children, teachers, government officials, taxpayers and workers.

Drug abuse and other associated problems has constituted a major threat to the survival and effectiveness in the human societies, lives are lost daily through addiction and activities of addicts. A significant number of deaths from activities of persons under the influence of drugs (Falope 1991). The need to prevent drug abuse among the Nigerian youths which are the growing generation of Nigeria thus becomes imperative.

According to the statistics provided by the World Health Organization (WHO), drugs such as alcohol tobacco and Cocaine are the root causes of road accident. The issue of drug abuse has now become the main topic of discussion in our societies. Around 275 million people used drugs worldwide in the last year, while over 36 million people

suffered from drug use disorders according to the 2021 world drug report, released by the United Nations office on drugs and crime (UNODC).

According to the Ripples Nigeria which published a news story on June 18, 2021 says the NDLEA Chairman, Mohammed Buba Marwa described drug abuse as a national tragedy and major cause of the country's insecurity. According to United Nations Office on drugs and Crime (UNODC), 143 million Nigerians are into Drugs Abuse. (Ripples Nigeria January 11, 2022). According to an article published by The Nation newspaper on April 14, 2022 says Nigeria is expected to grapple with approximately 20 million drug users by 2030, further deepening the public health and public security challenge.

Further, the Global Burden of disease study 2017 estimated that, in 2017, there were 585,000 deaths due to drug use. The burden of drug abuse (usage, abuse and trafficking) has also been related to the four areas of international concern which is organizes crime, Illicit financial flows, corruption, and terrorism/insurgency. Therefore, global interventions for preventing drug abuse including its impact on health governance and security requires a widespread understanding of the prevalence, frequently implicated drugs commonly involved population sources of the drugs and risk factors associated with the drug abuse.

Drug abuse has been a cause of many criminal offences such as theft, burglary, sex work and so on. Drug abuse does not only destroy the affected person or individual but also have a negative effect on those that are connected to the individual. According to Barry 1984 he stated that in a country, drug abuse and alcohol has significant effect on serious crimes and also contributes hugely to fatalities in a country.

In the same direction Boris (1974) stated that drug abuse plays a significant role in everyday interpersonal affairs although there is no data shown, but many youths in Nigeria are also user of drugs, however, there are many other users of such drug that is beyond moderate level to them. Drug abuse seriously affect the individuals' health and social function, it also hurt the users' family, friends and the society as a whole.

Social media therefore has the potential to fill important gaps in the current understanding of drug use and to improve the efficacy of substance abuse intervention. Social media Platforms like Facebook, Twitter, Instagram, WhatsApp can provide a forum for addressing critical topics like drug abuse especially since so many people utilize social media to access information. Social Media have also become important sources of public information and are powerful tools to help to curb to convey accurate information to the public especially the youth about alcohol, tobacco and other addictive substances.

Researches can analyse social media platforms to gain insights into patterns of use, risk factors, and behaviours associated with substance use. By providing a platform for communicating science-based, health-related messages, social media may also enhance screening, prevention and treatment of substance use and addiction. In a bid to curb Drug Abuse, an organization known as Estill-Powell Agency for Substance Abuse police has launched a social media campaign to prevent drug use among teens "STOP DRINKING, START LIVING". The organization will put anti-drug messages that include photos of local high school sports teams and clubs. The organization hopes to stop teens from using alcohol, tobacco, and drugs, and they believe hearing those messages from peers can even more effective.

Another campaign known as “ABOVE THE INFLUENCE” (ATI) drug and alcohol prevention campaign, has shifted from television ads to digital and social media campaigns. This campaign concentrated on reaching teens where they spend time, such as Tumblr, Instagram and Facebook. This campaign was introduced in 2005 by the partnership for Drug-Free Kids, the Ad Agency Foot, Cone & Belding, and the U.S. Office of National Drug Control Policy (ONDCP).

Therefore, this study will be to evaluate the impact of social media awareness campaigns against drug abuse on the knowledge and practice among commercial motorcycle riders in in Magboro Community, Ogun State.

## **1.2 Statement of the Problem**

The consequences of drug abuse can never be overemphasized as it has birthed a lot of problems not only in families but in the nation as well as the international community. Drug abuse and its effect on the youths are relevant to the present trend of event, which was noticed to be increasingly growing as observed. As a result, United Nations Office on Drugs and Crime (UNODC) established its action plan against Drug Abuse by making **JUNE 26** to be marked as **WORLD DRUG DAY** to strengthen action and cooperation in achieving the goal of a world free of drug abuse. Each year, individuals like you, entire communities and various organizations all over the world join in on this global observance, to raise awareness of the major problem that illicit drugs represent for society. Social media such as Facebook, twitter, Instagram etc are in forefront of creating this awareness.

Despite the awareness created by social media, many people especially the youths are still involved in drug abuse. This anomaly, if not critically checked will bring to reality as it was approximated by Nation newspaper on April 14, 2022, that 20 million Nigerians will be drug addicts by 2030. Hence, this study is set to examine the impact of social media awareness campaigns against Drug Abuse in Magboro community, Ogun state. Therefore, this study will investigate the impact of social media awareness campaigns against drug abuse on the knowledge and practice among commercial motorcycle riders in in Magboro Community, Ogun State.

### **1.3 Objectives of the Study:**

The general objective of the study is to ascertain the impact of social media awareness campaigns against drug abuse on the knowledge and practice among commercial motorcycle riders in Magboro Community, Ogun State. However, the specific objectives of the study are as follows;

1. To determine the level of awareness on social media campaigns against Drug Abuse among commercial motorcycle riders in Magboro Community.
2. To ascertain the extent to which social media awareness campaigns against Drug Abuse as influenced the level of Knowledge of commercial motorcycle riders in Magboro community.
3. To determine the rate at which the commercial motorcycle riders of Magboro community comply with social media awareness campaigns against Drug Abuse
4. To examine the extent to which commercial motorcycle riders' compliance to social media awareness campaigns helped in reducing their drug abuse practices.

## **1.4 Research Questions:**

The following are the research questions of the study;

1. To what extent do the Commercial Motorcycle Riders of Magboro Community aware of social media awareness campaigns against Drug Abuse?
2. To what extent do the Social Media Awareness Campaign against Drug abuse influence the level of Knowledge of the Commercial Motorcycle Riders of Magboro Community?
3. To what extent do the commercial motorcycle riders comply to social media awareness campaigns against Drug abuse?
4. To what extent do the motorcycle riders compliance to the social media awareness campaigns help in reducing drug abuse practices in Magboro Community?

## **1.5 Significance of the study:**

1. The findings of this study will help the government in the area of making Policies that will eradicate Drug Abuse in Magboro and also give a clear insight on how social media awareness can eradicate Drug Abuse.
2. It will also give insight to professional bodies like WHO, UNISEF who focus on health issues like the area of Drug Abuse to show them the importance of Social Media Awareness.
3. It will be of benefit to non-governmental organization (NGOs) who focus on health issues like the area of Drug Abuse to show them the importance of Social Media Awareness.



4. It will prove significance to the academic community to the academicians thereby adding to the academic materials or data available for future research in the subject area.

### **1.6 Scope of the Study:**

This study is designed to understand the impact of social media awareness against Drug Abuse. Therefore, the intent of this study is to address the importance of social media awareness campaigns against Drug Abuse among commercial motorcycle in Magboro in Ogun State, Nigeria. The findings of the study will be based on the data collected (questionnaire and interview) from selected motorcycle riders in Magboro community. The period of the study will last from December 2021 to August 2022. The social media platforms focused on in the study are Facebook, Twitter and YouTube

### **1.7 Operational definitions of terms:**

1. **Impact:** To have a significant, strong influence and an effect on something or someone.
2. **Social Media:** These are websites and applications that enable users to create and share content.
3. **Awareness:** concern about and well-informed interest in a particular situation or development.
4. **Drug Abuse:** The habitual taking of illegal drugs.
5. **Knowledge:** fact, information, and skills acquired through experience or education

6. **Practice:** the actual application or use of an idea, belief, or method, as opposed to theories relating to it.

7. **Commercial motorcycle riders:** Making or intended to make a profit.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1. Introduction**

In this chapter, an attempt is made to review the related literature to form the conceptual framework for the study. This review is set to analyse the Impact of Social Media awareness campaigns against Drug abuse on the knowledge and Practice among Commercial Motorcycle Riders in Magboro Community, Ogun State. It also discusses the relevant theoretical framework on which the research study finds its base and serves as a backup to the study. Finally, this chapter also looks at various studies done by other researchers and scholars in relation to the research study under the empirical review.

#### **2.2 CONCEPTUAL REVIEW**

As a result, the following concepts were examined in order to create a through concept map for the problem under study.

1. The Concept of Social Media
  - a) Facebook
  - b) Twitter
  - c) YouTube
2. The Concept of Drug Abuse
3. Commercial Motorcycle Riders in Nigeria
4. Drug Abuse Campaigns on social Media

### **2.2.1 The Concept of Social Media**

In 2019, Merriam-Webster defined social media as "forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

The creation and exchange of information, ideas, interests, and other kinds of expression through online communities and networks is made possible by social media, which are interactive digital channels.

Users usually access social media services through web-based apps on desktops or download services that offer social media functionality to their mobile devices (e.g., smartphones and tablets). As users engage with these electronic services, they create highly interactive platforms that individuals, communities, and organizations can share, co-create, discuss, participate, and modify user-generated or self-curated content posted online.

In addition, social media is used to create memories, discover new things, promote oneself, make friends, and cultivate ideas through the production of blogs, podcasts, films, and gaming websites. This changing relationship between humans and technology is the focus of the emerging field of technological self-studies.

With more than 100 million active users, Facebook, TikTok, Instagram, Twitter, and LinkedIn are some of the most well known social networking platforms. YouTube, Telegram, WhatsApp, and Snapchat are some of the other well-known sites that are occasionally referred to as social media services, depending on perspective.

Even early cave dwellers left writing on one other's walls thousands of years ago, therefore social media has been around for a very long time.

Social media, however, has reached a completely new level thanks to the Internet. Every month, more than 2 billion people utilize social networks, and that number is continually rising every day by dozens of people. Facebook, Instagram, Twitter, YouTube, Pinterest, and TikTok are among the most popular social networks from all age groups. Social networks like TikTok are for creating and sharing short videos that get very popular among young age groups.

However, another app, like Facebook, Instagram, and even YouTube, provided features for users to create funny and entertaining videos. Social media promotes users to share content with others and display content in order to enhance a particular brand or product. Social media allows people to be creative and share interesting ideas with their followers or fans. Certain social media applications such as Twitter, Facebook, and Instagram are places where users share specific political or sports content. Many reporters and journalists produce updates and information on sports and political news. It can truly give users pertinent and necessary information to stay up to date on relevant news stories and topics. However, there is a down side to it. Users are advised to exercise due diligence when they are using social media platforms.

According to Andreas Kaplan, mobile social media applications can be differentiated among three types:

Space-timers (location and time-sensitive): Exchange of messages with relevance mostly for one specific location at one specific point in time (e.g. Facebook Places, WhatsApp)

Quick-timers (only time sensitive): Transfer of traditional social media mobile apps to increase immediacy (e.g. posting on Twitter or status updates on Facebook)

Slow-timers (neither location nor time sensitive): Transfer of traditional social media applications to mobile devices (e.g. watching a YouTube video or reading/editing a Wikipedia article).

This study focused on the subsequent social media types explained below:

### **2.2.2.1 FACEBOOK**

Facebook is an American social networking website and a product of Meta Platforms. Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes—all Harvard University students at the time—founded Facebook in 2004. As of 2021, Facebook had about three billion users, about half of whom used it daily, making it the largest social network in the world.

Facebook can be accessed from devices with Internet connectivity, such as personal computers, tablets and smartphones. After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which are shared with any other users who have agreed to be their "friend" or, with different privacy settings, publicly. Users can also communicate directly with each other with Facebook Messenger, join common-interest groups, and receive notifications on the activities of their Facebook friends and the pages they follow.

Facebook is open to all users, and the majority of its revenue comes from online adverts. New users have the ability to make profiles, submit images, form new groups, and join existing ones. The website is made up of many different elements, such as Timeline, a section on each user's profile page where users can post content and friends can post

messages, Status, which lets users notify friends of their current location or circumstance, and News Feed, which notifies users of updates to their friends' profiles and status. Users can communicate privately with one another using chat and private messages. The Like button, a feature that can also be found on many other websites, allows users to indicate their approval of material on Facebook.

Facebook makes it possible for you to communicate with friends and family by sending messages and updating your status. You can also distribute various forms of content, including pictures and links. However, distributing content on Facebook differs slightly from other forms of online communication. The information you share on Facebook is more public than it is on email or instant messaging, which means that more people will typically see it.

#### **2.2.2.2 TWITTER**

Twitter is an internet platform for sending brief messages to large audiences from a computer or mobile device. Twitter combines elements of social networking websites with instant messaging technologies to build user networks that may connect throughout the day using succinct messages, or "tweets," as the name suggests.

Twitter was created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006 and launched in July of that year. Twitter, Inc. is based in San Francisco, California and has more than 25 offices around the world. By 2012, more than 100 million users posted 340 million tweets a day, and the service handled an average of 1.6 billion search queries per day. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet". By the start of 2019, Twitter had more than 330 million monthly active users. In practice, the vast majority of tweets are written by a minority of users.

Social media platforms like Twitter have ingrained themselves into every aspect of our daily lives. Twitter has been interwoven into the reach of many industries, including the news and business. The most recent celebrity "fight" and trends have developed their own subculture on Twitter in terms of entertainment. Despite this, there is still a great deal to learn about it. With the help of these Twitter facts, learn more about this blue bird app.

The board of directors of Twitter approved a \$44 billion buyout by Tesla and SpaceX CEO Elon Musk on April 25, 2022, potentially making it one of the largest deals to take a firm private.

### **2.2.2.3 YOUTUBE**

YouTube is a website where videos can be shared. Steve Chen, Chad Hurley, and Jawed Karim, three former workers of the American e-commerce firm PayPal, registered it on February 14, 2005. They believed that regular people would love sharing their "home films." San Bruno, California serves as the company's corporate headquarters.

YouTube has more than 2.5 billion monthly users who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute. In October 2006, 18 months after posting its first video and 10 months after its official launch, YouTube was bought by Google for \$1.65 billion.

Since being acquired by Google, YouTube has grown to include mobile apps, network television, and the ability to connect with other platforms in addition to its primary website. Video genres on YouTube include music videos, video clips, news, short films, features films, documentaries, audio recordings, movie trailers, teasers, live streaming,



blogs, and more. The majority of material is created by individuals, including partnerships between You Tubers and business sponsors. To reach a wider audience for advertising, well-known media companies like Disney, Paramount, and Warner Bros. Discovery have also established and expanded their own corporate YouTube accounts.

YouTube has had an unprecedented social impact, influencing popular culture, internet trends, and creating multimillionaire celebrities. Despite all its growth and success, YouTube has been widely criticized. Criticism of YouTube includes the website being used to facilitate the spread of misinformation, copyright issues, routine violations of its users' privacy, enabling censorship, and endangering child safety and well-being.

A technology business with venture capital funding was YouTube's origin. The company raised capital from a number of investors between November 2005 and April 2006, with Sequoia Capital and Artis Capital Management providing the highest sums (\$11.5 million and \$8 million, respectively). In San Mateo, California, YouTube's early headquarters were located above a pizza and a Japanese eatery. The company launched [www.youtube.com](http://www.youtube.com) in February 2005. On April 23, 2005, the first video was posted online. It is still accessible on the website and is titled Me at the Zoo and depicts co-founder Jawed Karim at the San Diego Zoo. The business opened a public beta in May, and by November, a Nike commercial starring Ronaldinho had amassed one million views. On December 15, 2005 the website was formally launched. The website has 8 million daily visitors. At the time, clips could only include 100 megabytes, or as little as 30 seconds of video.

### **2.2.2 CONCEPT OF DRUG ABUSE**

Drug abuse can be defined as a patterned use of a drug in which the user consumes the substance in amounts or with methods which are harmful to them or others. Drug abuse is the illegal intake of drugs including prescription medicine and other substances either in large doses or in the wrong way. It is a condition that is said to be chronic and is identified by habitual drug seeking and use, regardless of its harmful consequences **(Barerah, 2018)**.

Drug abuse is when substances that are either legal or illegal are used in ways that they should not be used. People abuse drugs to ease off stress, feel good or avoid reality altogether and when they are unable to stop; they become addicted **(Kumar & Dangi, 2019)**.

And when an individual persists in the use of these drugs despite problems related to use of the substance, substance dependence may be diagnosed.

Therefore, compulsive and frequent usage may lead to drug tolerance and cause withdrawal symptoms when use is reduced or discontinued. Chemical substances make up drugs. A drug is a naturally occurring substance or a pharmaceutical preparation that is used primarily to alter an existing process or state (physiological, psychological, or biochemical).

In other terms, a drug is any molecule that affects a person's ability to function normally, either physically or mentally. The biochemical systems of the body are altered by drugs through contact. Psychoactive drugs are those that affect sensory perceptions, mood, thinking processes, feelings, or behavior.

However, medically used drugs can also be abused. It can be used too much, too long, too often, with wrong combinations etc. As a result, tolerance and dependency is produced illegal drugs like Heroin, Cocaine, etc. are detrimental to both body and mind. These drugs are taken for reasons other than medical, in an amount, strength, frequency manner that damages the physical or mental functioning of an individual and Its leads to addiction, which develops tolerance and dependence while others cause both physical and psychological dependence.

### **CLASSIFICATION OF DRUGS, EXAMPLES AND POSSIBLE EFFECTS**

	<b>Classification</b>	<b>Drugs</b>	<b>Possible effects</b>
1	Stimulants	Coffee, Caffeine Nicotine, Amphetamine	Increased alertness, excitation, euphoria, Increased pulse rate, and blood pressure, insomnia, etc.
2	Narcotics	Heroin, Opium, morphine, Tramadol, Codeine	Euphoria, drowsiness, respiratory depression, constricted pupil, nausea, etc.
3	Cannabis / relaxants	Marijuana	Relaxed inhibitions, increase appetite, euphoria etc.
4	Depressants	Alcohol, Barbiturate, Tranquilizer, Rohypnol	Disorientation, drunken behavior with or without

			odor of alcohol, sleepiness, decreased blood pressure.
5	Hallucinogens	Lysergic Acid Diethylamide (LSD), Mescaline	Poor perception of time and distance, delusion
6	Inhalants	Vasodilator, anaesthetic, gases	Intoxication, aggression, disorientation, excitation

**SOURCE:** Obiechi, G.O, Isiguzo, B.C. (2016) “Curbing the Menace of Drug Use among Secondary School Students in Nigeria,” European Journal of Research and Reflection in Educational Sciences 4, no. 1 p56

The table above shows the classification of drugs consumed by Nigerian students and examples of drugs under each classification and the possible effects of consuming these drugs. Some of these drugs are psychedelic in nature; however, most of them have curative uses.

For instance, narcotics such as Tramadol, is a curative drug used as a painkiller; however, it can be abused to produce euphoric feelings. Medical marijuana also has curative properties; however, it is highly psychedelic. Drugs like opium, LSD, Morphine are purely psychedelic drugs. Codeine is a curative drug present in cough syrups, however when taken in high consumption, it becomes categorized as a psychedelic drug. Therefore, the distinction between psychedelic drugs and curative drugs lies in the properties and the usage of these drugs.

Hallucinogens are one of the most powerful and oldest categories of drugs used by man. They are capable of causing hallucinations. Hallucinogens are subdivided into psychedelics, dissociative and deliriant. An example of hallucinogen is Lysergic acid Diethylamide (LSD).

Inhalants are chemical vapours capable of producing psychoactive effects when abused. They are volatile organic solvents like gasoline, kerosene gas, glue, correction fluid, etc. These products are also capable of resulting in low blood pressure, dizziness, loss of hearing, lung and heart damage. Lastly, aphrodisiacs are drugs that arouse sexual to boost performance. They also have tendencies to cause dependency, as one can be addicted to them.

### **Causes of Drug Abuse**

There are a lot of factors that cause drug abuse among the Nigerian youths.

1. **Peer Group:** This is one of the main reasons why people overuse drugs. It has a societal impact on the young people who are impacted. A peer group is a collection of persons who are similar in age or social standing (Hornby, 2000:860). Peer groups are responsible for a lot of evil in our youth in Nigeria and elsewhere, such as drug misuse, armed robbery, and rape. Drug addict friends might have an impact on someone's decision to use drugs.
2. **Family:** The parental background of a child can expose a child to all sorts of evil including drug abuse. This could be due to family problems like broken homes, polygamous family, poverty, cultural influence on children. Some parents who engage too much in the struggle for survival tend to neglect their responsibilities on their children. So many youths are drug addicts today because they were not brought up religiously or trained well by their parents.
3. **Emotional Stress:** Some youths are emotionally stressed but instead of looking for a proper medical attention they will embark on self-medication, like taking drugs that are not prescribed by a doctor which leads to drug abuse. In this way they will be using

hard drugs that are illegal and unwholesome for their body to stop the stress. Some youths desire coffee or other hard drugs in order to subdue sleep without knowing that nature cannot be cheated. When one is an addict to a particular drug, the craving for that drug will be high. The habitual use of this substance may lead to drug abuse.

4. **Frustration:** This is yet another easy and typical cause of drug abuse. Today's society is frustrating for a lot of young people. Many of the desires or dreams of our young people never come true. Due to references and other unreported factors that are holding them back, some students are enrolled in higher institutions without having graduated. Frustration can arise for a variety of reasons, including failing to find employment after graduating from a higher education institution, receiving disappointing news from loved ones, losing a close friend or primary breadwinner, being fired from a job, being accused of conspiring against them, among other things. These all support drug abuse.

5. **Search for a Dreadful Identity:** This is frequently observed at higher educational institutions, some secondary schools, and the streets. Some young people enjoy having a poor appearance, being known as "bad guys," and inspiring terror. Today, some people abuse drugs in an effort to gain a terrifying image that will make others fear them.

### **2.2.3 COMMERCIAL MOTORCYCLE RIDERS IN NIGERIA**

The use of motorcycles (also known as Okada in local parlance) to convey passengers from one destination to another for commercial purposes has permeated Nigeria's transport corridors and has become increasingly accepted, perhaps because it is faster, especially when delays are imminent. **(Gudaji and Habib, 2016).**

Okada Riders have come to fill the wide transit deficit in most city centres across the nation. Nevertheless, the number of road accidents associated to the formation of special orthopedics departments in Nigerian hospitals has sporadically increased due to road accidents.

The irresponsible and terrible attitude of bikers was attributed to drug addiction (**Gudaji, 2008**). The use of motorcycle as a means of public transport became widely spread as a result of the shortcoming of other modes of public transportation and congestion in most urban centres (**Akande, 2015**).

The popularity of motorcycles as a mode of transportation in Nigeria has grown as a result of their convenience, affordability, maneuverability, and the ability to drive through congested roads gives it an edge when compared to four-wheeled vehicles. (**NHTSA stands for National Highway Traffic Safety Administration, 2008**).

The problem of addiction is developing at an explosive rate and in just over a decade, it has spread its malevolent tentacles to almost every region of the world by overcoming almost all the barriers of race, caste, belief, religion, sex, educational status, economic layers etc. (**Laban, 2016**).

Riding a commercial motorcycle comes with lots of risks premised on exposure to harsh weather conditions, peer pressure, unfriendly terrain and other inhumane conditions which invariably could aggravate to drug abuse (**Adejide, 2017**). Commercial motorcycle operators are viewed as usually engaging in high-risk behaviour, unsafe lane-splitting and weave in and out of traffic with little caution, putting passengers and other road users at great risk (**Kumar, 2018**).

They dominate the road space, overtake along the wrong side of traffic, and drive against traffic as a result of substance abused (**Umaru, 2020**). Thus, one wonder if these

operators are sane or under the influence of drug with their daredevil performances and utmost disregards to life.

#### **2.2.4. DRUG ABUSE CAMPAIGNS ON SOCIAL MEDIA**

The usage of social media platforms in the field of drug misuse has gotten slightly out of hand due to its vital role in the eradication of drug abuse. Drug abuse eradication aims to reduce its prevalence while also educating the public on its causes, effects, and any potentially hazardous circumstances that might develop from its usage.

As was previously said, social media is a forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

In addition, drug misuse is said to have a negative impact on society, families, health, and life in general, making it an epidemic on a global scale. Young people are the demographic most at danger for abusing drugs (**Tarig, et al., 2016**). Drug addiction among young people is not only a threat to the long-term progress of a nation, particularly in emerging nations like Nigeria, but also a global, social, health, and personal issue. Young people, who should be the main agents of change and progress, have been rendered remarkably ineffective by drug usage.

Social media can provide frequent users with relevant information regarding health (drug usage) by engaging in campaigns on social platforms. By educating the public on the essential knowledge required to address the problem, such as the issues that can emerge from drug usage, social media help to increase public awareness of drug addiction.



Numerous social media efforts have proven to be effective in reducing the problem of drug abuse.

In a bid to curb Drug Abuse, an organization known as Estill-Powell Agency for Substance Abuse police has launched a social media campaign to prevent drug use among teens “STOP DRINKING, START LIVING”. the organization will put anti-drug messages that include photos of local high school sports teams and clubs. The organization hopes to stop teens from using alcohol, tobacco, and drugs, and they believe hearing those messages from peers can even more effective.

Another campaign known as “ABOVE THE INFLUENCE” (ATI) drug and alcohol prevention campaign, has shifted from television ads to digital and social media campaigns. This campaign will concentrate on reaching teens where they spend time, such as Tumblr, Instagram and Facebook. This campaign was introduced in 2005 by the partnership for Drug-Free Kids, the ad agency Foot, Cone & Belding, and the U.S. Office of National Drug Control Policy (ONDCP).

On 7<sup>th</sup> July, 2022, Nigeria’s largest container terminal, APM Terminals, Apapa, Lagos, took part in sponsoring 2022 International Day Against Drug Abuse and Illicit Drug Trafficking. APM Terminals Apapa also participated in activities organized by the National Drug Law Enforcement Agency (NDLEA), Apapa Area Command, to mark the day.

### **2.3 THEORETICAL FRAMEWORK**

Theories are crucial to research because they provide the framework for interpreting the occurrences under study. As a result, the following theories were used to try to explain the issue at hand.

### **2.3.1 EXTENDED PARALLEL PROCESS MODEL**

The extended parallel process model (EPPM) is a fear appeal theory developed by communications scholar Kim Witte that illustrates how individuals react to fear-inducing messages.

The Extended parallel process model was developed as a response to the significant inconsistencies in fear appeal literature, serving as an extension of previous fear appeal models. The model is a danger and fear control framework that studied how adaptive protective behaviour stemmed from attempts of danger control. It also significantly draws from Roger's Protection motivation theory, which proposes two responses to fear-inducing stimuli: threat appraisal and coping appraisal.

The model's main theory is that when confronted with a fear-inducing stimulus, humans tend to engage in two simultaneous ways of message processing: a perceived efficacy appraisal (cognitive processing) and a perceived threat appraisal (emotional processing). Differences in message appraisal then lead to two behavioural outcomes, with individuals engaging in either a danger control process or a fear control process. In the case of the message being perceived as having no element of threat, individuals do not exhibit a response, and the message is ignored. The extended parallel process model states that the danger control process leads to behavioral change, while the fear control process does not.

Extended Parallel Process Model Witte's Extended Parallel Process Model (EPPM) describes how people, when faced with a potential hazard, will sequentially appraise the threat and efficacy content of related health and safety protection messages, and will respond accordingly.

Approaching this theory under this study, Extended parallel process model will be more useful in Drug Abuse campaigns where there is a more obvious and immediate disease threat and less useful in a Drug Abuse campaigns where the threat of diseases is less immediately obvious or is longer.

### **2.3.2 THE SOCIAL STRESS MODEL OF SUBSTANCE ABUSE**

The Social Stress Model of Substance Abuse builds upon and integrates knowledge from numerous psycho social theories and models. According to this model, the likelihood of an individual engaging in drug abuse is a function of the stress level and the extent to which it is offset by stress modifiers such as social networks, social competence, and resources.

According to the social stress model, adolescents initiate substance use as a means of coping with a variety of stressors and influences that may arise from within the family, the school, the peer group, or the community. Adolescents will be more resilient and, as such, less likely to engage in problematic early usage as a means of coping with these stressors if they are members of pro-social, supportive social networks. In addition the risk for abuse will be reduced if youth have developed adequate social competencies to offset the stressors of adolescence and pressures to use drugs and if they have sufficient community resources, role models, and opportunities. Alternately, if the process of developing positive attachments has been interrupted by uncaring or inconsistent parents or teachers, if external pressures exceed the youngsters' ability to cope effectively, or if the school and community offer few resources and models for success, adolescents may be more likely to turn to drugs.

According to this model, the likelihood of an adolescent engaging in drug usage is a function of the stress level and the extent to which it is offset by stress moderators, social networks, social competencies, and resources.

For example, consistent and caring parents and teachers may lead to the acquisition of appropriate social competencies and may facilitate the development of hardy, resilient youth. Hardy youth interpret threats as challenges, view their environment and stressors as within their control or influence, and have a sense of personal commitment. Such youth perceive difficulties as less threatening and cope with stress more effectively than other youth (Kobasa, 1979).

## **2.4 EMPIRICAL REVIEW**

**2.4.1** In a research paper by **Cathy Strachan Lindenberg., et al (1996) who conducted a study on Competence and Drug Use: Theoretical Frameworks, Empirical Evidence and Measurement** reveals that; The use of harmful substances (alcohol, cigarettes, marijuana, cocaine) among women of childbearing age is widespread and serious and its uses The Social Stress Model of Substance Abuse which explains the parameters that influence drug use. According to the model, the likelihood of an individual engaging in drug use is seen as a function of the stress level and the extent to which it is offset by stress modifiers such as social networks, social competencies, and resources.

**2.4.2** Another study put forth by **Chris Ajila,(2001)” Drug Abuse and the Nigerian Youth: An Empirical Review of Issues and the Need for Preventive Policy”**. also reveals that Substances like marijuana, alcohol, tobacco, tranquilizer, heroin and cocaine - reported to have been extensively abused in Nigeria.

The results, using a two-way Analysis of Variance, indicated that students' perception of the consequences of drug abuse does not prevent them from taking drugs and there is a significant difference between mixed and single sex secondary school students' perception of the role of school counselors.

The positive perception of the role of school counselor in the prevention of drug abuse by the male drug abusers showed that school counselors were not making enough impact in the area of drug abuse and its prevention.

**2.4.3** A study conducted by **B.O. Olley & A.A. Ajiteru (2017) "Determinants of Alcohol Use among Female University Students in Nigeria"** came to a conclusion that; Out of Five hundred and twenty-five students' constituting 30.8 percent of the entire resident female students in the university got a questionnaire consisting several items assessing alcohol use disorder and other psycho-social factors filled.

From this number, 285 that is, 54.2 percent satisfied cases for alcohol consumption. 87.3 percent were within the normal drinking range while 7.7 percent were hazardously drinking alcohol and five percent were harmfully abusing alcohol. Factors such as age, social anxiety and family type were found to affect this consumption pattern.

Results were discussed in relation to existing literature of drug abuse in Nigeria particularly among females and a need for an urgent policy formulation regarding institutionalized female residence.

**2.4.4** in the same direction **O A Abiodun et al (1994) 'Pattern of Substance Use Amongst Secondary Students in Ilorin, Northern Nigeria'** concluded that;

One thousand and forty one Senior secondary School Students in Ilorin, Kwara State, Males constituted 56.6% and Females 43.5% of the study population and the most

currently used substances were found to include salicylate analgesics (56.2%), antibiotics (23.6%), stimulants (21.6%), alcohol (12.0%) and cigarette (4.4%).

Current use of alcohol, antibiotics and salicylate analgesic was significantly more common in the rural school. Current use of cigarette and cannabis occurred significantly more in the male population while no significant sex differences were noted for the other drugs surveyed. For many students, initiation into substance use started at primary school level.

The need to monitor the pattern of substance use at all levels of our educational system (primary, secondary and post-secondary) and to develop adequate preventive programmes for the student population was emphasized.

**2.4.5 In a study by Emeka W. Dumbili (2015) A Review of Substance Use among Secondary School Students in Nigeria** reveals that

The findings also reveal that the motives for using alcohol include staying awake in order to study at night, drinking to forget one's problems, drinking to alleviate anxiety and drinking to enjoy festivals. Similarly, the results reveal that peer pressure in the form of drinking to satisfy friends or to not be seen as different from one's group predicted alcohol use, while multiple substance-related problems were reported among substance users. Amongst other factors, the non-existence of alcohol control policies, which increased alcohol availability was associated with alcohol use.

**2.4.6 Sulyman D., Ayanda K.A., Mahmud Y.M 'Pattern and associated actors of psychoactive substance use among undergraduate students in a North-eastern Nigerian University'** also reveals that the prevalence rate of psychoactive substance use was high among undergraduate students of Abubakar Tafawa Balewa University,

Bauchi. Tobacco products (cigarette) and stimulants (coffee and kolanut) were most commonly used substances, which were followed by alcohol and prescription opiates (Codeine syrup and Tramadol).

Parental separation and fathers' use of psychoactive substances were factors that were associated with the use of psychoactive substances among the students. Prevalence rate of psychiatric morbidity among the drug users was significantly higher than the non-users. Fathers' use of psychoactive substances was also found to be an associated factor.

Psycho-education and counseling highlighting dangers of use of psychoactive substances should be part of fresher's courses during the orientation week in the universities. Emphasis should be placed on the relationship between the use psychoactive substances and mental health problems during such orientation programs.

**2.4.7 Ade Ibiwoye (2011) 'Network Sampling of Hard-to-Reach Population: An Application to the Substance Abuse Problem Among Tertiary Education Students in Nigeria'**. also concluded that;

The counseling program of the institutions must be directed at helping the student to be able to resist pressure, both subtle and obvious, from peers. This may be achieved through enlightenment about the consequences of substance abuse right from the student's first day in the institution. Particular attention must be paid to the Second Year where the study revealed that the level of participation has been rising for all the different substances of abuse. In most institutions of higher learning in Nigeria, this is the period that students reside off-campus. The off-campus policy may need to be reviewed.

**2.4.8** in the same direction *Gboyega E .Abikoye & Ronke G. Awopetu (2017) Drug Use And Multidimensional Work Performance In a Sample Of Police Men In Nigeria* reveals that;

A strong association was found between drug use and various domains of work behavior as well as counterproductive work performance, indicating that policemen who are higher on drug use are also more likely to be involved in counterproductive work performance.

It is recommended that the Nigerian Police should establish equip a unit in each command to routinely screen for drug use and refer officers involved for addiction treatment.

**2.4.9** in a study by **Usman Muhammad Alhassan (2015) Student's Perception Of The Causes And Influence Of Drug Abuse On Their Learning Behaviours In Bida Public Schools, Nigeria.** came to a conclusion that;

out of One thousand four hundred and fifty two (1452) questionnaires which was administered to the respondents (students) in six (6) public secondary schools in Bida, Niger state, Nigeria, a total number of nine hundred and sixty seven (967) representing 66.6% of the questionnaires were returned, analysed and reported and the study concluded that students have good perception of drug abuse, some of the commonly abused drugs include codeine, rohypnol, alcohol, cannabis, cocaine and heroin; and drug abuse among secondary school students have consequences on their learning behaviours.

It therefore recommends that students should be counselled regularly to solve the perceived causes of drugs and substance abuse before getting out of hands, the school



administrators should be aware of all the commonly abused drugs by these students to take appropriate measure to reduce their availability in the environment, communities and other law enforcement agencies should organize and send a clear and consistent message to students by developing and implementing a broad, comprehensive approach to dealing with substance abuse and stakeholders and school administrators should always have a more education-oriented approach to drug prevention and the consequences of drug abuse on their learning behaviour and the danger for their future.

**2.4.10 Festus Asikhia (2018) Drugs, Substance Abuse and effects on Youth Development in Lagos State, Nigeria** also came to a conclusion that;

Drug, substance abuse, is significantly associated and enhances manifestations of youth development and as such enhances outcomes such as crime, academic performance, impaired memory, mental health problems and contracting infectious diseases. It, therefore, recommends that, for an improved standard of living, an improved facility for a reintegration of drug abusers, tight border control, strengthening of drug agencies and strong policies against drug.

**2.4.11. In a study by Oyaziwo Aluede, et.al (2009) Drug abuse among students of Ambrose Alli University, Ekpoma, Nigeria** reveals that;

Students use drugs mostly once a week; students use drugs to feel good, to keep awake, to sleep, or to enhance sex. Based on these findings, the study recommended among others the need to organize awareness programmes in our campuses to educate students that drugs can alter brain circuitry, which will affect their learning; and the university authorities to put in place severe disciplinary measures to stem the tide of drug abuse.

**2.4.12. In the same direction *Bello Ibrahim (2021) Predisposing Factors And Consequences Of Drug Abuse In Nigeria.***

The paper found out that the predisposing factors for drug abuse are physiological factors, family drug behavior and attitude, poor and inconsistent family management practices, early and persistent problem behaviors, early onset of drug use, academic failure, and peer influence and association with drug using peers. The consequences of drug abuse were divided into short term and long term consequences.

In conclusion, the paper noted that drug abuse, like its causes, has many negative consequences on the physiological, psychological and social behaviours of the abuse. It affects the family and the society at large.

But the paper divided the consequences into long term and short effects, depending on the period taken in the drug habit. The paper also recommended that to fight drug abuse in Nigeria, there should be a combination of efforts, including correction, punitive measures, drug education and awareness creation, among others.

**2.4.13. Owoeye A.S., et.all (2022) Assessment of Psychoactive Substance Abuse Among Commercial Motorcycle Operators in Minna, Nigeria. She reveals that**

372 structured questionnaires were administered to commercial motorcycle operators at three selected designated parks and operating units (i.e., Bosso, Sauka-kahuta and Kpakungu) within Minna metropolis. Findings reveals that 69.3% of commercial motorcycles operators were between the age of 21-40 years old, 45.2% had primary and secondary education with 52.7% earning less than #50,000 monthly.

Unemployment and poverty accounted for 46% of factors influencing drug abuse. While, Tramadol, Codeine and Solution accounted for 98.4% of the total variance of effect of substance abuse with 47% of abused drugs gotten through street traders and peddlers. Multiple linear regression used to accessed the effects of drugs abuse shows that the coefficient of determination R<sup>2</sup> is 0.532 (53%), ANOVA; F = 38.284, P = 0.000. The following recommendations were made based on the findings;

There is need for National Drugs Law Enforcement Agency (NDLEA) and ACOMMORON to collaborate in establishing a robust monitoring post at major organized motor parks in order to monitor, control, sensitize and arrest drug abuse offenders. Finally, relevant Government agencies should introduce awareness and enlightenment programs on the danger of substance abuse.

#### **2.4.14 Uyi Osadolor (2015) Influence of Drug Abuse on Academic Performances, Parents' life style and Peer-Pressure among the Nigerian University students.**

The paper tries to explore the influence of drug abuse on academic performances, parents' life style and peer-pressure among the Nigerian University students. A total sample size of 350 University undergraduates was interviewed through questionnaire administration in a private University in Ota Ogun state, Nigeria.

The sample taking for the study was 14 percent of the total population (2,480) of the students in 2013 during data gathering. The univariate, bivariate and Chi-square tests were employed in the analyses of the study.

The major findings of this study are: Firstly, at p=0.000, there is a high significant influence of drug abuse on academic performances among the Nigerian University students. Secondly, at p=0.01, it was discovered that parents' lifestyle (parents' drug-

in-take) had a significant effect on drug abuse by the Nigerian University students. Thirdly, the study revealed that peer influence has no significant effect on drug abuse amongst the University students at  $p=0.216$ .

The recommendations for this study are: firstly, there should be henceforth, minimum of 5 years jail-term for any Nigerian University student found guilty of drug abuse both within and outside the campus. Secondly, from now on, those parents found guilty of drug abuse in Nigerian society should be sentenced to 10 years imprisonment with hard labor.

Thirdly, in any Nigerian family where either the child or parent is guilty of drug abuse, such family should not be allowed to hold any public leadership position in any capacity throughout their life time.

#### **2.4.15 Olubayo Stephen Olarinde (2019) a History Of Substance Abuse And Rehabilitation Amongst Nigerian Undergraduates: a Case Study Of Redeemer's University (2005-2017)**

This research, traces the history of substance abuse amongst Nigerian undergraduates. It begins by examining the history of psychedelic and psychoactive substances in Nigeria, interrogating how these substances were introduced into the country and its spread.

This research further elucidates the dynamics of substance abuse amongst students of faith-based universities in Nigeria, using Redeemer's University as a case study. Furthermore, this work analyses the trend of substance abuse in Redeemer's university since its establishment, the rate at which students abuse controlled substances, how

these substances are acquired, the control measures the university administration has put in place and how successful these measures have been over the years.

It also examines the history of rehabilitation in Redeemer's University and how successful the university's rehabilitation program has been. This work enunciates the challenges of substance abuse rehabilitation in Redeemer's University and gives recommendations as to how the university administration, the church, parents and the Nigerian government can curb the menace of substance abuse and addiction that is gradually destroying lives and destinies of Nigerian youths.

**2.4.16 Ikenna Ukpabi Unya (2020) The 'Problem Of Drug Abuse Among Nigerian Youths: a Historical Perspective's** concluded that

Nigerian governments at all levels should institutionalize good governance, transparency and accountability which will bring about attitudinal changes. The changes will be so all-encompassing to the extent that all stakeholders will be involved in the fight against drug abuse among the Nigerian youths which will ultimately lead to its decrease.

**2.4.17 Salubuyi, S.B., et.all (2017) 'Extent Of Drug Abuse In The Northern Region Of Nigeria'**. reveals that;

The commonest reasons among others for abusing drugs was 'to stop worrying'. The family of the drug abusers were completely sad and culturally drug abuse is not acceptable in the society. There is need for more awareness and sensitization on the harmful effect of drugs in the society.

**2.4.18 Akinola George Dosunmu, '(2008) Drug Abuse Among Students Of tertiary Institutions: South Western Nigeria'**.

The study investigated the euphoria nature of the use of drugs among youths of our tertiary institutions students. Also, the study captures issues of drug abuse prevalence in some of our various institutions in South Western Nigeria.

Data were gathered through quantitative and qualitative methods out of which a total representation was choosing to analyze the findings/data.

**2.4.19** IN a study by Daniel *C.O., et. all 2021* 'Determinants Of Psychoactive Substance Use among Young People In Ado Ekiti, South West, Nigeria'. **he reveals that;**

The goal of this study was to assess the determinants of psychoactive substance use among young people in Ado Ekiti, Southwest, Nigeria and a descriptive cross-sectional study with an analytic component was conducted among 415 eligible young people (both boys and girls) aged 10-24years in Ado Ekiti, Southwest, Nigeria from August, 2021 to January, 2022. Multiple logistic regressions was done to ascertain the predictors of psychotropic substance use among young people while controlling possible confounders.

**2.4.20 Bilqees Abdu-Raheem (2013) "Sociological Factors To Drug Abuse And The Effects On Secondary School Students Academic Performance In Ekiti And Ondo States, Nigeria"**. reveals that;

The study determined that there was significant relationship between family background, peer influence, family cohesion, and drug abuse. In the study, it was also discovered that drug abuse negatively affects students academic performance in Ekiti and Ondo States.

It is therefore recommended that parents should give their children moral, social, psychological, and financial support to guide them against negative peer and societal influences.

The foregone primarily relied on secondary data (reports) from earlier studies, raising the question of how reliable the source(s) used were. The study also concentrated only on the variables that influenced either positive or negative health behaviors, leaving a void that this study aims to fill by establishing correlations between social media awareness campaigns and behavior change.

#### **2.4 Summary of Empirical Review**

The study gap between all the works reviewed is that the researchers did not work on social media campaign intervention on Drug Abuse among Commercial Motorcycle Riders in Magboro Community, Ogun State. Only little of the researchers work on the use of social media to curb Drug Abuse, some worked on the causes, consequences and effect of Drug Abuse to the society. Different researchers used different models, theories to relate it to their research topic and research instrument to gather their data. In regard to the research study, this chapter looked at the work of other academics and researchers. Additionally, it examined mass communication theories that the researcher hoped to apply as a strategy to address the role of social media in reducing drug abuse.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter presents the research methodology which was employed to conduct the study. It examines the research design, target population. It also includes sampling technique, sample size, instrumentation, data collection and analysis method and procedure

#### **3.1 Research design**

According to Kinnear & Taylor (1996) research design is the basic plan which guides the data collection and analysis phases of a research project. It is the framework which specifies the type of information collected and source of data collection procedure.

For the purpose of this research study, the researcher will adopt explanatory mixed method design. Descriptive survey is for quantitative and in-depth interview for qualitative aspects of the mixed methods.

#### **3.2 Population of Study**

The population of study consists of Commercial Motorcycle Rider in Magboro, Ogun State. Estimated number of Commercial Motorcycle Riders in Ogun State according to commercial motorcycle Riders identification Scheme (COMORIS) in Ogun state is 40,000 which set as the population of the study.



### 3.3 Sampling Technique

Sampling is the process of selecting a portion of subjects, which is representative of the population for purposes of research. There are broadly two sampling techniques available: probability sampling and non-probability sampling.

This study embraces Non- probability sampling technique as a convenience techniques. Convenience sampling is a research technique in which researchers gather fair research data from accessible respondents. Members are regularly approached for participation in the study in a variety of situations.

The questionnaire copies were distributed as printed form and interview guides will be administered through one on one by the researcher.

### 3.4 Sample Size

In calculating the sample size, the Taro Yamane's formula with

$n =$

Where;

$n =$  Sample size

$N =$  Total Population

$e =$  Sampling error (which is usually 0.05)

Now, substituting the values into the formula

Where  $N = 40,000$

$e = (0.05)^2 = 0.0025$

Sample Size= 396

Since the total population of focus is 40,000 then the sample size is 396. Therefore 396 Questionnaires will be distributed to the selected Motorcyclists.

### **3.5 Research Instrument**

To carry out this research, Questionnaire and Interview guide will be adopted. The questionnaire, according to Babbie (2010) is an instrument that is designed to gather or elicit information that will be subjected to further analysis. Questionnaire is used as the method of data collection. Interview is an important data gathering technique involving verbal communication between the researcher and the subject. Interview questions are usually open-ended and in-depth. The questionnaires were structured as close ended question.

In-depth interview is to gather narrative data, where the respondents gains freedom of expressing their opinions during the interview.

A total of three hundred and ninety-six (396) questionnaires copies were administered. Also, the total of six (5) interview guides were used as a template in the field by the researcher.

### **3.6 Validity and Reliability of Research Instrument**

Validity is how far a measurement device measures what it should measure. in order to validate the instrument, the instrument were tested and verified by experienced professionals in the department to ensure that the instrument meet the material validity criteria and to ensure reliability of the work.

### **3.7 Methods of Data Collection**

The researcher will make use of structured questionnaire which will be distributed. The questionnaire would be in a printed form, then be distributed to selected motorcycle riders in Magboro community, Ogun State.

The research will use convenience sampling to conduct interviews to Selected residents who are related to the study.

### **3.8 Method of Data Analysis**

Before being transferred to SPSS (Statistical Package for Social Sciences) for additional analysis, the survey data will be coded and entered into a computer using the statistical program.

For the study variables, descriptive statistics like mean, frequency, and percentage will be calculated using SPSS. To evaluate the participants' knowledge, attitudes, and conduct, questionnaires will be gathered. Frequency tables and percentages will be used to examine the data collected. These statistical tools will be employed because they are suitable for decomposing and examining the produced data.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION**

This chapter was used to present analysis and findings of the study as set out in the research methodology. The study findings are presented to examine “Impact of Social Media awareness campaigns against Drug abuse on the knowledge and Practice among Commercial Motorcycle Riders in Magboro Community, Ogun State”. The research instruments which are questionnaire and in-depth interview guide were used to acquire data. The data collected were presented in accordance with the order established in the study questions and the sample proportions were used to evaluate the respondents' demographic information.

#### **4.1 INTRODUCTION**

This chapter discusses the presentation and analysis of the result of questionnaire. The data collected were presented in accordance with the order established in the study questions, the sample proportions and the pie diagram were used to evaluate the respondent's demographic information.

##### **4.1.1 RESPONSE RATE**

The study targeted 396 respondents in collecting data with regards to Impact of Social Media awareness campaigns against Drug abuse on the knowledge and Practice among Commercial Motorcycle Riders in Magboro Community, Ogun State. Out of 396, only 320 residents returned the questionnaire while 5 residents were interviewed making it 325 responses (82% response rate).

## 4.2 PRESENTATION OF DATA

### 4.1.2. ANALYSIS OF SECTION A (DEMOGRAPHIC CHARACTERISTICS)

The study sought to determine the demographics characteristics of the respondents by creating the Age, Gender, Religion, Marital Status, Years of living in Magboro community, education qualification.

#### DEMOGRAPHIC CHARACTERISTICS

**Table 1: Age of Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-25	4	1.3	1.3	1.3
	16 - 20	36	11.3	11.3	12.5
	21-25	67	20.9	20.9	33.4
	26 - 30	141	44.1	44.1	77.5
	31 - above	72	22.5	22.5	100.0
	Total	320	100.0	100.0	
	Mean	3.75			
	Std. Deviation	.969			

From the data above, 1% respondent are between ages 21-25, 11% respondents are between ages 16-25, 20% respondents are between ages 21-25, 44% respondents are between ages 26-30, 22% respondents are between ages 31 and above. Therefore, majority of the respondents are between the age of 26-30 years.

**Table 2: Gender of Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	320	100.0	100.0	100.0
Mean	1.00			
Std. deviation	.000			

The data above shows 100% respondents that are male.

**Table 3: Religion of Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Christian	228	71.3	71.3	71.3
Muslim	92	28.7	28.7	100.0
Total	320	100.0	100.0	
Mean	1.29			
Std. deviation	.453			

From the data above, 71% of the respondents are Christians while 28% of the respondents are Muslims. Therefore, majority of the respondents are Christians.

**Table 4: Marital status of Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	161	50.3	50.3	50.3
	single	159	49.7	49.7	100.0
	Total	320	100.0	100.0	
Mean		1.50			
Std. deviation		.501			

From the data above, 50% of the respondents are married, while 49% of the respondents are single. Therefore, Majority of the respondents are married.

**Table 5: Years of living in Magboro**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 years	188	58.8	58.8	58.8
	6-10 years	44	13.8	13.8	72.5
	above 10 years	36	11.3	11.3	83.8
	less than a year	52	16.3	16.3	100.0
	Total	320	100.0	100.0	
Mean		1.85			
Std. deviation		1.154			

From the data above, 58 % of the respondents have lived in Magboro community for 1-5 years, 13% of the respondents have lived in the community for 6-10 years, 11% respondents have lived in the community above 10 years and 16% of the respondents have lived in the community in less than a year. Therefore, majority of the respondents lived in Magboro for 1-5 years.

**Table 6 : Educational qualification of Respondents**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid BS.C	28	8.8	8.8	8.8
OND	143	44.7	44.7	53.4
WASSCE	149	46.6	46.6	100.0
Total	320	100.0	100.0	
Mean	2.38			
Std. deviation	.641			

From the above data, 8% of the respondents have BS.C qualification, 44% of the respondents have OND qualification, and 46% of the respondents have WASSCE has their educational qualification. Therefore, majority of the respondents have WASSCE has their educational qualification.



**RESEARCH QUESTION 1: THE EXTENT TO WHICH COMMERCIAL  
MOTORCYCLE RIDERS OF MAGBORO COMMUNITY ARE AWARE OF  
SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE**

**Table 7:** Do you use any social media platform?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NO	32	10.0	10.0	10.0
YES	288	90.0	90.0	100.0
Total	320	100.0	100.0	
Mean	1.90			
Std. deviation	.300			

From the above data, 10% of the respondents do not use any social media platform, while 90% of the respondents uses the social media platform. Therefore, Majority of the respondents uses social media platform which represent 90% of the sample.

**Table 8: Which of these is your preferred social media platform?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	153	53.1	53.1	53.1
	none	32	11.1	11.1	64.2
	twitter	8	2.8	2.8	67.0
	WhatsApp	71	24.7	24.7	91.7
	YouTube	24	8.3	8.3	100.0
	Total	288	100.0	100.0	
	Mean		2		
Std. deviation		1.			

From the data above, 53.1% of the respondents uses Facebook as their preferred social media platform, 2.8% of the respondents uses twitter as their preferred social media platform, 24.7% of the respondents uses WhatsApp as their preferred social media platform, 8.3% of the respondents uses YouTube as their preferred social media platform and 11.1% don't use any social media platform. Therefore, Majority of the respondents uses Facebook as their preferred social media which represents 53.1% of the sample.

**Table 9:** How often do you use social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid rarely	20	6.9	6.9	6.9
sometimes	40	13.9	13.9	20.8
VERY OFTEN	228	79.2	79.2	100.0
Total	288	100.0	100.0	
Mean	2.72			
Std. deviation	.584			

From the data above, 6.9% of the respondents rarely uses the social media, 13.9% sometimes use social media and 79.2% of the respondents uses the social media very often. Therefore, majority of the respondents uses the social media very often which represent 79.2% of the sample.

**Table 10:** Did you receive any information on Drug Abuse on any social media platform or social media group?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	48	15.0	15.0	15.0
yes	272	85.0	85.0	100.0
Total	320	100.0	100.0	
Mean	1.92			
Std. deviation	.264			

From the data above, 15% of the respondents do not receive information on the social media on drug abuse, 85% of the respondents receives information on the social media on drug abuse. Therefore, majority of the respondents receives information on the social media on drug abuse which represent 85% of the sample.

**RESEARCH QUESTION 2: THE EXTENT TO WHICH SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE HAS INFLUENCED THE LEVEL OF KNOWLEDGE OF THE COMMERCIAL MOTORCYCLE RIDERS OF MAGBORO COMMUNITY?**

**Table 11:** Do people use drugs other than those required for medicals?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	24	7.5	7.5	7.5
yes	296	92.5	92.5	100.0
Total	320	100.0	100.0	
Mean	3.37			
Std. deviation	1.313			

From the data above, 7% of the respondents believes people do not use drug other than those required for medicals, while 92% of the respondents believes people use drug other than those required for medicals. Therefore, majority of the respondents believes people use drug other than those required for medicals which represent 92% of the sample.

**Table 12: What kind of drugs do you think people take?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alcohol	35	10.9	10.9	10.9
	Cocaine	45	14.1	14.1	25.0
	Codeine	96	30.0	30.0	55.0
	Marijuana	56	17.5	17.5	72.5
	Tramadol	88	27.5	27.5	100.0
	Total	320	100.0	100.0	
	Mean	10.60			
	Std. deviation	6.414			

From the data above, 10% of the respondents believe people take Alcohol, 14% of the respondents believe people takes Cocaine, 30% of the respondents believe people takes Codeine, 17% of the respondents believe people takes Marijuana, and 27% of the respondents believe people takes Tramadol. Therefore, majority of the respondents believe that people take Codeine which represent 30% of the sample.

**RESEARCH QUESTION 3: USE OF SOCIAL MEDIA AWARENESS ON DRUG ABUSE.**

Table 13: **To what extent did you obey the instructions and warnings on drug abuse?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid great extent	241	83.7	83.7	83.7
little extent	11	3.8	3.8	87.5
no extent	24	8.3	8.3	95.8
some extent	12	4.2	4.2	100.0
Total	288	100.0	100.0	
Mean	1.33			
Std. deviation	.800			

From the data above, 83.7% of the respondents obeys instruction and warnings on drug abuse to a great extent, 4.2% of the respondents obeys instruction and warnings on drug abuse to some extent, 3.8% of the respondents obeys instruction and warnings on drug abuse to a little extent and 8.3% of the respondents do not obey instructions and warnings on drug abuse. Majority of the respondents obey instruction and warnings on drug abuse to a great extent which represents 83.7% of the sample.

**Table 14: Did social media influence your decision in regards to seeking safe health?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	39	12.2	12.2	12.2
yes	281	87.8	87.8	100.0
Total	320	100.0	100.0	
Mean	1.88			
Std. deviation	.328			

From the data above, 12% of the respondents do not have their decisions influenced by the social media as regards seeking safe health, while 87% of the respondents have their decision influenced by the social media as regards seeking safe health. Therefore, Majority of the respondents have their decision influenced by the social media as regarding seeking safe health.

From the data above, 72.6% of the respondents have their decisions influenced by the



**Table 15: To what extent did social media influence your decision in regards to seeking safe health?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid great extent	209	72.6	72.6	72.6
little extent	19	6.6	6.6	79.2
no extent	24	8.3	8.3	87.5
some extent	36	12.5	12.5	100.0
Total	288	100.0	100.0	
Mean	1.61			
Std. deviation	1.077			

social media as regards seeking safe health to a great extent, 6.6% of the respondents have their decisions influenced by the social media as regards seeking safe health to a little extent, 6.6% of the respondents have their decisions influenced by the social media as regards seeking safe health in a little extent and 8.3% of the respondents do not have their decisions influenced by the social media as regards seeking safe health. Therefore, majority of the respondents have their decisions influenced by the social media as regards seeking safe health to a great extent which represents 72.6% of the sample.

**RESEARCH QUESTION 4: MOTORCYCLE RIDERS COMPLIANCE IN REDUCING THE PRACTICE OF DRUG ABUSE AS A RESULT OF SOCIAL MEDIA CAMPAIGNS.**

Table 16: **Did you comply to the messages and instructions of the Awareness?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	47	14.7	14.7	14.7
yes	273	85.3	85.3	100.0
Total	320	100.0	100.0	

From the data, 14% of the respondents do not comply to the messages and instructions of the awareness, and 85% of the respondents complied to the messages and instructions of the awareness. Therefore, majority of the respondents complied to the messages and instructions of the awareness which represents 85% of the sample.

#### **4.2 INDEPTH INTERVIEW**

The in-depth interview was conducted for 5 commercial motorcycle riders in Magboro community to make a total of 325 commercial motorcycle riders in Magboro community needed for the purpose of this study. The explanatory technique was used to conduct and analyze the in-depth interview in order to collect qualitative information that would complement the study's quantitative approach. In notional order, the interviews were given the designations Speaker 1, 2, 3, 4 and 5. Where Question = Q and Answer = A

#### **RESEARCH QUESTION 1: THE EXTENT TO WHICH COMMERCIAL MOTORCYCLE RIDERS OF MAGBORO COMMUNITY ARE AWARE OF SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE.**

**Interview Question 1:** What social media platform do you use the most and did you receive any information on Drug Abuse?

**Speaker 1:** I use Facebook and Twitter the most; I do receive any information on Drug Abuse.

**Speaker 2:** Facebook and YouTube are my best social media platform. I do receive Drug abuse information and most times the information always come with normal advert

**Speaker 3:** I don't use any social media platform. I do receive information on TV but I heard about drug abuse through interpersonal communication.

**Speaker 4:** I use Facebook, Whatsapp and Instagram the most and I do receive any information on Drug abuse.

**Speaker 5:** I use Whatsapp most often and I received information on drug abuse which was the dangers and effects of drug abuse.

**Interview Answer 1:** It can be deduced that the commercial motorcycle riders in Magboro community received information on open defecation through the social media platforms specified in this study to a large extent. The majority, about 4 out of the 5 interviewed, specified that they received information on Drug abuse through their preferred social media platform, while the remaining 4, 1 did not receive any information on drug abuse at all, 1 of them heard it through interpersonal communication and the other saw it on television as normal advert.

**RESEARCH QUESTION 2: THE EXTENT TO WHICH SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE HAS INFLUENCE THE LEVEL OF KNOWLEDGE OF THE COMMERCIAL MOTORCYCLE RIDERS OF MAGBORO COMMUNITY?**

➤ **Interview Questions 2:** How frequent did you receive Drug Abuse information on any media platform?

**Speaker 1:** I often receive information about drug abuse on social media and based on the message, I know what drug abuse is about.

**Speaker 2:** I receive the information very often, infact on social media;

**Speaker 3:** I receive information very often from people around

**Speaker 4:** I do receive information on Drug abuse all time .

**Speaker 5:** I receive the information sometimes on Drug abuse

**Interview Answer 1:** The majority of the interviewees (s) specified that they often received information on Drug abuse on social media platforms specified in this study and all the interviewees (s) know what drug abuse is all about.

### **RESEARCH QUESTION 3: USE OF SOCIAL MEDIA CAMPAIGNS ON DRUG ABUSE.**

**Interview Question 3:** Do people take drugs other than those required for medical?

**Speaker A:** Yes, people do take drugs other than those required for medicals

**Speaker B:** Yes, people do take drugs other than those required for medicals

**Speaker C:** Yes, people do take drugs other than those required for medicals

**Speaker D:** No, people don't use drugs other than those required for medical

**Speaker E:** No, people don't use drugs other than those required for medical

**Interview Answer 1:** 3 of 5 interviewee(s) specified that people do take drugs other than those required for medicals

**Interview Question 4:** What kind of drugs do people take?

**Speaker A:** People do take Cocaine

**Speaker B:** People do take Codeine

**Speaker C:** People do take Paracetamol

**Speaker D:** People do take Alcohol

**Speaker E:** People do take Alcohol

**Interview Question 3 :** What do people experience after drug use

**Speaker A:** people do have Indifferent Behaviour after drug use

**Speaker B:** People do feel on top of the world after drug use

**Speaker C:** People do get angry after drug use

**Speaker D:** People do feel energized after drug use

**Speaker E:** People do not feel anything after drug use

**RESEARCH QUESTION 4: MOTORCYCLE RIDERS COMPLIANCE IN REDUCING THE PRACTICE OF DRUG ABUSE AS A RESULT OF SOCIAL MEDIA CAMPAIGNS.**

**Interview Question 4:** Did you comply with the messages and instruction of the Awareness? And how did your compliance help to stop the menace of Drug abuse in the community?

**Speaker A:** Yes, I do and my compliance was to tell other people about the danger of drug abuse because once people around stop, other people won't have reason to do it.

**Speaker B:** Yes, I did for the little I see.

**Speaker C:** Yes, I complied with instruction they gave us from my work place.

**Speaker D:** Yes, I complied with instruction. My compliance helped because I don't practice to Drug abuse due to Enlightenment.

**Speaker E:** Yes, I complied with the instruction.

**Interview Answer 1:** The majority of the interviewees specified that they complied with the instructions they heard or saw, and all of them except from one interviewee specified that their compliance to the campaigns helped to reduce the menace of drug abuse

### **4.3 DISCUSSION OF FINDINGS**

The study examines social media awareness campaign against drug abuse on the knowledge and practice of commercial motorcycle riders in Magboro community, Ogun state. The data collected was presented in a tabular form showing the frequency, cumulative percentage, mean and standard deviation.

## **RESEARCH QUESTION 1: THE EXTENT TO WHICH COMMERCIAL MOTORCYCLE RIDERS OF MAGBORO COMMUNITY ARE AWARE OF SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE**

Table 7, 8, 9 and 10 were used to answer this question about the extent of awareness of social media campaigns on open defecation.

**Table 7** reveals that 10% of the respondents do not use any social media platform, and 90% of the respondents uses the social media platform. This means that the majority of the Commercial Motorcycle riders in Magboro community uses social media.

**Table 8** deduced that 53.1% of the respondents uses Facebook as their preferred social media platform, 2.8% of the respondents uses twitter as their preferred social media platform, 24.7% of the respondents uses WhatsApp as their preferred social media platform, 8.3% of the respondents uses YouTube as their preferred social media platform and 11.1% don't use any social media platform. This signifies that a higher percentage of the Commercial Motorcycle riders in Magboro community use Facebook. Still, on the extent of Drug abuse information relayed on social media, **Table 9** shows that 6.9% of the respondents rarely uses the social media, 13.9% sometimes use social media and 79.2% of the respondents uses the social media very often. Therefore, majority of the respondents uses the social media very often which represent 79.2% of the sample. This shows that the larger portion of the Commercial Motorcycle riders in Magboro community use social media very often.

**Table 10** reveals that 15% of the respondents do not receive information on the social media on drug abuse, 85% of the respondents receives information on the social media on drug abuse.. This shows that more Commercial Motorcycle riders receive any Drug Abuse information in Magboro Community.

*'From the in-depth interview, it can be deduced that Commercial Motorcycle riders in Magboro community received information on drug Abuse through the social media platforms specified in this study to a large extent. 5 who were interviewed, specified that they received information on Drug Abuse through their preferred social media platform.*

In a nutshell, based on the analysis done, it shows that the majority of the Commercial Motorcycle Riders do receive Drug Abuse information from social media platforms, which proves that the social media do relay drug abuse information to a great extent.

An assumption of the **Extended Parallel Process Model** suggests that messages useful in Drug Abuse campaigns where there is a more obvious and immediate disease threat where the threat of diseases is less immediately obvious or is longer. By this order, the media can organize campaigns against drug abuse and disseminate information because there is a growing level of ignorance about the dangers and implications of the practice on people's health.

**RESEARCH QUESTION 2: THE EXTENT TO WHICH SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE HAS INFLUENCED THE LEVEL OF KNOWLEDGE OF THE COMMERCIAL MOTORCYCLE RIDERS OF MAGBORO COMMUNITY?**

Here, the researchers used table 11, and 12 to determine the frequency of the relayed information on Drug Abuse on social media to commercial motorcycle riders of Magboro community.

**Table 11** shows that 7% of the respondents believes people do not use drug other than those required for medicals, while 92% of the respondents believes people use drug



other than those required for medicals This shows that people do take Drug other than those required for medicals.

**Table 12** shows that 10% of the respondents believe people take Alcohol, 14% of the respondents believe people takes Cocaine, 30% of the respondents believe people takes Codeine, 17% of the respondents believe people takes Marijuana, and 27% of the respondents believe people takes Tramadol. This shows that lager percent of people take Codeine.

*Also, according to the in-depth interview, the majority of the interviewees specified that people do use Drug other than those required for medicals. From the follow up question, it was deduced that the majority of the interviewees says that people do take drug like codeine and Alcohol.*

In conclusion, this suggests that social media campaigns on open defecation influenced the respondents' level of knowledge. This is in agreement with **Sulyman D., Ayanda K.A., Mahmud Y.M** 'Pattern and associated actors of psychoactive substance use among undergraduate students in a North-eastern Nigerian University'. which reveals that psychoactive substance use are Tobacco products (cigarette) and stimulants (coffee and kolanut) were most commonly used substances, which were followed by alcohol and prescription opiates (Codeine syrup and Tramadol).

### **RESEARCH QUESTION 3: RESEARCH QUESTION 3: USE OF SOCIAL MEDIA AWARENESS ON DRUG ABUSE.**

The data collected in regards to **Table 13** reveals that 83.7% of the respondents obeys instruction and warnings on drug abuse to a great extent, 4.2% of the respondents obeys instruction and warnings on drug abuse to some extent, 3.8% of the respondents obeys instruction and warning on drug abuse to little extent and 8.3% of the respondents do

not obey instructions and warnings on drug abuse. This concludes that the respondents obey instructions and warnings on drug abuse to a great extent.

**Table 14** reveals that 12% of the respondents do not have their decisions influenced by the social media as regards seeking safe health, while 87% of the respondents have their decision influenced by the social media as regards seeking safe health. This shows that a larger percent of the respondents have their decision influenced by the social media as regards seeking safe health.

**Table 15** reveals that 72.6% of the respondents have their decisions influenced by the social media as regards seeking safe health to a great extent, 6.6% of the respondents have their decisions influenced by the social media as regards seeking safe health to a little extent, 12.5% of the respondents have their decisions influenced by the social media as regards seeking safe health to some extent and 8.3% of the respondents do not have their decisions influenced by the social media as regards seeking safe health. Therefore, majority of the respondents have their decisions influenced by the social media as regards seeking safe health to a great extent.

#### **RESEARCH QUESTION 4: MOTORCYCLE RIDERS COMPLIANCE IN REDUCING THE PRACTICE OF DRUG ABUSE AS A RESULT OF SOCIAL MEDIA CAMPAIGNS.**

**Table 16** reveals that 14% of the respondents do not comply to the messages and instructions of the awareness, and 85% of the respondents complied to the messages and instructions of the awareness. Therefore, majority of the respondents complied to the messages and instructions of the awareness which represents 85% of the sample.

*In accordance with the in-depth interview, the 5 interviewees specified that they obeyed the warnings on drug abuse and their decision were influenced with different social media platform.*

In total, this simply means that the majority of the commercial motorcycle riders in Magboro complied with the social media campaigns on open defecation.

This finding is in line with the findings of the study by **Festus Asikhia (2018) Drugs, Substance Abuse and effects on Youth Development in Lagos State, Nigeria** the reseacher therefore recommends that, for an improved standard of living, an improved facility for a reintegration of drug abusers, tight border control, strengthening of drug agencies and strong policies against drug.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.1. Introduction**

The aim of this research work was to examine SOCIAL MEDIA AWARENESS CAMPAIGN AGAINST DRUG ABUSE ON THE KNOWLEDGE AND PRACTICE OF COMMERCIAL MOTORCYCLE RIDERS IN MAGBORO COMMUNITY.

Survey research design adopted for this work was questionnaire, which was used for data gathering. Conclusive statements and recommendations are made which will help in understanding the influence of the social media as tool for campaign against drug abuse among motorcycle riders of Magboro community, Ogun state. This chapter gives a detailed description of the findings under the following headings: summary of the study and findings, conclusion, recommendations, and limitations of the study.

#### **5.1 Summary**

This research focuses on how commercial motorcycle riders in Magboro community, Ogun state, responded to a social media awareness campaign against Drug Abuse. For this study, the in-depth interview was utilized to acquire qualitative data in addition to the descriptive survey research method, which was used to collect quantitative data. The field data was analysed using SPSS, Statistical Product and Service Solution.

To achieve the research objectives, the researcher employed the quantitative and qualitative research method by conducting a survey and interview, thereby adopting the use of a questionnaire and interview guide to access the opinions of the commercial motorcycle riders in Magboro community concerning the subject.

The Chapter one gives a clear introduction into the background of drug abuse, definition of drug abuse by different scholars, campaigns carried out to eradicate Drug Abuse and problem was clearly highlighted. The researcher main focus of the study was to ascertain the impact of social media awareness campaign on Drug abuse, the objectives of the research study and research questions were established.

Chapter two break down the various concepts that are associated with the study like Social media, Drug Abuse, Commercial Motorcycle Riders in Nigeria, Drug abuse Campaigns on Social Media, and the theories reviewed were Extended parallel process model, and Social Stress Model Of Substance Abuse respectively, to build a theoretical framework. While the former illustrates how individuals react to fear-inducing messages.

the latter explains that drug abuse is a function of the stress level and the extent to which it is offset by stress modifiers such as social networks, social competence, and resources. Relevant literature from different communication scholars and researchers was also reviewed and analysed.

In chapter three, the design and the method utilized in this study were discussed. The adopted research design was explanatory mixed method approach (survey and in-depth interview). The sample size was 396. Out of 396, 390 questionnaires were administered to commercial motorcycle riders in Magboro community and 320 were returned and 5 interview guides were administered.

Chapter four focused on interpretation, analysis, and discussion of data gathered in the course of this study. These responses were collected and presented in tables. Each

research question was answered using the analysed data. This chapter analysed, interpreted, and discussed the findings of the research.

Chapter five discussed the summary of the whole project; the conclusion and the researcher's recommendation concerning the impact of social media Awareness campaign on Drug Abuse.

## **5.2. Summary of findings**

The findings among others showed that;

1. Majority of community residents uses the social media very often.
2. The residents prefer using Facebook as their best social media platform.
3. Majority of the respondents do get information and awareness on drug abuse.
4. Most of the respondents believes people takes drugs other than medicals prescribed by health workers and these drugs includes; alcohol, cocaine, marijuana, tramadol and codeine.
5. From an open-ended question, it was discovered from people responses that many people abuse drugs for the following reasons; To increase in physical performance, to keep awake, to relieve stress, to drive pleasure, to Improved memory and learning ability, raised self-confidence, and peer Pressure.

## **5.3 Conclusion**

The findings in this research work conclude the importance of the social media in creating awareness and online campaigns against drug abuse, it necessary in the aspect of getting informed about what is happening around. The study showed that

most of these respondents expose themselves to social media, which serves as a tool of eradicating drug abuse in the society.

*In accordance with the in-depth interview, the 5 interviewees specified that they obeyed the warnings on Drug Abuse and their decision were influenced with different social media platform and interpersonal communication.*

At the conclusion of the interview 3, the majority of residents' adherence to social media campaigns reduced the threat of open defecation, which the majority of respondents ranked on a scale of 1 to 10 by 5.

From the interview's conclusion, the majority of the interviewees stated that they followed the instructions they heard or saw, . The other interviewee stated that his or her adherence to the campaigns has help in lessen engaging in drug abuse.

Nevertheless, they (the social media) have the tendency to influence people on the importance of safe personal health which later transcend into the society.

#### **5.4. Recommendations**

The study therefore recommends that:

1. World Health Organization (WHO) and UNICEF should intensify their campaigns against Drug Abuse especially on educating the citizens more on the consequences and effect of Drug Abuse to their health.
2. Health organizations should work hand-in-hand with the Government in order to promote campaigns against drug abuse and other related misuse of drugs in the society.

3. Non-government( NGOs) should focus on health issues like the area of Drug abuse to show them the effect of Drug abuse on one's health.
4. Government should enact laws against drug abuse and smoking in open places, and public gatherings etc so as to fast-track the eradication of drug abuse in the society.

### **5.5 LIMITATION OF THE STUDY**

Due to the short time frame for the coverage of this enquiry, the researcher was only able to a particular community in Ogun State.

Finance: during the research, there was not enough money for administering questionnaire and conducting interview.

### **5.6 SUGGESTION FOR FURTHER FINDINGS**

Research can be carried on the whole of Ogun state to cover more holistic ground and make use of social media content analysis to study campaigns on Drug Abuse.



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## APPENDIX

### QUESTIONNAIRE ON SOCIAL MEDIA AWARENESS CAMPAIGNS AGAINST DRUG ABUSE ON THE KNOWLEDGE AND PRACTICE OF COMMERCIAL MOTORCYCLE RIDERS IN MAGBORO COMMUNITY, OGUN STATE.

Dear Respondent,

I am a final year student of the above department and Institution, Carrying out a research on “SOCIAL MEDIA AWARENESS CAMPAIGNS AGAINST DRUG ABUSE ON THE KNOWLEDGE AND PRACTICE OF COMMERCIAL MOTORCYCLE RIDERS IN MAGBORO COMMUNITY, OGUN STATE” in partial requirement for the award of a Bachelor of Science (B.Sc.) degree in Mass Communication.

Your honest response to this questionnaire is extremely sought after and essential to this research initiative.

Thank you.

Yours faithfully,

ADEBAYO FISAYO

#### **SECTION A: DEMOGRAPHICS**

**INSTRUCTION: Kindly Tick (✓) where appropriate**

**Age:** 16 - 20 ( ) 21 - 25 ( ) 26 - 30 ( ) 31 - above ( )

**Gender:** Male ( )

Female ( )

**Religion:** Christian ( )

Muslim ( )

Others ( )

**Marital Status:** Single ( )

Married ( )

Separated/Divorced ( )

Widowed ( )

**Years of living in Magboro community:** Less than a year ( )

1-5 years ( )

6-10 years ( )

above 10 years ( )

**Educational Qualification:** (a) WASSCE ( )

(b) OND ( )

(c) BS.c ( )

**SECTION B: Kindly proceed to answer the following questions:**

**5. RESEARCH QUESTION 1: THE EXTENT TO WHICH COMMERCIAL MOTORCYCLE RIDERS OF MAGBORO COMMUNITY ARE AWARE OF SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE**

a. Do you use any social media platform?

Yes ( )       No ( )

6. If Yes, Which of these is your preferred social media platform?

Facebook ( )

YouTube ( )

Twitter ( )

Others \_\_\_\_\_

7. How often do you use social media?

Very often ( )

Sometimes ( )

Rarely ( )

8. Did you receive any information on Drug Abuse on any social media platform or social media group?

Yes ( )

No ( )

**2. RESEARCH QUESTION 2: THE EXTENT TO WHICH SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE HAS INFLUENCED THE LEVEL OF KNOWLEDGE OF THE COMMERCIAL MOTORCYCLE RIDERS OF MAGBORO COMMUNITY?**

1. Do people Used Drugs other than those required for medicals?

Yes ( )

No ( )

2. What kind of Drugs do you think People take?

Codeine ( )

Tramedol ( )

Marijuana ( )

Cocaine ( )

3. Do you think that those who take drugs take it as a result of the following (multiple answer appropriate)

To increase in physical performance ( )

To keep Awake ( )

To relieve stress ( )

To drive pleasure ( )

To Improved memory and learning ability ( )

Raised self-confidence ( )

Peer Pressure ( )

**4. RESEARCH QUESTION 3: USE OF SOCIAL MEDIA AWARENESS ON DRUG ABUSE.**

1. To what extent did you obey the instructions and warnings on drug abuse?

Great extent

Some extent

Little extent

No extent

2. Did social media influence your decisions in regards to seeking safe health?

Yes



No

3. To what extent did social media influence your decision in regards to seeking safe health?

Great extent

Some extent

Little extent

No extent

**3. RESEARCH QUESTION 4: MOTORCYCLE RIDERS COMPLIANCE IN REDUCING THE PRACTICE OF DRUG ABUSE AS A RESULT OF SOCIAL MEDIA CAMPAIGNS.**

1. Did you comply to the messages and instructions of the Awareness?

Yes

No

**INDEPTH INTERVIEW GUIDE: ‘SOCIAL MEDIA AWARENESS CAMPAIGNS AGAINST DRUG ABUSE ON THE KNOWLEDGE AND PRACTICE OF COMMERCIAL MOTORCYCLE RIDERS IN MAGBORO COMMUNITY, OGUN STATE.**

**1. RESEARCH QUESTION 1: THE EXTENT TO WHICH COMMERCIAL MOTORCYCLE RIDERS OF MAGBORO COMMUNITY ARE AWARE OF SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE.**

➤ What social media platform do you use the most?

➤ Did you receive any information on Drug Abuse and how often?

**2. RESEARCH QUESTION 2: THE EXTENT TO WHICH SOCIAL MEDIA AWARENESS AGAINST DRUG ABUSE HAS INFLUENCE THE LEVEL**

**OF KNOWLEDGE OF THE COMMERCIAL MOTORCYCLE RIDERS OF  
MAGBORO COMMUNITY?**

- How frequent did you receive Drug Abuse information on any media platform?
- What the timing of the information?

**3. RESEARCH QUESTION 3: USE OF SOCIAL MEDIA AWARENESS ON  
DRUG ABUSE**

- Do people take drugs other than those required for medical?
- What kind of drugs do people take?
- What do people experience after drug use?
- What are the reasons people take drugs?

**4. RESEARCH QUESTION 4: MOTORCYCLE RIDERS COMPLIANCE IN  
REDUCING THE PRACTICE OF DRUG ABUSE AS A RESULT OF SOCIAL  
MEDIA CAMPAIGNS.**

- Did you comply to the messages and instruction of the Awareness?
- How did your compliance help to stop the menace of Drug Abuse in the community?