CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Technology engineers the emergence of new means of communication from time to time. The invention of a new mass medium brings more media options for the masses. The world has become a global village through the use of these technologies. Social media has evolved into a popular technology tool among Nigerian youths over the years. It is a vital means of disseminating information, and as such, it is very effective. Despite the fact that social media can be a powerful tool for raising awareness and disseminating information, it is also a double-edged sword, as both credible

Social media is an extension of the internet and according to (DiMaggio et al. 2001), the internet refers to the electronic network that connects people and information via computers and other digital devices, thereby allowing for communication between people and retrieval of information. Social media according to (Murphy, J. 2013) is the collection of websites and web-based systems that allow for mass interaction, conversation, and sharing among members of a network. Social media are pervasive media of communication where information is shared through various online platforms. Advantages of social media include connectivity, education help, promotion, awareness, helps improves reputations, information, and updates, and helps in building communities. Disadvantages of social media include that they facilitate laziness, spread false news, cyberbullying source of unreliable news, lack of privacy. (www.TechMaish.com, 2020).

As with all living things, social movements have a life cycle: They are born, they grow, they succeed or fail, then, eventually, they dissipate and cease

Social movements are groups of people and organizations that aim to change social order (Bauermeister, 2014; McAdam & Snow 2010). They are a long-term power struggle between opponents and those in power (Tilly, 2004). The final goal of any social movement is ultimately achieving social change.

(Snow & Soule, 2009) identifies five kinds of social movements; Self-help/Alternative, Redemptive, Reformative, Revolutionary, and Reactionary movements. Self-help/Alternative social movements attempt to change the individual at a minimum amount, whilst Redemptive social movements try to change the individual but at radical levels. Although alternative and redemptive social movements happen at an individual level, reformative and revolutionary movements happen at a larger level aiming to change the society or a part of the society. Reformative social movements occur at the level of a larger group or society, but they call for minor changes, can downscale demands if necessary, or agree to share power with others. Revolutionary social movements, on the other hand, are much more fundamental. Reactionary social movements aim to reverse or block social changes that have already been achieved. Movements can also differ in their working methods, which can be either peaceful or violent in nature. Similarly, their influence can be global or local (Boundess, 2016).

Traditionally, social movements took place in physical locations. A movement normally begins in one geographic area and then spreads to other locations if it is effective there. However, in recent years, social media has become a common tool for organizing social movement demonstrations. For there to be a sustainable social movement today, the impact of social media cannot be ignored. In the Digital Age, social media becomes an important resource for successful movements (Rolfe, 2005).

In the case of social revolutions, the Internet and Social media, in particular, make the events easier to follow and brings them to national and international attention at an unparalleled pace, enabling the uprising to be practically tracked in real-time. Social movements may arise, propagate, gain support, and be organized in virtual space regardless of their geographical location. (Hollenback & Zinkhan, 2006 as cited in İrem. E & Sinem.E. (2017))

The Special Anti-Robbery Squad (SARS) was created in 1992 to combat violent crimes in Nigeria. SARS operatives, unlike other police officers, were allowed to operate in atypical ways and to be tough in their fight against organized crime. Despite this, reports of violence by SARS operatives have been reported, including extortion, abduction, rape, and extrajudicial killings. The assertion led to the #EndSARS movement which began on Twitter in 2016 as a protest against police brutality. The most recent round of protests began on 3 October 2020 after a video was shared on Twitter reputedly showing SARS officials killing a man and fleeing with his vehicle in the Niger Delta region in Southern Nigeria. Before long, youth-led protests against police brutality spread within and outside Nigeria. In the midst of the protests, the Nigerian government announced on October 11, 2020 that it was dissolving SARS in order to reform the police force and better serve the citizens. The #EndSARS protest elicited global sympathy and support, with world leaders such as United Nations Secretary-General António Guterres and United States Secretary of State Mike Pompeo tweeting in support.

1.2 STATEMENT OF THE PROBLEM

After the COVID-19 pandemic, the #EndSARS protest caused a stir in the country. Nigeria's Federal Government was being petitioned for the elimination of SARS, a controversial unit of the Nigerian Police with a long history of abuses. #EndSARS was the hashtag for a Twitter campaign that began in 2016 to demand that the Nigerian government abolish the force. By October 2020, mass demonstrations were taking place across Nigeria in major cities, and the hashtag had garnered more than 28 million tweets. The police chief, Mohammed Adamu, announced the dissolution of SARS, however, the protesters did not back down, as they were skeptical of the dissolution given that the SARS unit had been "banned" on four previous occasions. The protesters gathered at the Lekki toll-gate and the Nigerian military officers were accused of firing at the protesters.

On the internet and social media, Nigerians shared their stories and video proof of SARS officers abduction, murder, robbery, rape, torture, illegal arrests, embarrassment, unlawful detention, extrajudicial killings, and extortion of young Nigerians for driving exotic cars and using laptops and iPhones. Consequently, some information sourced from the social media without adequate verification led to execution of protesters, massive destruction of lives and properties, burning and destroying of public and private properties in the country. (https://www.washingtonpost.com/outlook/2020/10/25/roots-endsars-protests-nigeria/)

This study therefore, seeks to ascertain the impact of social media in the 2020 #EndSARS protest.

1.3 OBJECTIVES OF THE STUDY

The general purpose of this study is to examine the impact of social media on social movements. Specifically, the study sets out to:

1. Evaluate the level of awareness of the #EndSARS protest on social media among the youths in Ikeja, Lagos

2. Find out the social media platform that was used for the mobilization of the youths during the #EndSARS protest

3. Determine what significant role social media played during the #EndSARS protest

4. Evaluate the extent social media contributed to the destruction of properties during the #EndSARS protest.

1.4 RESEARCH QUESTIONS

1. What is the level of awareness of the #EndSARS protest on social media among the youths in Ikeja, Lagos?

2. What social media platform was used for the mobilization of the youths during the #EndSARS protest?

3. What significant role did social media play during the #EndSARS protest?

4. To what extent did social media contribute to the destruction of properties during the #EndSARS protest?

1.5 SIGNIFICANCE OF THE STUDY

This study will be very significant to the academic community as it will add to the pool of materials on social movement. Also, this research will aid government and lawmakers in aligning and adjusting laws and policies to meet public demand for an atmosphere that protects and maintains citizens' rights, defends lives and property, and limits security personnel's abuse of power in the country.

1.6 SCOPE OF THE STUDY

The scope of this research is limited to the impact of social media during the #EndSARS protest in Nigeria. This research will focus on youths residing in Lagos, Nigeria.

1.7 OPERATIONAL DEFINITION OF TERMS

1. Social media: Social media are interactive forms of media through which users create online communities to share information and personal messages. This paper concentrates on the popular social media outlets such as Facebook, Twitter, WhatsApp, Youtube, and Instagram where the controversy about the protest was most pronounced.

2. Social Movement: Social movements are loosely organized efforts by a large number people to achieve a particular goal, usually one of social or political significance. This may be to carry out, resist or undo a social change.

3. SARS: Special Anti-Robbery Squad (SARS) was created in 1992 to combat violent crimes in Nigeria. SARS operatives were allowed to operate in atypical ways and to be tough in their fight against organized crimes unlike other police officers.

4. Protest: A protest, also called a demonstration, is a public expression of objection, disapproval or disdain towards an idea or action, usually a political one.

5. Protesters: They are a group of people who publicly demonstrates opposition to an action. There are two types; the Offline Protesters who protested in a physical or geographical area and the Online protesters who joined in the protest online, on social media.

6. Impact: Is having a strong effect or influence on a situation.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, an attempt is made to review the related literature to form the background and conceptual framework for the study. It covers the basic concepts of the study, the theories, and the empirical review of the related literature concerned with the study.

2.2 CONCEPTUAL FRAMEWORK

Politics and media markets have been transformed by the Internet, and digital traffic now underpins almost all global activities. Protest campaigns have also been retooled as a result of technological advancements. People's discontent with the ruling regime may manifest in social protest. The governed would gather huge crowds to protest against the ruling class and show their discontent.

Several scholars have investigated social movements from various perspectives. Some people are interested in how law enforcement responds to social demonstrations, while others are interested in crowd dynamics and the impact of social media in protests. This literature review looks at the academic contributions on the impact of social media in protests.

To have a better understanding of this research work, there is a need to explain some basic terms and it includes: Social media, Social movements, and #EndSARS protest.

2.2.1 Social Media

The term social media refers to the means of interactions through web based technology among people, in which they create and exchange information, ideas and opinions in virtual communities and networks. Social media has become a common source for

news; more than 60% of Nigerian youths read news on social media. Social media use is not limited only to youth's daily routines, but is also used for business transactions, advertising, and social movement campaigns. This is 'a two-way digital system' (Biagi, 2013). In other words, an interactive system enables users to give feedback.

The development of media is divided into two different ages, the broadcast age and the interactive age. Radio, television and newspapers were all centralized in the broadcast era, with a single entity such as a radio or television station distributing messages to several people. As a result, the feedback received by the media was often indirect and delayed. A new media age emerged with the advent of digital technologies, which made interaction on a large scale easier for people than ever before. One person could now communicate with a large number of people, and instant feedback was possible. People used to be limited in their ability to voice their opinions, but now they have the opportunity to do so. Social media plays an important part in connecting people from around the world. It helps blend the cultures of various peoples, and due to time spent on social media, users view several issues and have their outlook on them. Since many people have made social media a habit, it has an impact on how they perceive an event. (Barkan, 2016). Social media is also useful for campaigns, as it allows communication between users at a fast speed.

Social media affects all issues in the modern world, including social movements, and has grown to become an integral part of our everyday lives.

2.2.2 Fake News on Social Media

In recent years, the topic of fake news and its consequences has gained a lot of attention. According to (Allcott and Gentzkow 2017), fake news is defined as articles that deliberately and verifiably mislead readers.

Fake news has existed since the internet's inception. Regardless of the fact that fake news is not a recent concept, technological advancements have created an ideal atmosphere for it to spread quickly. Fake news can be created and distributed on social media platforms including Facebook, Twitter, Instagram, Youtube, and WhatsApp. These fake news stories or hoaxes – deliberately or not – misinform or deceive audiences. In most cases, these stories are intended to influence people's opinions, promote a political agenda, or cause confusion and can often be a profitable business for online publishers (Brennen, 2017). Fake news stories can mislead people because their sources use names and web addresses that are similar to those of reputable news sources. Fake news articles are created by accident in certain circumstances, but they can still confuse and mislead readers. (Corner, 2017). The quality control of fake news on social media has shifted from trained journalists to everyday users (Kim and Dennis 2018). Numerous people get their news and information from social media platforms (Allcott and Gentzkow, 2017), but it can be difficult to determine whether or not the stories are true.

In order to better understand what fake news is, the motivations behind its generation and online circulation, as well as the impact it might have on the audiences, it is helpful to look at a few well-known examples of fake news. One well-known example of fake news is "Fake President Buhari", in which President Buhari, who has suffered from various health problems, found himself compelled to deny the rumour that he had died and been replaced in ceremonies by a Sudanese clone. Another example of fake news is the 2020 "Covid-19", in which three people were hospitalized after overdosing on chloroquine. This followed rumors, publicly endorsed by US president Donald Trump, that the drug could treat the virus. A more recent example of fake news on social media is the 2020 "#EndSARS protest" in which an image of a woman protester, carrying a

folded Nigerian flag and sitting on a statue was widely shared on Twitter whose brothers were not killed by the police but was said to have been true. The image was genuine, but as it spread, individuals began to add false details about how three of the lady protester's brothers were murdered and thrown in a well. Another instance of news on the "#EndSARS protest" was the unproven claim that 'a soldier cannot shoot someone holding the Nigerian flag'.

To combat fake news, social network organizations like Google and Facebook have announced new reporting and flagging instruments. A number of media organizations, such as the BBC and Channel 4, have set up fact-check sites. Digital media literacy and the ability to critically evaluate information are essential skills for anyone who uses the internet, (Mihailidis and Viotty, 2017), as a result of the vast amount of information available on the internet, as well as the increase of fake (Burkhardt, 2017). Therefore, it is crucial to examine how users verify fake news on social media and how they combat it. Users' tools and methods for spotting fake news, as well as their interactions with it, can be used to gather useful information about how users might behave online to combat fake news on social media.

2.2.3 The Notion of Social Movement

Social movements have long been a prominent, if evolving, feature of democratic societies, and they have gotten a lot of attention as a result. It is a series of divisive acts, exhibitions, and campaigns in which ordinary people assert collective claims on others.. (Tilly, 2004).

Social movements are diverse coalitions of individuals who are linked by a common interest in social change. Social movements can either support for or criticize a social change that is being advocated by another organization. To be called a social

movement, these movements need not to be formally coordinated. Various alliances may work together for common goals while still being considered a social movement

Sociologists distinguish social movements from social movement organizations (SMOs). A social movement organization is a formalized part of a social movement. Derivatives are limited because they can only represent a small part of a particular social movement. An example is the Farm Animal Rights Movement (FARM), which is a non-profit organization that promotes awareness of animal agriculture including its other aims. There are a number of other organizations that are actively involved in animal rights advocacy in addition to FARM. The social movement, then, would be promoting animal rights, while FARM would be considered a specific SMO (social movement organization) functioning within the larger social movement.

A variety of factors contribute to social movements, such as political and economic assertions and a desire for self-determination in the face of conflict, demonstrations, and riots. Inflation, unemployment and social isolation among young people and violent repression are among the key reasons for the uprisings, in addition to growing discontent with oppressive regimes.

Some actors and leaders who induce social movements may be the primary victims of certain political structures, or they may hold strong anti-government ideologies. Throughout the movement's life cycle, these leaders play a critical role in achieving the movement goals. They are known as "Key Social Movement Actors." (Andrews, 2002,).

The importance of charismatic and key figures of social movements has been diminished because of social media. It aided mobilization and, more importantly, minimized the negative consequences of the lack of charismatic leaders (Poell et al.,

2015). Social movements have become reliant on different levels of leadership and activists to communicate their messages and ideas, as well as to demonstrate unity with these ideas in specific campaigns.

Social movements are influenced by social media in two ways. The first is to speed up recruitment, mobilization, coordination, and information dissemination, as well as to extend mobilization spaces that were previously unavailable using traditional mobilization techniques. (Eltantawy & Wiest, 2011). The second effect of social media networks is that they have brought about significant improvements in the processes and strategies that encourage engagement and organization. This is in contrast to what used to be typical of social movements, where organizing activities necessitated physical presence and information and instructions were communicated by physical human interaction. Organizing social movements with these characteristics required more effort and time, and their impact was constrained by limited movement across physical spaces. (Earl & Kimport, 2013).

2.2.4 Kinds of Social Movements

(Snow & Soule, 2009) identifies five kinds of social movements; Reformative, Revolutionary, Reactionary, Self-help/Alternative and Redemptive movement, based on who the movement attempted to alter and how much change is advocated by the movement.

1. Reformative social movements aims to make small but substantial improvements to a country's political, economic, or social structures. It does not seek to overthrow the current government, but rather attempts to change the current regime's conditions. They try to change a particular aspect of the social system. They may be looking for a more restricted transition, but they are aiming for the entire population. "Buy Nothing

Day," which opposes Black Friday's excessive consumerism, is an example of a reformative campaign.

2. Revolutionary movement takes a step above a reform movement in that it seeks to overthrow the current government and establish a new one, as well as a new way of life. It aspires to fully transform every part of society—their aim is to drastically alter society as a whole. Revolutionary movements were prevalent in the past, and they were responsible for some of the world's most significant revolutions, including those in Russia, China, and a number of other countries. Since the changes they undertake are political in nature, reform and revolutionary movements are regularly alluded to as political movements. The Civil Rights Movement is an example.

3. Reactionary movements target social changes that have already been made in order to counter or hinder them. As an example, is the anti-abortion movement.

4. Redemptive movements (sometimes called religious movements) are "meaning-seeking," they're aimed at a specific group of people, and their goal is to prompt inner change or spiritual growth. They seek to instill and reinforce religious beliefs in their members, and to convert other people to these beliefs.

5. Alternative or Self-help movements are usually aimed at improving one's self and making only limited, significant changes. Participants in this movement strive to improve their personal lives in various ways. Examples are organizations such as Alcoholics Anonymous and Weight Watchers

2.2.5 THE #ENDSARS PROTEST: OVERVIEW

#EndSARS was a decentralized social movement and series of mass protest against police brutality in Nigeria. This was a call for the Special Anti-Robbery Squad (SARS) to be disbanded, an infamously unit of the Nigerian Police with a long history

of abuse Using the hashtag #EndSARS, the protest began in 2017 as a twitter campaign to demand the scrapping of the Nigerian government's unit. On October 4, 2020, the hashtag #EndSARS started trending again on social media. A video of a SARS officer killing a young motorist in Ughelli, Delta state, then pulling his body out of the vehicle and driving away with the dead man's Lexus SUV was the instant trigger. In a matter of days, throngs of young Nigerians gathered in Nigerian cities to demand the end of SARS.

Prior campaign and government announcements that SARS would be dissolved in 2014, 2015, and 2017 prompted the protests. Despite this, SARS officers continued to act without repercussions, carrying out armed robberies, rapes, other forms of torture, and extrajudicial killings. On Oct. 11, leaders announced that SARS would be disbanded, but protesters grew in number, despite risks and threats of violence. The move was widely received as a triumph of the demonstrations. However, several observers noted that similar pronouncements had been made in recent years to appease the public without the unit truly being abolished, and that the government had intended to relocate and monitor SARS personnel to medical centers rather than disbanding the unit totally. The #EndSARS protests elicited global sympathy and support, with world leaders such as United Nations Secretary-General António Guterres and United States Secretary of State Mike Pompeo tweeting in support. Other politicians and celebrities used the hashtag or mentioned the movement to express their support for the protests or to call for an end to the government's assault on demonstrators. These include former United States Secretary of State Hillary Clinton, U.S. president-elect Joe Biden, boxing heavyweight champion Anthony Joshua, Arsenal footballer Mesut Ozil, and American rapper Kanye West. For several

days in October, the hashtag #EndSARS was the number one trending topic on global Twitter with Twitter CEO Jack Dorsey launching a special emoji for the movement. Notwithstanding a system that has failed to respond to their demands, Nigerian youths have spoken out. The #EndSARS protests began with a focus on police brutality, but quickly expanded to include other aspects of corruption, violations of human rights, and underdevelopment in Nigeria. The #EndSARS protests were not intended to overthrow Nigeria or the Buhari dictatorship; rather, they want to make Nigerian nationality meaningful and valuable for young people.

2.3 THEORETICAL FRAMEWORK

Theories are needed in research because they serve as basis for the explanation of the phenomena being observed. Hence, this study will be built on the following theories:

Framing Theory

The New Media Theory

2.3.1 Framing Theory

This theory was propounded by Gregory Batson in 1972. The theory has its basis in the media focusing its attention on certain events and placing them within a field of meaning. The theory posits that how something is presented to the audience has an impact on the decisions people make about how to digest that information. According to framing theory, the media creates this frame by providing news items with predetermined and limited context. He defined mental frames as a "physical and momentary framing of a group of interacting messages." (Bateson, 1972) that functions as a sort of meta-communication (Hallahan, 2008). The activity of understanding news items and story content in a recognizable perspective is referred

to as framing. Frames can be used to aid comprehension or as intellectual shortcuts to connect stories to the larger picture.

Framing is concerned with how the media attracts the public's attention to particular topics – setting the agenda – and then goes on to create a frame whereby the audience will perceive such information. Reporters, journalists, and/or editors frequently choose frames for stories with care. This validates the media as gatekeepers who collect, choose, "arrange, and display the ideas, events, and issues they cover".

From the assumption of this theory information and communication technologies are used to establish its social structure. On the other hand, social media is a tool that grows rather than changes behavior; rather, behavior uses social media to expand and arrange itself into what it symbolizes. Despite this, the Internet has proven to be an indispensable tool for organizing and expressing social protests. It is a means of communication to which a large portion of the global population has access, reshaping the map of relationships by allowing ideas and information to flow freely and certain borders to blur. In this regard, one may say that social networking sites (SNS) have become one of the weapons of social and political movements due to their rapid growth. The public attention is pulled to a particular issue by social media, which creates frames for viewers and, in this context, allows social movements to expand exceedingly quickly and widely, with technology obviating the need for physical distance amongst participants. According to Wright and Hinson (2009), many people believe that social media complements traditional news media (85% in 2009 vs. 72% in 2008), and even more people think websites and social media impact reporting in traditional news media (92 percent in 2009 vs. 89 percent in 2008). Most people say blogs and social media have improved communications because they

motivate organizations to respond to comments more promptly (88 percent in 2009 vs. 84 percent in 2008).

2.3.2 The New Media Theory

The theory originated in the early 1990s, following the widespread use of the World Wide Web. In general, new media theory explores the effects of digital technology, from novel sociopolitical arrangements possible by computer-mediated communication to the visual culture importance of digital worldview. The theory supports digital and interactive form of communication.

Exploration on the dynamics of anything from everyday interactions with mobile phone applications to vast digital infrastructures falls under the category of technologies.

Several social movements, such as the organized labor and the international human rights mobility, have recognized and supported the emergence of new media over the last years. New media are computational types of media that depend on computers for dissemination. Computer animations, individual's developmental, dynamic computer systems, websites, and virtual worlds, are a few examples of new media technologies. Several social networking sites such as Twitter and Instagram as well as Facebook, WhatsApp, and Youtube. Since the widespread usage of new media, social movements have had a lengthy existence that has evolved at a quick pace. Social movements have made substantial use of new media to educate, organize, distribute cultural artifacts, interact, form coalitions, and much more.

2.4 EMPIRICAL FRAMEWORK

In the research study titled "**The impact of Social media on social movement: The new opportunity and mobilizing structure**" by Amandha. R. L. (2014). The

research looked at how social movements are formed by looking at two interconnected factors: opportunity frameworks and mobilization frameworks. Social movements according to the study, are fueled by opportunity frameworks such as a state's financial, political, and sociological environments, all of which are influenced by social access to media. It also concludes that social movements are the result of a complex interaction of variables instead of a single variable. The findings show that figuring out how to mass mobilize is just as important for the emergence of social movements as figuring out what makes individuals want to organize in the first place. The inclusion of social media into the conversation is regarded to have drastically altered people's ability to organize themselves.

Similarly, Kareem A. M. (2017) in a study titled "**The role of print and social media in social movements: The case of bring back our girls (BBOG)**" asserted that social movement campaigners depend on media coverage to gain public attention so that their voice can be heard. The study focused on how the Bring Back Our Girls campaigners utilized the print and social networking sites to mobilize, organize, and communicate with one another, both before and during the movement. Due to the digital divide, the study also focused on the design and prototyping of digital signage to see if it could be used to complement print and social media in any future social movement campaign. The observation revealed that most people claimed that they became aware of the BBOG campaign through social media like Facebook, Twitter, etc.

The thesis helped to understand that the influence of social media and print media significantly affected people to generate the movement, therefore, adoption of the

digital signage technology to complement the mass media would not only enhance the information and communication strategy but also help to reduce digital divide.

In the same direction, Lidia Angeles García González (2016) conducted a study on "**New Social Movements and Social Networking Sites' Uses: Mexicans' Mobilization for Peace in Mexico**". The study contributed to an understanding of how the nature of political action has been changed by the use of the Internet and has critically examined how the status quo of the policies for peace in Mexico has been transformed. The intention was to make a contribution to contemporary analysis focused on Internet use, the role that social networking sites have in the construction of collective identity, and the potential that new communication technologies have for mobilization.

According to the researcher, the study, through the comment's analysis on YouTube videos and the Proceso magazine Facebook page, demonstrated that users can display a restricted understanding of the causes and goals of these social movements for peace. This research demonstrated that collective identity can be promoted by the Internet particularly when the activists cannot access the mainstream media. They can use alternative forms of communication, such as the websites created by well-recognized journalists. In other cases, mainstream media can use material from alternative online sources and social media networks, which can provide information.

Afeez A. S. and Adeolu. O. O. (2020) on the "**Impact of Social Media on Police Brutality Awareness in Nigeria**". The study observed that though, social media has some negative impacts on young ones and the society, findings have shown that it still has numerous positive impact and one of the positive impacts was how it helped

during the Police Brutality Awareness in Nigeria, as the youths used the social media platforms to express their demands and frustrations while campaigning against the brutality, torture and mistreatments they faced from the police.

Based on the above studies, the need to fill the gap of the impact of social media on social movements (#EndSARS) in Nigeria is very imperative. Hence, this study is focused on filling this gap.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter focused on the methodology as well as research design for the research study. It also focused on the instrument which the researcher used to gather the necessary data for the study. This chapter also discussed the population and the sample size of the study.

3.2 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. This research uses a descriptive survey.

The term "survey research" refers to the process of gathering information from a group of people by asking them questions. (Check & Schutt, 2012).

For the purpose of this research study, the research design for use is the Descriptive survey research design because it is suitable for studies that deal with impact or public perception.

Using the survey method is quite beneficial since it is flexible and can provide valid results which can lead to generalizations for the study. It is important to determine the method and procedure adopted in this research report.

3.3   SOURCE OF DATA

The data for this study was collected from primary source of data. The primary data used for this research work was obtained through questionnaire conducted by the researcher on the Impact of social media on social movements; A study of the #EndSARS protest. The purpose was to get their personal views on the issue.

3.4   POPULATION OF THE STUDY

Wimmer and Dominick (2003) defined population as a collection or class of subjects, factors, ideas or phenomena.

The researcher chose youths in Ikeja, Lagos State as the population. The population for this study was acquired from the National Bureau of statistics at the total of 437,400

3.5   SAMPLING TECHNIQUES

Sample technique is the act of choosing the number of observations that includes a statistical sample. The sampling techniques adopted for this study are Random Cluster sampling technique and Convenience sampling technique

In Random cluster sampling technique, the researchers choose any unique range from an area. It is a method of picking geographically dispersed people at random.

Convenience sampling technique as the name implies, entails collecting a sample from a location that is convenient to you: the mall, local school, church etc. Members of the population are selected based on their relative ease of access.

The sample size for this study is 400 participants from Lagos State. The researcher selected Ikeja from within the boundaries of Lagos State and chose schools, offices, mosques, churches and shops in the area.

3.6 DETERMINATION OF SAMPLE SIZE

Sampling population is used to avoid possible errors in dealing with population. The population size was narrowed down to determine the sample size. A statistical formula was used in determining the sample size.

Using the Taro Yamane online calculator, the desired sample size derived from it was 399.63, accurately approximated to 400.

3.7 DATA COLLECTION INSTRUMENT AND PROCEDURE

The closed-ended questions were organized by the researcher, and respondents were instructed to choose from a prepared range of replies, such as "yes/no" or multiple-choice questions. Closed-ended questions are commonly used to collect quantitative data from participants. They are simple to answer and are easy to understand. A total of 400 questionnaires were administered.

The process of gathering data from all pertinent sources in order to find answers to the study problem, questions and evaluate the outcome is known as data collection. The questionnaires were administered amongst youths in Ikeja, Lagos State. The respondent ranged from ages 18 to 35.

3.8 VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENTS

Validity refers to how far a measurement device measures what it should measure. In other to validate the instrument, the instrument was tested by the supervisor and two other communication scholars to ensure that the instrument met the material validity criteria.

In other to ensure reliability of the research instrument, a pilot test of 20 respondents was conducted on undergraduate of Mountain Top University. The result of the test was subjected to Chronback Alpha analysis and the instrument achieved 0.78 level of reliability.

3.9 METHOD OF DATA ANALYSIS

In analyzing the data collected using the questionnaire, the researcher used the simple percentages methods of data analysis. The analysis was represented in tabular forms for easy assimilation and it consist the number of respondents and the corresponding percentage.

This test is based strictly on the primary data gotten from the use of questionnaire.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTODUCTION

This chapter is designed to present and analyze data generated from responses to the research questionnaire. It deals with the presentation, analysis and interpretation of the data collected to achieve the objectives of this study. For any research work to be meaningful the data collected must be analyzed and interpreted to facilitate the process of decision making.

4.2 QUESTIONNAIRE RETURN RATE

Table 4.1 Questionnaire Distributed/Returned

OPTIONS	FREQUENCY	PERCENTAGE%
RETURNED	341	85
NOT RETURNED	59	15
TOTAL	**400**	**100**

Source: Field study 2021

A total of Four hundred (400) copies of the research questionnaire were sent out. However, three hundred and forty-one (341) copies were returned, representing (85%) used for this study, while 59 copies, representing (15%), were not returned. The questionnaire comprised five sections and data generated will be presented as follows:

4.1.2 DEMOGRAPHIC DISTRIBUTION OF RESPONDENTS

Age Distribution of Respondents

AGE	FREQUENCY	PERCENTAGE%
18-21years	100	29
22-25years	120	35
26-30years	52	15
31-35years	69	20
TOTAL	**341**	**100**

Source: Field study 2021

Table 4.1.2 shows that 29% of the respondents are between the ages of 18-21, 35% falls between 22-25years, 15% falls between 26-30years and 20% are between the ages of 31-35. From the analysis, majority of the respondents who are familiar with the #EndSARS protest on social media are within the age range of 22-25. Therefore, they are the right people who are knowledgeably enough to know the impact of social media on the #EndSARS protest.

Table 4.1.3 GENDER DISTRIBUTION OF RESPONDENTS

GENDER	FREQUENCY	PERCENTAGE%
MALE	144	42
FEMALE	197	58
TOTAL	**341**	**100**

Source: Field study 2021

The gender distribution table as represented above shows that 42% of the respondents are male, while 58% of them are female. The implication is that both genders were fairly represented. Hence the researcher is able to know their reaction to the study and will make it reliable for decision- making.

Table 4.1.4 RELIGION DISTRIBUTION OF RESPONDENTS

RELIGION	FREQUENCY	PERCENTAGE%
Christianity	250	73
Islam	70	21
Traditionalist	19	6
Pagan	1	0
Free Thinker	1	0
TOTAL	**341**	**100**

Source: Field study 2021

The religion distribution table shows that 73% of the respondent are Christians, 21% are Muslims and 6% are traditional worshippers.

4.2 DATA ANALYSIS

Research Question 1: What is the level of awareness of the #EndSARS protest on social media among the youths in Ikeja, Lagos?

Item 4 to 9 of the questionnaire were used to answer the above research question stated above. Data generated from responses to the questions are presented in tables 4.2.1 to 4.2.7

4.2.1   Level of Awareness of the #EndSARS Protest on social media

Question 4. Are you aware of the #EndSARS protest?

OPTIONS	FREQUENCY	PERCENTAGE%
YES	337	99

NO	4	1
TOTAL	**341**	**100**

Source: Field study 2021

The table above shows that 99% are aware of the #EndSARS protest. While 1% of the respondents are not aware of the protest.

The implication of this response is that people are clearly aware of #EndSARS protest in Nigeria.

4.2.2   Level of Awareness of the #EndSARS protest on social media

Question 5. Did you participate in the #EndSARS protest on social media?

OPTIONS	FREQUENCY	PERCENTAGE%
YES	289	85
NO	52	15
TOTAL	**341**	**100**

Source: Field study 2021

The data in table 4.2.2 shows that 85% participated in the #EndSARS protest and 15% did not participate.

The implication of this response is that more percentage of the respondents participated in the #EndSARS protest.

4.2.3   Level of Awareness of the #EndSARS protest on social media

Question 6. What Social media platform(s) did you actively engage in during the #EndSARS protest among the following?

OPTIONS	FREQUENCY	PERCENTAGE%

Twitter	247	72
Instagram	175	51
Facebook	72	21
WhatsApp	149	43.5
Youtube	19	5.5

Source: Field study 2021

The table above indicates that a total of 247 respondents, representing 72% actively made use of Twitter during the #EndSARS protest, 175 representing 51% were active on Instagram during the #EndSARS protest, 72 representing 21% actively made use of Facebook during the #EndSARS protest, 149 representing 43.5% were active on WhatsApp during the #EndSARS protest and a total of 19 representing 5.5% actively made use of Youtube during the #EndSARS protest.

4.2.4   Level of Awareness of the #EndSARS protest on social media

Question 7. How often did you post on your Social media platform(s) during the #EndSARS protest?

OPTIONS	FREQUENCY	PERCENTAGE%
Once a Day	133	39
Multiple Times a Day	157	46
At All	51	15
TOTAL	**341**	**100**

Source: Field study 2021

The table above indicates that 39% of the youths posted once a day on their social media platform(s) during the #EndSARS protest, 46% posted multiple times a day and 15% did not post on their social media platform(s) at all during the protest.

The implication of this assertion is that majority of the youths posted on their social media platform(s) during the #EndSARS protest.

4.2.5   Level of Awareness of the #EndSARS protest on social media

Question 8. What communication platform did you first get to know about the #EndSARS protest?

OPTIONS	FREQUENCY	PERCENTAGE%
Mainstream media (TV or Radio)	28	8
Print Media	22	6
Social Media	291	85
TOTAL	**341**	**100**

Source: Field study 2021

The table above reveals that 85% got to know about the #EndSARS protest first from the social media, 6% got to know first from the print Media while 8% got to know first from the mainstream media.

The implication of this response is that more percentage of the youths got to know about the #EndSARS protest first from the social media platform.

4.2.6   Level of Awareness of the #EndSARS protest on social media

Question 9. What Networking Site would you say really helped in the awareness of the #EndSARS protest?

OPTIONS	FREQUENCY	PERCENTAGE%
Twitter	259	76

Instagram	37	11
Facebook	24	7
WhatsApp	20	6
Youtube	1	0
TOTAL	**341**	**100**

Source: Field study 2021

According to table 4.2.7, 76% of the respondents agreed that Twitter really helped in the awareness of the #EndSARS protest, 11% agreed that Instagram helped in the Awareness of the protest, 7% chose Facebook and 6% of the respondents agreed that WhatsApp helped in the awareness.

The implication of this response is that majority of the youths agreed that Twitter was used the most in the awareness of the #EndSARS protest.

Research Question 2: What social media platform was used for the mobilization of the youths during the #EndSARS protest?

Item 10 of the questionnaire was used to answer the research question stated above. Data generated from responses to the are presented in table 4.2.8 to 4.2.14

4.2.7 Social media platform that was used for the mobilization of the youths during the #EndSARS protest.

Question 10. Which of the following social media platforms was used the most for the mobilization of the youths during the #EndSARS protest?

SOCIAL MEDIA	SA	A	SD	D	TOTAL
Twitter	250 (73%)	74 (22%)	10 (3%)	7 (2%)	341
Instagram	95 (28%)	191 (56%)	29 (9%)	26 (7%)	341
Facebook	42 (12%)	85 (25%)	88 (26%)	126 (37%)	341
WhatsApp	62 (18%)	119 (35%)	57 (17%)	103 (30%)	341
Youtube	25 (7%)	55 (16%)	165 (48%)	96 (28%)	341

Source: Field study 2021

The table above shows that a total of 95% of the respondents agreed that Twitter helped the most in the mobilization of the youths during the #EndSARS protest while 5% of the respondents disagreed. 84% agreed that Instagram was used in the mobilization of the youths during the #EndSARS protest while 16% disagreed on the opinion. 37% agreed that Facebook was used in the mobilization of the youths during the #EndSARS protest while 63% disagreed on the opinion. A total of 53% of the respondents agreed that WhatsApp was used in the mobilization of the youths during the #EndSARS protest while 47% disagreed. 23% of the respondents agreed that Youtube was used in the mobilization of the youths during the #EndSARS protest while 76% disagreed on the opinion.

The implication of this assertion is that majority of the respondents are of the opinion that Twitter was used the most for the mobilization of the youths during the #EndSARS protest.

Research Question 3: What significant role did social media play during the #EndSARS protest?

Item 11 to 17 of the questionnaire are related to the objective and question stated above. Data generated from responses to the are presented in tables 4.2.13 to 4.2.19

4.2.8   Significant role social media played during the #EndSARS protest

Question 11. Social media had an impact on the #EndSARS protest.

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	84	25
Agree	129	38
Strongly Disagree	61	18
Disagree	67	19
TOTAL	**341**	**100**

Source: Field study 2021

From the table above, 25% of the respondents strongly agreed that social media had an impact on the #EndSARS protest, 38% agreed on this assertion, 18% strongly disagreed and 19% disagreed.

4.2.9   Significant role social media played during the #EndSARS protest

Question 12. Social media made the world know the severity of brutality faced by Nigerians

OPTIONS	FREQUENY	PERCENTAGE%
Strongly Agree	284	83
Agree	56	16
Strongly Disagree	1	0.3
Disagree	0	0
TOTAL	**341**	**100**

Source: Field study 2021

According to the data on the table above, 83% of the respondents strongly disagreed that social media made the world know the severity of brutality faced by Nigerians, 16% also agreed on the assertion, 0.3% strongly disagreed while 0% disagree.

This indicates that social media made the world know the severity of brutality faced by Nigerians

4.2.10 Significant role social media played during the #EndSARS protest

Question 13. Social media helped the victims of the #EndSARS protest.

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	148	43
Agree	152	45
Strongly Disagree	15	4
Disagree	26	8
TOTAL	**341**	**100**

Source: Field study 2021

The table above indicates that the total of 88% of the respondents agreed that social media helped the victims of the #EndSARS protest, while 12% disagreed on that assertion.

This indicates that social media really helped the victims of the #EndSARS protest

4.2.11 Significant role social media played during the #EndSARS protest

Question 14. **The campaign against the SARS officials spread fast due to social media's involvement**

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	212	62
Agree	104	30
Strongly Disagree	13	4
Disagree	12	4
TOTAL	**341**	**100**

Source: Field study 2021

The above certifies that a total of 92% agreed that the campaign against the SARS officials spread fast due to social media's involvement while the total of 8% disagreed on the opinion.

The implication of this assertion is that social media's involvement made the campaign against the SARS officials spread fast, far and wide

4.2.12 Significant role social media played during the #EndSARS protest

Question 15. The #EndSARS protest on social media fueled the anger of the youths and pushed them to go out and protest

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	191	56
Agree	106	31
Strongly Disagree	21	6
Disagree	23	7
TOTAL	**341**	**100**

Source: Field study 2021

The data on the table above shows that 56% of the respondents strongly agreed that the protest on social media fueled the anger of the youths and pushed them to go out and protest, 31% agreed on it while 6% strongly disagreed with the assertion and 7% disagreed on the assertion.

4.2.13 Significant role social media played during the #EndSARS protest

Question 16. The Protest on Social Media Was Worse than it Was Physically

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	52	15.2
Agree	92	27
Strongly Disagree	148	43.4
Disagree	49	14.3
TOTAL	**341**	**100**

Source: Field study 2021

According to the table 4.2.18, the average of 42.2% respondents agreed that the protest on social media was worse than it was physically, while 57.7% disagreed on the opinion.

This indicates that the physical movement was worse than the online movement.

4.2.14 Significant role social media played during the #EndSARS protest

Question 17. The social media campaign was more effective than the physical campaign

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	75	22
Agree	122	36
Strongly Disagree	58	17
Disagree	86	25
TOTAL	**341**	**100**

  Source: Field study 2021

The data on table 4.2.19 shows that a total of 58% of the respondents agreed that the social media campaign was more effective than the physical campaign while 42% of the respondents disagreed on the assertion

Research Question 4: To what extent did social media contribute to the destruction of properties during the #EndSARS protest?

Item 18 to 22 of the questionnaire were used to answer the research question stated above. Data generated from responses to the are presented in tables 4.2.15 to 4.2.19

4.2.15 Social media contribution to the destruction of properties during the #EndSARS protest

Question 18. There were a lot of fake news on social media regarding the #EndSARS protest

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	95	28
Agree	182	53
Strongly Disagree	34	10
Disagree	30	9
TOTAL	341	100

Source: Field study 2021

The table above indicates that 28% of the respondents strongly agreed that there were a lot of fake news on social media regarding the #EndSARS protest, 53% agreed while 10% strongly disagreed and 9% disagreed on the assertion.

The implication of this assertion is that majority of the respondents agreed on the assertion that there were a lot of fake news on social media regarding the #EndSARS protest.

4.2.16 Social media contribution to the destruction of properties during the #EndSARS protest

Question 19. The destruction of properties during the #EndSARS protest was as a result of the fake news on social media.

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	84	25
Agree	106	31
Strongly Disagree	68	20
Disagree	83	24
TOTAL	341	100

Source: Field study 2021

The data on table 4.2.21 shows that a total of 56% of the respondents agreed that the destruction of properties during the #EndSARS protest was as a result of the fake news on social media while 44% of the respondents disagreed on the opinion

The implication of this statement is that a bulk of respondents agreed that property destruction during the #EndSARS demonstration was caused by fake news spread on social media.

4.2.17 Social media contribution to the destruction of properties during the #EndSARS protest

Question 20. The stories on social media encouraged the destruction of properties during the #EndSARS protest

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	71	21
Agree	115	34
Strongly Disagree	106	31
Disagree	49	14
TOTAL	**341**	**100**

Source: Field study 2021

The table above reveals that a total of 55% of the respondents agreed that the stories on social media encouraged the destruction of properties during the #EndSARS protest while 45% did not agree on the assertion.

This indicates that the destruction of properties during the #EndSARS protest was as a result of the stories on social media.

4.2.18 Social media contribution to the destruction of properties during the #EndSARS protest

Question 21. **Some bloggers on social media used the #EndSARS protest to their advantage by posting fake stories or hoaxes online**

OPTIONS	FREQUENCY	PERCENTAGE%
Strongly Agree	168	49
Agree	115	34
Strongly Disagree	33	10
Disagree	25	7
TOTAL	341	100

Source: Field study 2021

The table above reveals that a total of 83% of the respondents agreed that some bloggers on social media used the #EndSARS protest to their advantage by posting fake stories or hoaxes online while 17% disagreed on the opinion

4.2.19 Social media contribution to the destruction of properties during the #EndSARS protest

Question 22. Do you think that the 'fake stories' on social media during the #EndSARS protest played a large part in the destruction of properties?

OPTIONS	FREQUENCY	PERCENTAGE%
YES	178	53
NO	158	47
TOTAL	341	100

Source: Field study 2021

According to the data on the table above, an average of 53% respondents agreed that the 'fake stories' on social media during the #EndSARS protest played a large part in the destruction of properties while 47% of the respondents did not agree.

4.3 DISCUSSION OF FINDINGS

The general data is analyzed using simple percentages. The parts of the questionnaire were drawn from the research questions previously highlighted in chapter one of this study.

In table 4.2.1, Research question 1, What is the level of awareness of the #EndSARS protest on social media among the youths in Ikeja, Lagos? The researcher asked six different questions to determine the respondent's degree of awareness of the protest. The result showed that 99% are aware of the #EndSARS protest while 1% of the respondents are not aware of the protest and that 85% participated in the #EndSARS protest while 15% did not participate. The implication of this responses is that people are clearly and extremely aware of the #EndSARS protest.

This is in tandem with Afeez, A. S. & Adeolu O. O (2020) on the "Impact of Social Media on Police Brutality Awareness in Nigeria" that states that Nigerians are aware of the #EndSARS protest

In table 4.2.7, Research question 2, What social media platform was used for the mobilization of the youths during the #EndSARS protest? Table 4.2.7 shows that a greater percentage of the respondents agreed that Twitter was used for the mobilization of the youths during the #EndSARS protest.

It is in line with Afeez, A. S. & Adeolu O. O (2020) on the "Impact of Social Media on Police Brutality Awareness in Nigeria" where they discovered that Twitter was the social media site that the respondents felt (73%) truly aided throughout the online awareness because the hashtag trended every day with millions of likes, retweets, and impressions.

In table 4.2.8, Research question 3, What significant role did social media play during the #EndSARS protest? In this section, the researcher made seven different statements to determine the respondents view on the significant role social media played during the protest, using a Likert 4-point scale. The researcher was able to find out that social media helped the victims of the #EndSARS protest, it helped the world know about the severity of brutality faced by Nigerians and the campaign against the SARS officials spread fast due to social media's involvement.

This is in tandem with Kareem, A. M. (2017) in a study titled "The role of print and social media in social movements: The case of bring back our girls (BBOG)" where he found out that social movement campaigners depend on social media to gain public attention so that their voice can be heard.

In table 4.2.15, Research question 4, To what extent did social media contribute to the destruction of properties during the #EndSARS protest? The result showed that in Table 4.2.16, 56% of the respondents agree that the destruction of properties during the #EndSARS protest was as a result of the fake news on social media while 44% of the respondents disagree on the opinion. Table 4.2.17 showed that 55% of the respondents agree that the articles on social media encouraged the destruction of properties during the #EndSARS protest while 45% do not agree on the assertion. In

summary, the fake stories on social media during the #EndSARS protest played a large part in the destruction of properties during the #EndSARS protest.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter summarizes the findings, concludes and proffers some recommendations.

5.2 SUMMARY

The study examines Impact of Social media on Social Movements: A Study of the #EndSARS Protest. The chapter one with Background to the study which is a background information of the research work, Objectives of the study were listed showing the objectives to be achieved at the end of the research. Research Questions. Significance of the study revealed how the study would be important to the academic community, the government and researchers in the field of the study, Scope of the study explained the reach of the study and Operational definition of terms.

Chapter two which is literature review was broken into Conceptual framework which includes the concept of social media, fake news on social media, social movements, kinds of social movements and an overview of the #EndSARS protest. Theoretical frame work, in which the framing theory and the new media theory were used and Empirical review which analyzed various works of other researchers on the subject matter.

Chapter three is the research methodology which presents the research design employed in achieving the objectives of the study, the procedure that were used for data collection and plan for data analysis, which includes; research design, source of data, population of the study, sampling technique, determination of sample size, data

collection instrument and procedure, validity and reliability of the research instrument and concluded with examining the method of data analysis used in the research work.

Chapter four gave the data presentation and analysis. The statistical analysis of the information obtained through the questionnaire was carried out in this chapter and the findings made from the data were discussed with tables, figures and percentages. A total of 341 responses were used in the analysis.

Chapter five summarizes all the chapters and concluded the project with relevant recommendations.

The researcher vigorously sought to achieve the objectives of the study. The findings of the study are presented as follows:

1   A large number of the youths are aware of the #EndSARS protest.

2   Twitter was said to have been the social media platform that was used for the mobilization of the youths during the #EndSARS protest.

3   A large percentage of respondents opined that social media made the world know of the severity of brutality faced by Nigerians.

4   A large number of respondents were of the opinion that social media helped the victims of the #EndSARS protest

5   A large number of respondents said that the physical movement was worse than the online movement but the social media campaign was more effective than the physical campaign.

6   Over 53% of respondents claimed there was a lot of fake news on social media during the #EndSARS protest, and that the damage of properties was a natural consequence of the fake news on social media during the protest.

7   A large percentage of the respondent opined that some bloggers used the #EndSARS protest to their advantage by posting fake stories or hoaxes online

5.3 CONCLUSION

From the result of the study, the researcher concluded that a large number of respondents think that social media had a positive impact on the campaign against the SARS officials. It is also understood that a large number of respondents agreed that that social media had a negative impact on the #EndSARS protest.

Social media had both positive and negative impact on the #EndSARS movement. The negative part however, overweighs the positive impact. Though social media helped the victims of the #EndSARS protest and made the world know of the brutality which in turn made the SARS operative to disband permanently, the fake news on social media resulted in destruction of properties and made some lives to be lost.

5.4 RECOMMENDATIONS

The following recommendations are made based on the above findings:

1. Government should enforce the Anti-torture act 2017

2. The police force should provide human rights training to all police, at recruitment and periodically

3. Regulation of the social media platforms by the government and the social media organizations.

4. Nigerians should always cross check their facts before commenting or uploading an article.

5. The victims of Human rights should have access the mechanisms of justice and to prompt redress, as provided for by national legislation.

5.5 LIMITATIONS OF THE STUDY

There are a number of limitations in this study that should be further addressed in the future. First, time constraints, that is the time which was meant for the studying and gathering of the data was not convenient because of the situation of the country and limited access to data that is the respondents. Secondly, some people were reluctant to fill out the questionnaire out of fear of it being used by the government against them.

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DEPARTMENT OF MASS COMMUNICATION

Dear Respondents,

I am Ayodele Adeleye, an undergraduate of the above institution and department currently working on a research project "**Impact of Social Media on Social Movement: A Study of the #EndSARS Protest"**. This research is a scholarly study with the objective to examine the impact of social media on social movements. Therefore, this questionnaire is meant to collect data for the research. The information provided would be treated with utmost confidentiality and solely for academic research purposes.

Thank you for your co-operation.

SECTION A: Demographic Characteristics

Please tick [√] as appropriate

1. Age: a. 18- 21yrs [   ]   b. 22-25yrs[   ] (c) 26-30yrs [   ]   d. 31-35yrs[   ]

2. Gender: a. Male [   ]   b. Female [   ]

3. Religion: a. Christianity [   ]   b. Islam [   ]   c. Traditional [   ]   d. Others [   ]

SECTION B: What is the Level of Awareness of the #EndSARS Protest on Social Media?

Please respond by ticking the appropriate response(s) for each question

4. Are you aware of the #EndSARS protest?

   (a) Yes
   (b) No

5. Did you participate in the #EndSARS protest on social media?

(a) Yes

(b) No

6. What Social media platform did you **actively** engage in during the #EndSARS protest among the following?

(a) Twitter

(b) Instagram

(c) Facebook

(d) Whatsapp

(e) Youtube

7. How often did you post on your Social media platform(s) during the #EndSARS protest?

(a) Everyday

(b) Multiple times a day

(c) At all

8. What communication platform did you first get to know about the #EndSARS protest?

(a) Mainstream media (TV and Radio)

(b) Print Media

(c) Social Media

9) What networking site would you say really helped in the awareness of the #EndSARS protest?

(a) Twitter

(b) Instagram

(c) Facebook

(d) WhatsApp

(e) Youtube

SECTION C: Which of the following social media platforms was used the most for the mobilization of the youths during the #EndSARS protest?

Please respond by ticking the appropriate response for each item

SA= Strongly Agree, A= Agree, SD= Strongly disagree, D= Disagree

QUESTION 10

STATEMENTS	SA	A	SD	D
a. Twitter				
b. Instagram				
c. Facebook				
d. WhatsApp				
e. Youtube				

SECTION D: What Significant Role did Social Media Play During the #EndSARS protest?

Please respond by ticking the appropriate response for each item

SA= Strongly Agree, A= Agree, SD= Strongly Disagree, D= Disagree

STATEMENTS	SA	A	SD	D
11. Social media had an impact on the #EndSARS protest,				
12. Social media made the world know the severity of brutality faced by Nigerians				
13. Social media helped the victim of the #EndSARS protest.				
14. The campaign against the SARS officials spread fast due to social media's involvement.				
15. The #EndSARS protest on social media fueled the anger of the youths and pushed them to go out and protest				
16. The protest on social media was worst than it was physically				

STATEMENTS	SA	A	SD	D
17. The social media campaign was more effective than the physical campaign				

SECTION E: To What Extent Did Social Media Contribute to the Destruction of Properties?

SA= Strongly Agree, A= Agree, SD= Strongly Disagree, D= Disagree

STATEMENTS	SA	A	SD	D
18. There were a lot of fake news on social media regarding the #EndSARS protest				
19. The destruction of properties during the #EndSARS protest was as a result of the fake news on social media				
20. The stories on social media encouraged the destruction of properties during the #EndSARS protest				
21. Some bloggers on social media used the #EndSARS protest to their advantage by posting fake stories or hoaxes online				

22. Do you think that the 'fake stories' on social media during the #EndSARS protest played a large part in the destruction of properties? ---------------

      i. Yes

     ii. No