THE INFLUENCE OF SOCIAL NETWORKING ON STUDENT ASSOCIATIONS' ELECTIONEERING CAMPAIGN, A STUDY OF THEATRE AND PERFORMING ARTS STUDENTS ASSOCIATION (TAPASA) A.B.U ZARIA

By

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BEING A THESIS SUBMITTED TO THE POSTGRADUATE SCHOOL AHMADU BELLO UNIVERSITY, ZARIA

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June 2014

DECLARATION

I hereby declare that this dissertation has been written by me and it is a record of my research work. It has not been submitted in any previous application for a higher degree. All quotations are indicated and the sources of information are suitably acknowledged by means of references.

Daniel Tozabye Gideon Bawa

June 2014

CERTIFICATION

This is to certify that this dissertation, titled "**THE INFLUENCE OF SOCIAL NETWORKING ON STUDENT ASSOCIATIONS' ELECTIONEERING CAMPAIGN, A STUDY OF THEATRE AND PERFORMING ARTS STUDENTS ASSOCIATION (TAPASA) A.B.U ZARIA**" written by DANIEL TOZABYE GIDEON BAWA MA/ARTS/5371/2009-2010 meets the regulations governing the award of the Degree of Master of Arts (M.A) in Development Communication, from the Department of Theatre and Performing Arts, Faculty of Arts, Ahmadu Bello University, Zaria and is approved for its contribution to knowledge.

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Dean, Postgraduate School

DEDICATION

This work is dedicated to my loving parents Mr and Mrs Gideon Bawa and to all parents who make endless sacrifices for the joy of their children.

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To the everlasting glory of the Almighty seated upon the throne I want to use this medium to send my profound appreciation to all that contributed in one way or the other to the accomplishment of this study.

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ABSTRACT

This study is focused on examining the potentials of the social media in fostering democratic/participatory culture in students electioneering campaign amongst Theatre and Performing Arts Student Association (TAPASA) A.B.U. Zaria Over the years different attempts at participatory processes have been employed by practitioners to empower communities with the ability to be part of decision making in installing leaders into positions of leadership, and to act for themselves in order to effect social change and attain their own development through participation in democratic process. Political systems and types of democracy at different levels and at different times in Nigeria have been employed in an attempt to translate Nigeria from a developing country to a developed country. Students who characterize the younger generation have also thrown a shot at politics at different levels, but the outcomes, are still far from the desired result. Development expects have used methods such as Participatory Learning and Action (PLA), Theatre for Development (TFD) and the likes to get people actively involved in democratic politics and to make democratic processes a catalyst to reaching true and sustainable development. However with the rapid growth in the usage of the social media, and its consequent capacity to facilitate connectivity between numerous individual across distant boundaries, this study looks at the potential of Social media as a communication medium where students can easily participate in Student Association political processes at electioneering level. This will further enable student's participation in the deliberative processes through which mutual agreement towards sustainable development could be attained. The research studies two political campaign groups on Facebook (shamagana justice vanguard and Emekaloveday 4 president), of two political

dispensation in Theatre and Performing Arts Students Association (TAPASA) Ahmadu Bello University Zaria.

TABLE OF CONTENT

DECLARATION ii

CERTIFICATION iii

DEDICATION iv

ACKNOWLEDGEMENTS v

ABSRACT…… VI

CHAPTER ONE 1

GENERAL INTRODUCTION 1

1.1 The New Media 1

1.2 Development of the New Media 2

1.3 Social Networks 3

1.4 History of Facebook 8

1.5 Statement of Research Problem 11

1.6 Aim and Objectives of the Study 13

1.7 Justification 13

1.8 Scope of the Study 14

CHAPTER TWO 155

2.1 Literature Review 15

2.2 Barak Obama's Presidential Campaign 16

2.3 Goodluck Jonathan's Presidential Campaign 18

2.4 New Media, Youths, and Politics 20

2.5 Conclusion 24

2.6 Theoretical Framework 25

CHAPTER THREE 28

RESEARCH METHODOLOGY 28

3.1 Introduction 28

3.2 Research Design 366

3.3 Description of Research Instruments and Procedure of Data collection 36

3.4 Data Analysis 38

CHAPTER FOUR 39

DATA PRESENTATION AND ANALYSIS 39

4:1 Introduction 39

4:2 Shamagana Justice Vanguard 39

4:3 Emeka Lovesday 4 President Facebook Group 400

4.4 Distribution of Respondents Based on Age 411

4.5 Distribution of Respondents Based on Their Awareness of Social Networking 422

4.6 Distribution of Respondents Based on Whether They Use Social Network Sites 433

4.7 Distribution of Respondents Based on Principal Reason for Being on the Social Networking Site 444

4.8 Distribution of Respondents Based on Awareness of Any A.B.U Students Political Group on Social Networking sites 47

4.9 Distribution of Respondents Based on Membership of Any A.B.U Students Political Group on Social Networking Site 47

4.10 Distribution of Respondents Based on Their Involvement in TAPASA.....49

4.12 Distribution of Respondents on Social Network as an Effective Political Tool in ABU 522

4.13 Distribution of Respondents Based on Their View on the Strongest Students Association Campaign Approach inABU 522

4.14 Distribution of Respondents Based on Influence Politically By Any of ABU Social Networking Group.....53

4.15 Conclusion 58

CHAPTER FIVE 600

5.1 Summary.....601

5.2 Weaknesses 622

5.3 Conclusion 633

5.4 Recommendations 633

REFERENCES …….. …….66

APPENDICES…… …… 80

Questionnaire……81

CHAPTER ONE

GENERAL INTRODUCTION

1.1 The New Media

Many have tried to understand the new media phenomenon; others have proposed a definition only to realize they didn't capture important aspects of the innovation. New Media can be defined as a digital interactive form of communication that uses the Internet, podcasts, RSS feeds, social networks, text messaging, blogs, wikis, virtual worlds and more.

> Ron Rice stressed the two-way capabilities of computing and telecommunications, and defined new media as 'those communication technologies, typically involving computer capabilities (microprocessor or mainframe), that allow or facilitate interactivity among users or between users and information' (Rice and Associates, 1984).
>
> More recently, writers have emphasized the convergence of computing and telecommunications technologies (Baldwin et al., 1996). Studies of human–computer interaction and interface design focus on system features that affect the perceptions and cognitive 'human factors' of technology users (Reeves and Nass, 1996; 39).

Most technologies described as New Media are digital, often having characteristics that are flexible and can be manipulated, networked, dense, compressed, and interactive. Some more examples are the Internet, websites, computer multimedia, computer games, CD-ROMS, and DVDs. However television programs, feature films, magazines, books, or paper-based publications - unless they contain technologies that can enable digital interactivity are often not considered as New Media. New Media makes it possible for *anyone* to create, modify, and share content with others, using relatively simple tools

that are often free or inexpensive. New Media requires a computer or mobile device with Internet access. (Tamar 2010: 66)

As complex as New Media sounds, it provides the arsenal to combat 21th century communication need to materialize a democratic culture, in the past community meeting were possible, and where every community member is expected to contribute in meetings and modern society framing disallows such face to face communication. Therefore the communication technologies must be designed to catch-up with the trends. The New Media makeup makes it easy for every member of the public to participate without intimidation.

1.2 Development of the New Media

Some believe that New Media is the replacement of the traditional Media. But New Media has not replaced older Media, any more than broadcasting replaced print in the mid-twentieth century. Rather, people's information and communication environments have become more individualized and commoditised, integrating print, audio, still and moving images, broadcasting, telecommunications, computing, and other modes and channels of communication and information sharing.

> Undoubtedly, most definitions of new media and ICTs to date have focused on their technological features. Wilbur Schramm (1977) classified communication media on the basis of channel characteristics that parallel human sensory perception, such as motion versus still visuals, sound versus silent, text versus picture, or one-way (simplex) versus two-way (duplex) transmission. He distinguished between inexpensive, small-scale ‘little media' and ‘big media' with large, complex, expensive infrastructures and organizational arrangements. Ithiel de Sola Pool, a political scientist and pioneer of new media research, defined new communications technologies as ‘shorthand for about 25 main devices', which he duly listed (Pool, 1990: 19). Other definitions of new media technology have taken a similar classificatory approach (Durlak, 1987; 43 Steuer, 1995: 72).

Until the 1980s media relied primarily upon print and analogue broadcast models, such as those of television and radio, which were highly complicated and out of reach of the ordinary citizen who wanted to participate in the decision making of his society. However the last couple of decades have seen the rapid transformation in media digital technologies, such as the Internet and computer games. The use of digital computers has transformed the remaining 'old' media, as suggested by the advent of digital television and online publications, today the national dailies can be accessed on the internet, and an average citizen with a cell phone can read and make comments with minimal complications, and at an affordable price. Even traditional media forms such as the printing press have been transformed through the application of technologies such as image manipulation software like Adobe Photoshop and desktop publishing tools.

Andrew L. Shapiro (1999) argues that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources" (Shapiro cited in Croteau and Hoynes 2003). W. Russell Neuman (1991) suggests that whilst the "new media" have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction. According to Neuman, "We are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication and between public and private communication.

1.3 Social Networks

A social networking service is a type of social media that provides a platform to build social networks or social relations among people who, share interests, activities, backgrounds or real-life connections. A social network service consists of a

representation of each user (often a profile), his social links, and a variety of additional services. Social networking is web-based services that allow individuals to create a public profile, to create a list of users with whom to share connection, and view and cross the connections within the system. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as, mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, interests with people in their network.

> The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Popular methods now combine many of these, with American-based services such as Facebook, Google+, YouTube, LinkedIn, Instagram, Pinterest, Tumblr and Twitter widely used worldwide
>
> The potential for computer networking to facilitate newly improved forms of computer-mediated social interaction was suggested early on. Efforts to support social networks via computer-mediated communication were made in many early online services, including Usenet, ARPANET, LISTSERV, and bulletin board services (BBS). Many prototypical features of social networking sites were also present in online services such as America Online, Prodigy, CompuServe, ChatNet, and The WELL. Early social networking on the World Wide Web began in the form of generalized online communities such as Theglobe.com (1995), Geocities (1994) and Tripod.com (1995).

The premise behind Social Networks is to create a profile displaying your profile identity that you can then share with your friends. These profiles are typically interactional and users can comment on or share them with other friends. The profiles

are fully customizable, and as the owner of your profile, you have complete control over what is displayed on the profile page. In some social networks you can also create network pages. If you are the manager or administrator of these pages, you can make changes or amendments to them and you have full control over what is displayed. In Facebook for example, you can only have complete access to a person's wall post, and other personal information after your friends' request have been accepted. In twitter, the setup is slightly different, you can at will follow anyone you desire to view his posts, but the person in turn can only view back your posts if he follows you too. It is such technology that makes it possible for young university students to follow their political mentors like Nasir El-rufai who is constantly sharing his views on government policies on twitter.

> Once your profile is set up, you can connect to friends and colleagues by searching for them by name. You can also perform searches based on interests, location, schools, or affiliation. When you find an individual whose profile matches your search, you may wish to immediately initiate a friendship with the person (often, you can add a friend to your network by choosing the "add friend" or similar option), or you can email the person directly. (Tamar 2009; 63)

Social networks such as Facebook, MySpace, and LinkedIn are powerful for message broadcasting and for brand awareness. Because these sites inherently connect people with similar backgrounds and interests, hub pages dedicated to products and services are often invoked either by fans or by marketers/businesses out of a desire to create strong associations between individuals and products. The social network creates a conducive atmosphere for democratic culture where members can freely debate and proffer solution for their everyday challenges. One example of such social network group is "STARS FROM THE WELL" a group specifically created for students, graduates and staff of Theatre & Performing Arts Department in (A.B.U) Zaria. Here, members can freely

express their experiences in the drama village; the good, the bad and the ugly within the group. Here they can make suggestions to imbibe new traditions.

Many early social networking sites focused on bringing people together to interact with each other through chat rooms, and encouraged users to share personal information and ideas via personal webpages by providing easy-to-use publishing tools and free or inexpensive web space. Some communities - such as Classmates.com - took a different approach by simply having people link to each other via email addresses. In the late 1990s, user profiles became a central feature of social networking sites, allowing users to compile lists of "friends" and search for other users with similar interests. New social networking methods were developed by the end of the 1990s and many sites began to develop more advanced features for users to find and manage friends. This newer generation of social networking sites began to flourish with the emergence of SixDegrees.com in 1997, followed by Make-out-club in 2000, Hub Culture and Friendster in 2002, and soon became part of the Internet mainstream. Attesting to the rapid increase in social networking sites' popularity, by 2005, it was reported that MySpace was getting more page views than Google. Facebook, launched in 2004, became the largest social networking site in the world in early 2009. Facebook was first introduced (in 2004) as a Harvard social networking site, expanding to other universities and eventually, every country.

According to boyd and Ellison's (2007) article, "Why Youth (Heart) Social Network Sites: The Role of Networked Publics in Teenage Social Life", social networking sites share a variety of technical features that allow individuals to: construct a public/semi-public profile, articulate a list of other users that they share a connection with, and view their list of connections within the system. The most basic of these are visible profiles

with a list of "friends" who are also users of the site. In an article entitled "Social Network Sites: Definition, History, and Scholarship," Boyd and Ellison adopt Sunden's (2003) description of profiles as unique pages where one can "type oneself into being." A profile is generated from answers to questions, such as age, location, interests, etc. Some sites allow users to upload pictures, add multimedia content or modify the look and feel of the profile. Others, e.g., Facebook, allow users to enhance their profile by adding modules or "Applications." Many sites allow users to post blog entries, search for others with similar interests and compile and share lists of contacts. User profiles often have a section dedicated to comments from friends and other users. To protect user privacy, social networks typically have controls that allow users to choose who can view their profile, contact them, add them to their list of contacts, and so on.

Some social networks have additional features, such as the ability to create groups that share common interests or affiliations, upload or stream live videos, and hold discussions in forums.

There is a trend towards more interoperability between social networks led by technologies such as Open ID and Open Social. In most mobile communities, mobile phone users can now create their own profiles, make friends, participate in chat rooms, create chat rooms, hold private conversations, share photos and videos, and share blogs by using their mobile phone. Some companies provide wireless services that allow their customers to build their own mobile community and brand it; one of the most popular wireless services for social networking is Facebook Mobile.

1.4 History of Facebook

Facebook is a popular social networking website, which was invented by Harvard computer science student Mark Zuckerberg, along with classmates Eduardo Saverin, Dustin Moskovitz, and Chris Hughes. The website was originally and briefly called Facemash. (Markoff 2007) Mark Zuckerberg was a second year student, when he wrote the software for the Facemash website. Perhaps, it was Zuckerberg's sophomoric sense of humour that led him to create the site as a type of "hot or not" game for Harvard students, where website visitors could compare two student photos side-by-side and let viewers decide who was "hot" and who was "not". Mark Zuckerberg put his computer science skills to good use by hacking into Harvard's security network where he copied the student ID images used by the dormitories and used them to populate his Facemash website.

Fashmash opened on October 28, 2003, and closed a few days later, shut down by Harvard executives. Mark Zuckerberg faced charges of breach of security, violating copyrights, and violating individual privacy for stealing the student photos he used to populate the site. He also faced expulsion from Harvard University for his actions. However, all charges were eventually dropped.

On February 4, 2004, Mark Zuckerberg re-launched with a new website "The facebook". Six days later, Mark Zuckerberg again faced trouble when three Harvard seniors, Cameron Winklevoss, Tyler Winklevoss, and DivyaNarendra, accused Zuckerberg of stealing their ideas for an intended social network website called HarvardConnection, and of using their ideas for TheFacebook. Winklevoss, Winklevoss, and Narendra later filed a lawsuit against Zuckerberg, however, the matter was settled out of court.

Membership to the website was at first restricted to Harvard College students.

Zuckerberg enlisted a few of his fellow students to help grow the website: Eduardo Saverin worked on business, Dustin Moskovitz as a programmer, Andrew McCollum as a graphic artist, and Chris Hughes. Together the team expanded the site to additional universities and colleges.

In 2004, an angel investor, Sean Parker (founder of Napster) became the company's president. The company changed the name from The Facebook to just Facebook after purchasing the domain name facebook.com in 2005 for $200,000.
By September 2005, Facebook claimed that eighty-five percent of all students at the 882 colleges it supported had Facebook profiles, sixty percent of whom logged in daily (Arrington 2005). Today, Facebook is open to anyone with an email address who is thirteen or older, with a population amounting to over 500 million users.

Facebook's roots as a college-based service are still visible in the key role it assigns to Networks. A "Network" is a collection of users with a school, workplace, or region in common. Facebook's pace of innovation is so blisteringly fast that it is not uncommon to log into the site and see that part of the interface has changed overnight to offer a new feature. Each user's profile page has a "Wall" where other users can post messages. There is also a private, email-like "Message" system, and the "Poke" system, whose only message is "You were poked by. There is a photo-sharing feature, imaginatively named "Photos," with a clever tagging system: for example if you click on a face in a photo even one posted by someone else, you can enter the person's name. If it is someone on Facebook, the name becomes a link to his or her profile.

All of these activities generate a rich stream of event notifications. In September 2006, Facebook made that stream visible to users. Each user's homepage displayed a "News Feed" a list of the most recent notifications from his or her contacts.

Facebook's most technologically interesting feature is it's "Platform," which developers can use to create "Applications" that plug seamlessly into the Facebook site. The Platform provides developers an interface to issue instructions to Facebook and gather information from it, along with a custom mark-up language so that the application's notifications and interface are shown to users with the Facebook look and feel. There are now thousands of Applications, a few of which are runaway successes. Some of the more notable Applications include:

- Causes, which lets users display their social commitments, find other users who support the same causes, and donate money; and
- Poll, which allows users to create a poll on any chosen topic or issues and is likewise posted on the creator's wall for others to see.
- Quiz Creator, which asks, "Ever wanted your own Facebook app? Too lazy to code? This app's for you! Use this app to create your very own quiz app by filling out a few easy forms!"
- Facebook groups which also allows users who have like interests to find themselves and share idea's information and experiences.

Applications can be connected to almost every aspect of one's Facebook experience. For example, Causes writes to your profile page and News Feed. Facebook now sports an extensive set of options to let users decide what personal data Applications can see and what aspects of their Facebook presence Applications are allowed to spam with messages (O'Reilly 2007).

Two very interesting applications on Facebook which enable interactivity are the causes and the group's application. The cause's application as mentioned above allows users to display their social commitments, find other users who support the same causes, and also donate money.. Such application stands Facebook out from other network sites

in terms of its ability to facilitate connections of individuals that share like interest towards making an impact on society.

The group application also allows individuals to create groups and invite others who share the same commitments and interests to join. The group application allows for group members to share information ranging from photos, and recent news, to also sharing opinions and perspectives on issues through the discussion forums available on the group application. Unlike the personal profiles in which post made by an individual is sent to the wall of all his or her friends, the group discussion platform is a lot more private you can only view discussions and peoples contribution by clicking into the topics on the group discussion forums, and notifications are sent to participants of the discussions.

Facebook has made the site so user friendly that, whatever you can do on facebook.com you can do from your mobile phone Facebook app, on the go. Most new smart phones come with Facebook app. So you can update status, comment and do a lot of things even from your mobile phone.

Facebook Ads allows you to target people of specific age, geographic location, interests, etc, making your ads most useful and effective.

1.5 Statement of Research Problem

Nigeria is a developing country and we trust that one day it would become a developed country. However for this to happen, people need to be enabled to fully and freely participate in the democratic process of the country, and this begins with transparent election of credible people.

Over the years a lot of emphasis has been placed on New Media as a revolution technology capable of transforming the reality of this generation, ranging from social

interaction, business and marketing, religion and faith, it also considered engendering factor for achieving a democratic culture, making use of its powers to enable people within communities with the skill to discover issues affecting them, and negotiate on their own, ways to solving those problems.

Although New Media account for a reasonable amount of success in achieving change and development within the target communities in the country, a lot of ground still needs to be covered especially in terms of providing an enabling environment for individuals to effectively participate in the processes of ensuring democratic culture which will translate into imbibing democratic tenets not just as a means to an end, but as an end in itself. We can hardly ascertain the extent to which New Media (Social Networking) has influenced students electioneering campaign among youths in Nigeria. And this indicates a distance away from our goal, young people are often raised in cultures alien to credible electoral processes during campaigns for political positions, therefore when they themselves need to elect leaders into positions: both the process and the outcome are not favourable.

The question therefore arises as to whether with this kind of democracy we can achieve our goal of becoming a developed (democratic) country. A lot of people, especially the youths, still need to be empowered with the ability and platform to participate in processes of democracy so as to be able to ensure their own development. As such, students' campaign and politics on Social networking sites stand as a potential means of communicating democratic development characterised with the ability to facilitate participation and deliberation amongst people to effect change in society through the effective sharing of information and ideas, a potential which is yet to be exploited especially in Nigeria.

1.6 Aim and Objectives of the Study

The aim of the research is to assess the influence of Social Networking on student electioneering campaign among Theatre and Performing Arts Students Association (TAPASA) in Ahmadu Bello University (ABU). The research has the following objectives;

To assess the effectiveness of the Social Networking in engendering democratic culture vis a vis theatre and performing arts students political evolution and development

To locate and measure traces of democratic culture in the administration of Theatre and Performing Arts Students Association.

1.7 Justification

On the average, ABU students live everyday complaining on how expensive it is to contest for political positions baring in mind the cost of posters and rallies, yet they possess a political tool that is capable of positively changing the situation (Social Networking Sites).They graduate with the same attitude and form the Nigerian larger society who complains about any and everything, without the slightest sense of obligation to participate in bringing about the required change. This research is important because it highlights the benefits of Social Networking Site as campaign tool. The research will also help Nigerian student in the several different potentials New Media holds on democratic development.

1.8 Scope of the Study

The study will cover the role of the Social Networking in realizing democratic culture in the political development of Theatre and Performing Arts Students Association (TAPASA) with particular emphasis on two Facebook groups (Shamagana Justice Vanguard, and EmekaLoveday 4 President group).The research will focus mainly on the two Facebook groups to assess the progress of their strategies in electioneering campaign.

CHAPTER TWO

2.1 Literature Review

New developments in Information Technology and the booming online marketing industry have translated to the recent creation of a lot of new opportunities for both professionals and the common people. One of the biggest movements in the World today is the emergence of social media and social networking sites, like Facebook, twitter BBM, etc. It's no surprise that even politicians in Nigeria are now using social networking sites like Facebook for their political campaign. Therefore, social media is becoming one of the strongest communication platforms on our planet. Nigerians are not left behind.

Social Networking holds out a possibility of on-demand access to internet content anytime, anywhere, on any digital device (connected to the internet), and it adds interactive user feedback, creative participation and community formation around the media content, in other words, it is able to bridge the earlier gap encountered in traditional media. Another important promise of Social Networking is the "democratization" of the creation, publishing, distribution and consumption of media content. Here the monopoly of media in the hands of few wealthy individuals is broken. Development here can therefore be need driven and citizen oriented. Any citizen from any part of the country can lend a commending voice or a statement of disapproval over a decision the federal government is taking.

The situation with Social Networking is actually the same with the economic theory that postulates that every society gets the innovations it deserves; New Media is a product of necessity. The Social Networking outlines are not just theoretical but they also, have the

potential and capacity to revolutionize democracy and help to instil it in everyday interaction amongst all citizens.

2.2 Barak Obama's Presidential Campaign

"One of my fundamental beliefs from my days as a community organizer is that real change comes from the bottom up," Mr. Obama said in a statement. "And there's no more powerful tool for grass-roots organizing than the Internet."

> In February 2007, a friend called Marc Andreessen, a founder of Netscape and a board member of Facebook, and asked if he wanted to meet with a man with an idea that sounded preposterous on its face.
>
> Always game for something new, Mr. Andreessen headed to the San Francisco airport late one night to hear the guy out. A junior member of a large and powerful organization with a thin, but impressive, résumé, he was about to take on far more powerful forces in a battle for leadership.
>
> He wondered if social networking, with its tremendous communication capabilities and aggressive database development, might help him beat the overwhelming odds facing him.
>
> "It was like a guy in a garage who was thinking of taking on the biggest names in the business," Mr. Andreessen recalled. "What he was doing shouldn't have been possible, but we see a lot of that out here and then something clicks. He was clearly super smart and very entrepreneurial, a person who saw the world and the status quo as malleable."
>
> And as it turned out, President-elect Barack Obama was right. (David Carr, Nov 2008; 21)

"When you think about it, a campaign is a start-up business," Mr.Mathoda said. Other than his speech in 2004 at the convention and his two books, Mr. Obama had very little in terms of brand to begin with, and he was up against Senator Clinton, who had all the traditional sources of power, and then Senator McCain. But he had the right people and the right idea to take them on. Like a lot of Web innovators, the Obama campaign did

not invent anything completely new. Instead, by collecting together social networking applications under the banner of a movement, they created an unforeseen force to further create awareness, raise money, organize locally, fight smear campaigns and get out the vote that helped them topple the Clinton machine and then John McCain and the Republicans.

The campaign's new-media strategy, inspired by popular social networks like MySpace and Facebook, has revolutionized the use of the Web as a political tool, helping the candidate raise more than two million donations of less than $200 each and swiftly mobilize hundreds of thousands of supporters before various primaries.

The centrepiece of it all is My.BarackObama.com, where supporters could join local groups; create events, sign up for updates and set up personal fund-raising pages. "If we did not have online organizing tools, it would be much harder to be where we are now," Mr. Hughes said.

Mr. Hughes, 24, was one of four founders of Facebook. In early 2007, he left the company to work in Chicago on Senator Obama's new-media campaign. Leaving behind his company at such a critical time would appear to require some cognitive dissonance: political campaigns, after all, are built on handshakes and persuasion, not computer servers, but Mr. Hughes thought it an endearing endeavour, and it turned out to be worthwhile.

As supporters started to join MyBO in early 2007, Mr. Hughes brought a growth strategy, borrowed from Facebook's founding principles: keep it real, and keep it local. Mr. Hughes wanted Mr. Obama's social network to mirror the off-line world the same way that Facebook seeks to, because supporters would foster more meaningful

connections by attending neighbourhood meetings and calling on people who were part of their daily lives. The Internet served as the connective tissue.

"Thomas Jefferson used newspapers to win the presidency, F.D.R. used radio to change the way he governed, J.F.K. was the first president to understand television, and Howard Dean saw the value of the Web for raising money," said Ranjit Mathoda, a lawyer and money manager who blogs at Mathoda.com. "But Senator Barack Obama understood that you could use the Web to lower the cost of building a political brand, create a sense of connection and engagement, and dispense with the command and control method of governing to allow people to self-organize to do the work."

By and large" Their use of social networks will guide the way for future campaigns," Peter Daou, Mrs. Clinton's Internet director, said at a political technology conference. Mr. Daou called Mr. Obama's online outreach "amazing."

2.3 Goodluck Jonathan's Presidential Campaign

As the 2011 general election in Nigeria drew near, voters were inundated with all kinds of advertisement in Press, TV, radio, posters, and billboard, employed to drum up support for various candidates seeking positions in government. From councillors to presidents, this exercise has become a tradition with the aim to convey specific political messages or promote political party ideologies.

So much as the dependence on the traditional media for political campaigns will certainly be noticeable and cannot be completely discarded; modern trends of the New Media seem to be eroding the gains of the traditional media. Barack Obama's

presidential election campaign in the US has changed the rules of political marketing and since then electoral campaigns have been more about social networking; using the existing and emerging social media platforms than the traditional media approach which emphasized more of one-way communication with its shortcoming of not having feedbacks.

> As the new media gradually reshapes the advance phase of political marketing, political strategist and marketing experts are quick to wonder whether Newspapers, TV, Radio and the other traditional media forms still command the degree of relevance that made them indispensable in years past for delivering credible form of political communication. Nigeria with a population put at over 150 million and about 60 million active young voters, near 43 million internet users and approaching 80 million mobile connections, political campaign managers are sure to have to test their abilities in finding new media methods to get their political message out faster, easier, cheaper and stronger. The new media will be useful not only for mobilizing voters, but also in integrating all other facets of campaigns, including rally organizing and delivering campaign messages to potential voters on a consistent basis, at relatively no cost to them.(Jakes 2012, 31)

There has been a growing recognition and utilization of social media by the current crop of Nigerian political and opinion leaders. This is a sharp contrast to what was obtainable during the build up to the past general elections where the traditional media was dominant. As at today, President Goodluck Jonathan enjoys over 700,000 social media followers, particularly on Facebook and twitter, and this number of active voters and supporters keeps increasing. Of course, comments on the president's wall increases by the minute, thus creating opportunities for two-way exchange between ordinary citizens and the highest political office holder in the country. This was not so some few years back. For others like Nasir el-Rufai, Nuhu Ribadu, and Babatunde Fashola, the Lagos State governor, Social Media tool has been most effective for them in sharing their political ideologies and views to which their followers are reassured. Today, all political

interests maintain a certain degree of online presence, which has improved the chances of political interactions with the electorates.

In future elections, Social Media will impact political positioning in many ways and politicians who are able to utilize it effectively will not only build confidence but are likely to garner more voter's support. The inherent opportunities created by Social Media is remarkable as it can be used by popular and unpopular politicians as a big stepping stone to reach a large audience. The Social Media is easy and quicker for cross fertilization of ideas and exchange of views between a politician and his supporters because of the instant response mechanism (digital devices). It is affordable, timely and easier to operate than traditional media.

2.4 New Media, Youths, and Politics

In June 2012 the MacArthur Research Network on Youth and Participatory Politics (YPP), under the direction of Co-principal Investigator University of Chicago political scientist Cathy Cohen, and Joseph Kahne, professor of education at Mills College, unveiled the findings of perhaps the largest study on new media and politics among young people.

The survey questioned 3,000 young people ages 15-25 on how they use the Internet, social media and engage in politics. Unlike any prior study on the topic, the YPP survey included large numbers of black, Latino, and Asian American respondents, allowing for unique statistical comparisons across race. The data presents one of the most recent pictures of how young people are using new media in new ways to engage politically, providing relevant insights on the long-term political picture in America.

> Participatory Politics: New Media and Youth Political Action shows that contrary to the traditional notion of a technological digital divide, substantial numbers of young people across racial and ethnic groups are engaging in "participatory politics"—acts such as starting a political group online, circulating a blog about a political issue, or forwarding political videos to friends. Like traditional political acts, these address issues of public concern. The difference is that participatory acts are interactive, peer-based, and do not defer to elites or formal institutions. They are also tied to digital or new media platforms that facilitate and amplify young people's actions. (Kahne 2012; 72)

It will seem that New Media in itself is trying to engender democratic practices; the situation described above is hardly different from new media usage even around university communities in Nigeria. As mentioned in the previous chapter, social network groups are constantly created to engage students in political interaction. Some of the groups are STARS FROM THE WELL, TAPASA DISCOURSE, and DRAMA VILLAGE ALUNMI. The overall group content might not yet be in complete alignment, but the machineries are gradually building up.

"As the 2012 election approaches, it is important to realize how young people, especially youth of colour, are using new media to amplify their voices in the political realm," said Cohen, the David and Mary Winton Green Professor in Political Science. "Not only did we find that large numbers of youth take part in participatory politics, but, defying conventional expectations, black and Asian-American youth are the most avid users of new media for friendship and interest-driven activities. Moreover, black youth participate in online forms of participatory politics at rates equal to or slightly higher than white, Latino and Asian-American youth."

Not much research is on-going in ABU on the changes in New Media use among students, it may have been limited to making friends and engaging in social interaction, but gradual change is setting in. students are constantly surfing the net to find

improvements upon innovations and their New Media technologies. Sometimes they stumble upon experiments and their curiosity is raised, regular adjustments are being made as a result. And this constant metamorphosis in itself opens new vistas in the New Media realities.

"Anyone who cares about democracy needs to pay attention to this important dimension of politics for young people—participatory politics spread information, mobilize individuals to act, and provide many ways for youth to voice their perspectives," said Kahne. The word democracy centres on the people, and their rights to contribute to communal decision, with new generations and fresh perspectives about what betters living condition, communities are forced to give young people a voice, and to validate their voice.

The YPP national survey and analysis of the data was supported by the John D. and Catherine T. MacArthur Foundation, whose $100-million digital media and learning initiative aims to determine how digital media are changing the way young people learn, play, socialize, and participate in civic life. Kahne and Cohen led a team of three researchers: Benjamin Bowyer and Ellen Middaugh at Mills College and Jon Rogowski at the University of Chicago. Among the key findings: are

1. Access to and Use of Internet and Social Media

Large proportions of young people across racial and ethnic groups have access to the Internet and use online social media regularly to stay connected to their family and friends and pursue interests and hobbies.

A majority or near-majority of white (51 percent), black (57 percent), Latino (49 percent), and Asian American (52 percent) youth report sending messages, sharing status updates and links, or chatting online daily.

2. Participatory politics are an important dimension of politics

41 percent of young people engaged in at least one act of participatory politics during the prior 12 months, while 44 percent participated in other acts of politics.

Specifically, 43 percent of white, 41 percent of black, 38 percent of Latino, and 36 percent of Asian-American youth participated in at least one act of participatory politics during the prior 12 months.

3. Participatory politics are an addition to an individual's engagement rather than an alternative to other political activities:

U.S. citizens who were 18 or older and who engaged in at least one act of politics were twice as likely to report voting in the November 2010 elections as those who did not engage in participatory politics. A large proportion—37 percent of all young people—engages in both participatory and institutional politics. Among young people who engage in participatory policies, 90 percent of them either vote or engage in other forms of politics.

4. Participatory politics are equitably distributed across different racial and ethnic groups:

Contrary to the notion of a technological digital divide, the YPP study finds that overwhelmingly, white (96 percent), black (94 percent), Latino (96 percent) and Asian American (98 percent) youth report having access to a computer that connects to the

Internet. The difference in voting in 2008 between the group with the highest rate of turnout according to the U. S. Census Bureau—black youth (52 percent)—and the group with the lowest rate of turnout—Latino youth (27 percent)—is 25 percentage points.

In contrast, the difference between the group with the highest rate of engaging in at least one act of politics—whites (43 percent)—and the groups with the lowest rate of engaging in at least one act of politics—Asian Americans (36 percent)—is only 7 percentage points. Taking into account participatory politics, institutional politics, and voting, black youth are the most likely to have participated in at least one form of these activities: Engagement is highest among black youth, with only 25 percent reporting no engagement in any form of political behaviour, compared with 33 percent of whites, 40 percent of Asian Americans, and 43 percent of Latinos.

5. Credibility of Online News and Information:

Youth now consume news through new media channels. 45 percent of youth reported getting news at least once a week from family and friends via Twitter or Facebook feeds. This rivals the 49 percent who reported getting news at least once in the past week from newspapers or magazines. Youth believe they would benefit from learning how to judge the credibility of what they find online.

2.5 Conclusion

Much has been said, and more research is on-going in the attempt to unveil democracy and New Media, and as we have reviewed above, several attempts have also been made to marry the two concepts. Some have argued for a benefiting outcome of the fusion, others have simply concluded that that has been the situation with individual

practices of democracy and new media where the system always corrupts whatever good is realizable.

This research is broken down to a macro community of Theatre and Performing Arts Department in ABU, not only to measure the degree of fusion, or the successes and failures recorded in fusing them, but to examine the viability of new media engendering a democratic culture. The study seeks to promote a civic culture which will establish and assert the mantra of mass public heavily influencing political parties.

2.6 Theoretical Framework

Since this study highlights communication processes can advance electioneering campaign and democratic participation via the use of Social Networking, it is only wise to foreground the study Participatory Communication theory as a theoretical framework.

Participatory communication is the term that describes a reality expressed in different quarters as popular, indigenous, participatory, emancipatory, self-governance, and it has often focused on immediate rather than distant, horizontal rather than vertical communication, action rather theory, and collective self-reliance rather than dependence on outside experts. It has been defined as a process which involves a dialogical sharing of information among communication equals. It has been elaborated as "the opening of dialogue, source and receiver interacting continuously, thinking constructively about the situation, identifying developmental needs and problems, deciding what is needed to improve the situation, and acting upon it"(Nair & White, 1993) This model is based on four main principles.

1. The ordinary people are the key agents of change
2. The people are the nucleus of development
3. Emphasis on local community, rather than on the nation state
4. Strengthening of democratic processes and institutions at the community level and the redistribution of power.

A proponent of the model ArvindSinghal (2004) describes participatory communication as a dynamic, interactional and transformative process of dialogue between people, groups and institutions that enable people, both individually and collectively, to realize their full potential and be engaged in their own welfare. He further states in his analysis of participatory communication that there are two main but interrelated approaches to participatory communication. One bothers on the dialogic pedagogy of the Brazilian educator Paulo Freire (1970), while the other labelled as participatory community media approach, which bothers on ideas of access, participation, self-determination and self-engagement. The Freirean theory of dialogic communication bases its strength on treatment of existential, political, pedagogical elements of participatory communication, and interpersonal and group dialogue in a community setting; hence, it has found more application in the practice of community development, literacy education, participation, and transformation, and has been widely embraced in the third world. The participatory community media approach focuses on issues of public and community access to appropriate media, participation of people in message design and media production, and self-management of communication enterprises. Its applications are thus more in community radio and television, street theatre, folk media, participatory video, and community informatics, and most importantly, the Internet.

Therefore this study hinges on participatory communication chiefly for its centrality on current formation of the role of communication in development. While the classical

paradigm focused on information transfer processes from northern sources to southern recipients (Lerner, 1958) Participatory Communication focuses, instead on communication among local community members engaged in developmental efforts. This serves as suitable framework to examine Social Networking effort of Students campaign amongst Theatre and Performing Arts Student Association community. The theory emphasizes effective interaction between the leaders and the led, sender and the receiver. Here information sent are not the desirable end product of communication, but the effectiveness of its feedback, thus sending information therefore must be first effective, human and subtle (McLuhan, 2008)

In few areas where participatory communication has been put to use, democratic communities have risen to combat factors hindering against their everyday peaceful coexistence.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

In trying to clearly assert and argue for the influence of Social Networking for Student Associations electioneering campaign, which is the focus of this study, this chapter lays out a road map and describes the research methods and instruments used in order to carry out the study. To arrive at an adequate and suitable methodology for this study it would be appropriate to first take a look at a range of different research methodologies available at our disposal before going on to describe the methods and instruments employed in this study.

To begin a review of methodologies I would start with Qualitative and Quantitative research methods, which are the two broad methodologies within which other methods can be categorised. Qualitative research according to Shank (2002:4) is "a form of systematic empirical inquiry into meaning". By systematic and empirical Shank suggest a process of inquiry that is "planned, ordered and public", and which thus is grounded in the world of experience (Denzin& Lincoln 2000:3, p. 5) further explains that qualitative research involves an interpretive and naturalistic approach: in which researchers study things in their natural settings, attempting to make sense of or to interpret phenomena in terms of the meanings people bring to them. Thus it would be right to say that qualitative research makes an inquiry into meaning and patterns of life and behaviours.

Quantitative research method on the other hand, refers to approaches to empirical inquiry that collect, analyse, and display data in numerical rather than narrative form (Donmoyer 2008:713). The instrument for eliciting data from respondent is usually a questionnaire. However quantitative research is often viewed as the antithesis of and at times, a foil for the qualitative type of research. Despite the seeming distinction, there is no clear cut difference between the two because one method hardly stand on its own as qualitative researchers often employ quantitative methods and quantitative researchers likewise employ qualitative methods. Donmoyer (2008) notes:

> The qualitative–quantitative distinction is a bit misleading in part because many quantitative researchers are interested in and study the qualitative aspects of phenomena. To study qualities quantitatively, of course, quantitative researchers translate gradations of quality into numerical scales that are amenable to statistical analysis. The quantitative and qualitative labels also are misleading because qualitative researchers can never totally avoid quantification.

Thus, the qualitative, quantitative distinction is not a completely clean one. Still, quantitative and qualitative approaches to research do normally exhibit some rather pronounced and quite significant differences. Quantitative researches express to a great extent some level of reliability as instruments are administered to the same or comparable individuals to produces the same results. After having looked at the two broad categories we now proceed to look at some methods.

We begin with action research. Action research is described as:

> a participatory, democratic process concerned with developing practical knowledge in the pursuit of worthwhile human purposes . . . It seeks to bring together action and reflection, theory and practice, in participation with others, in the pursuit of practical solutions to issues of pressing concern to people, and

more generally the flourishing of individual persons and their communities (Reason & Bradbury, 2001: 1).

Somekh (2008:4) also describes Action research as:

...a flexible research methodology uniquely suited to researching and supporting change. It integrates social research with exploratory action to promote development. In its classic form, action research involves fluid and overlapping cycles of investigation, action planning, piloting of new practices, and evaluation of outcomes, incorporating at all stages the collection and analysis of data and the generation of knowledge.

Thus action research from the two descriptions above, points to a process in which the researchers mediating in real life situations with participants, engaged in a process of learning as well as taking action resulting from the knowledge acquired in order to tackle issues, meet needs and, or explain the phenomenon being addressed. As such, the action researcher is involved in creating change not in artificial settings, but in the real world of social practice (everyday living), making inquiry into, and likewise 'making efforts that are aimed towards ameliorating social problems' (Einsiedel 1999: 11). Action research for that reason is most suited and is used most times for developmental purposes with groups, communities and organisation as its emphasis is on collaboration.

Very similar in approach to Action Research method is Participatory Action Research. Though both methods thrive on the same approach, Participatory Action Research is advancement on the Action Research Method. While action research introduced the notion that professional researchers could legitimately collaborate with

individuals and groups while maintaining their integrity as experts, PAR has continuously sought to critique and challenge the researcher and the researched relation through its emphasis on the politics of participation in the research process (Jordan 2008:601). Some information gathering techniques used in PAR includes: Community-based surveys , Group discussions ("focus groups"), Individual interviews, Community art projects where people represent their experiences through visual art, poetry, spoken word, theatre or music about the issues, Photo or video documentation, Storytelling and oral history.

Thus in Participatory Action research, the researcher leaves his or her status as an expert or professional researcher as he or she goes into a community or group, and hence becomes on equal grounds with the researched community or group, and likewise assuming the position of the researched as they together engage in a process of learning and sharing of ideas.

However, there are versions of PAR across a broad spectrum that emphasize participation in the research process. In this sense, PAR can be thought of as lying at one end of a continuum of participation where individuals or groups have maximum control over all aspects of the research, from conception, design, implementation, data collection, analysis, and reporting of findings to a situation where the subjects of a study are systematically excluded from any involvement or control over the research process.
Another research method is Observational Research. Observation is one of the oldest and most fundamental research method approaches. 'It involves collecting impressions of the world using all of one's senses, especially looking and listening, in a systematic

and purposeful way to learn about a phenomenon of interest. In observational research therefore,

> Researchers pay attention to the actors or participants in a setting, collecting socio-demographic and descriptive information, trying to determine who the people are. Observers attend to what people say, the words they use, accounts and explanations they give of their behaviour, and the personal and social meanings and the attitudes and beliefs that are revealed through their talk. Relationships between people, both individually and within groups and between people and groups of people and organizations, are explored (Palys 2003:212).

Although observational research can be employed on its own, it is often used with other methods such as interviewing and document analysis. Observational research is used in both quantitative and qualitative research, and those working somewhere along the continuum between these two approaches, use observation. More quantitative observation is often referred to as systematic or structured observation and more qualitative approaches include naturalistic observation, non-structured observation, and participant observation (Lofland et al 2005).

Conversely, McKechnie (2008:298) pointing out the strengths and weaknesses of this research method states that: 'observation is very dependent on the ability of the observer (reflected in the idea of researcher as instrument), it is subject to observer bias that occurs when researchers channel both their observation and interpretation of data through what they know. He also adds that 'observational research is well suited to both the discovery of new information (theory generation) and the validation of existing knowledge (theory confirmation)'.

Closely related to this research method is the participant observer method. This is a method of data collection that involves the researcher taking part in every activity

related to an area of social life in order to study an aspect of that life through the observation of events in their natural contexts. The purpose of participant observation is to gain a deep understanding of a particular topic through the meanings ascribed to it by the individual who live and experience it. Participant observation always takes place in community settings, in locations believed to have some relevance to the research questions. The method is distinctive because the researcher approaches participants in their own environment rather than having the participants come to the researcher.

Accordingly through direct involvement in the real world and discovering the meaning of the phenomenon being studied, participant observation is considered appropriate for studying and understanding of the way of life of others, as well as understanding social phenomena about which little is known and where the behaviour of interest is not readily available to public view. McKechnie (2008:599) again describing the approach of participant observation comments that:

Researchers adopt roles that have been described by as varying along a continuum of participation ranging from complete observer (no participation), through participant as observer (more observer than participant) and observer-as-participant (more participant than observer) to complete participant.

As a result of the researcher's participation which is key, data are recorded in the form of field notes that are written up from memory either in secluded areas or at the end of the day in order for the investigator to remain as unobtrusive as possible. Spradley (1980) describes the process in these words:

While in these community settings, researchers make careful, objective notes about what they see, recording all accounts and observations as field notes in a field notebook. Informal conversation and interaction with members of the study population are also important components of the method and should be recorded in the field notes, in as much detail as possible. Information and messages communicated through mass media such as radio or television may also be pertinent and thus desirable to document.

Although participant observation is well suited for studying ways of life, it is not well suited to the study of large groups or populations. Gaining access to social contexts of interest in other words, obtaining permission to collect data, establishing credibility, and earning the trust of those being observed can be very challenging. This method will prove instrumental to this study as the study is carried out within small groups.

A very significant research method to this study is Virtual research. In the words of Sammure &Given (2008:926), Virtual research can refer to both data collection by means of the Internet and research about the Internet itself. Nonetheless our focus is on the Internet as a tool for gathering data from participants and locating data sources for qualitative research projects. When the Internet is used as a research tool, computer mediated communication (CMC) drives the data gathering process through interviews, observational techniques, and document analysis (ibid). In observational studies, the researcher might observe participants' communication patterns in a virtual community. In document analysis, the researcher might examine the linguistic details of individuals' web postings.

Markham (2003)commenting on the prospect the Internet provides for researchers states that;

The Internet provides new channels for people to communicate with each other, new channel for researchers to communicate with participants, and new venues for conducting research. Still primarily text based but increasingly augmented with moving and still images and sound, these tools both parallel and depart from traditional media for interaction. Thus, researchers can tap into emerging discursive forms and practices, either studying the way people use CMC in cultural contexts or utilizing CMC to interact with participants.

Having taken a look at some research methods, this study hence employs a combination of two research methods from the above reviewed methods; the observational research method, as well as the virtual research method in order to properly reach the focus of this thesis which is to ascertain the influence of Social Networking on students association electioneering campaign in ABU Zaria.

The choice of these methods resides in the fact that the study is both web based and field based study, and focuses on describing a certain behavioural pattern of users on social networking site. Hence since the research will be carried out on two different groups both on Facebook, the research methods chosen allows the researcher to observe objectively on the site. These methodologies chosen, also blends well with the theoretical framework within which the study is carried out.

3.2 Research Design

The research is designed to interrogate the two Facebook groups Shamagana Justice Vanguard and EmekaLoveday 4 President vis-à-vis questionnaires administered to Theatre and Performing Arts Student Association. Facebook enables its users to present themselves in an online profile, accumulate ‘‘friends’’ who can post comments on each other’s pages, and view each other’s profiles. Facebook members can also join virtual groups based on common interests, see what classes they have in common, and learn each other’s’ hobbies, interests, musical tastes, and romantic relationship status through the profiles. Facebook constitutes a rich site for researchers interested in the affordance of social network due to its heavy usage patterns and technological capacities that bridge online and offline connections. The questionnaire supposed to balance and confirm the information gotten from Facebook.

The study therefore concentrated on two groups on Facebook. This served as case study for this research.

3.3 Description of Research Instruments and Procedure of Data collection

As has been stated earlier, the research gathered information and authenticate the effect of Social Media on the democratic culture development, among student of Theatre and Performing Arts, Ahmadu Bello University Zaria. The Questionnaire was therefore be carefully designed and administered among the sample population for unique statistical comparisons across academic levels. The hundred levels students have been exempt from the research process, because at the time the research was carried out they had

barely settled down or acclimatized to the university system, and therefore were unable to access and investigate the amount of impact the Social Media has had on the democratic development of Theatre and Performing Arts Students Association (TAPASA).

Through the questionnaire method, two hundred (200) students of Theatre and Performing Arts, Ahmadu Bello University, were questioned on how they use the Internet and, Social Media to engage in democratic processes in politics and ultimately in other spheres of life. Unlike any prior study on the topic, this questionnaire also draw information to authenticate the response of respondents from the two Facebook groups, Shamagana Justice Vanguard and Emeka Lovesday For President Facebook Group are two Facebook groups that represent two different periods of student electioneering dispensations, and they both are popular among TAPASA members and have large membership and student participation. Coincidentally the founder of Shamagana Justice Vanguard (Yusuf Shamagana) won the 2011 association presidential election, while the founder of Emeka Lovesday For President Facebook Group (EmekaLoveday) lost 2012 association presidential election. The two Facebook groups are critically examined in order to highlight their impact on the candidate's democratic aspirations. The aim of this process is to obtain data that would present a vivid and accurate picture of how young people are using New Media to engage and participate in a political process.

As the nation's democracy develops, it is important to realize how young people, especially students of tertiary institutions are using new media to amplify their voices in the political realm. Anyone who cares about democracy and its trends around the world needs to pay attention to the new media dimension of politics, especially for young people who are the future of today's democracy. New media has proven to be a viable

tool amongst youth for spreading information, mobilizing individuals to act, and providing diverse ways for youth to voice their perspectives around the world,

While we can assume that all youth will learn to use their cell phones for political reasons without formal instruction, they may well benefit from supports and research both in school and out-of-school settings that strengthen their ability and desire to produce media that is informed, persuasive, and distributed effectively.

3.4 Data Analysis

In this study the data was collected and analysed qualitatively. As such for this purpose, content analysis will be used. Content analysis is the intellectual process of categorizing qualitative textual data into clusters of similar entities, or conceptual categories, to identify consistent patterns and relationships between variables or themes (Julien 2008:121). It is a commonly used method of analysing a wide range of textual data, including interview transcripts, recorded observations, narratives, responses to open-ended questionnaire items, speeches, and media such as drawings, photographs, and video.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4:1 Introduction

This chapter presents the analysis and findings gotten from the research in the bid to properly assess the influence of Social Networking on Student Associations' Electioneering Campaign, on (TAPASA) A.B.U Zaria. To begin, it would be necessary to take a look at the history of the Facebook groups, (Shamagana Justice Vanguard and Emeka Loveday 4 President Group) which are the social media groups that the research is focused on.

The researcher interviewed the host of both groups on what prompted them to create Facebook group, so that at the end we can justifiably tell if the groups were successful, and beyond just the start-up intentions of the host we can access if Social networking in Theatre and Performing Arts Department is on course in engendering democratic communication.

4:2 Shamagana Justice Vanguard

The whole idea of using Facebook originated from my observation that many times when I made reasonable comments on my Facebook wall concerning the

association (Theatre and Performing Arts Students Association), I received torrents of response. Therefore when the time came for campaign, my campaign team advised me to create a Facebook group that would be used to discuss my vision and manifestoes. The group was created in June 2011, upon creation, many social network users in the association (Theatre and Performing Arts Students Association) where added as group members. Discussion started on the fate of the association, in a short time the group became popular, even department staff became active participants. The group featured my articles, poems, political write-ups, as well as others'. By and large, I can reliably say by 1st August, 2011 electoral victory was largely as a result of the vibrant campaign which was largely aided by the SHAMAGANA JUSTICE VANGUARD (Yusuf Nanzim Shamagana former president, Theatre and Performing Arts Students Association (TAPASA) Ahmadu Bello University Zaria.)

4:3 Emeka Lovesday 4 President Facebook Group

The group (EmekaLoveday 4 President group) was created on the 29th of July 2012. The main purpose of creating the group was in order to reach out to a massive number of Theatre and performing Arts Student (TAPASITES) on Facebook. I had discovered that the usage of Facebook is very important and necessary for campaign, especially when it involves the students who always frequent Facebook. I had used it once for my campaign in 20l0 when I was contesting for director of socials and I discovered that it worked in disseminating my ideas, and vision to the electorates. I have also created such groups for others who are in the same struggle and it has worked massively. So far the response is encouraging as members of the group have started responding already. (Before the TAPASA 2012 election) (EmekaLoveday, contestant

TAPASA President)

Now that we are categorically clear about their (Yusuf Shamagana and EmekaLoveday) intended set goals, let us have the research respondents (students of theatre and

Performing Arts Department) validate the degree of influence Social networking has had on Students Electioneering campaign in TAPASA.

At the end of the questionnaire administering and data collection exercise, a vast array of raw data emerged, this data may not be meaningful unless they are sorted out and organized for presentation in the form of tables, charts, graphs, and frequency distribution. We will at this point present and analyse this questions that were asked, and the response data collected.

4.4 Distribution of Respondents Based on Age

Age Group (Valid)	Frequency	Percentage
16-20	18	10.0
21-25	132	73.3
26-30	25	13.9
31 and above	5	2.8
Total	180	100.0

Since the research focuses on the influence of Social networking on Students Electioneering campaign. Ahmadu Bello University Zaria students were the sample audience. Closed ended question was adopted here to classify age brackets, the questionnaires anticipated age brackets 16-20, 21-25, 26-30, and 30 and above. However, from the result above 73% of the research respondents were youth from 21-25, 13% between ages 26-30, 10% between ages 16-20, and 2% between ages 31 and

above. This particularly makes the research work interesting since the age bracket with the highest frequency 21-25 is neither too young (inexperienced) or too old (out of sync) with the topic of research. Therefore it should be kept in mind that 73% of research finding have come from young university students aged "between" 21-25, which makes it interesting since the aim of the research in the first place is to interrogate the extent to which Social Networking is aiding in promoting democratic culture among youth through there election process, the leaders of tomorrow. We can reliably say at this point that whatever finding comes out of this study is the latest picture, or state, of Ahmadu Bello University students, which is by implication a reflection of the situation in Nigeria at large.

4.5 Distribution of Respondents Based on Their Awareness of Social Networking

Social Networking	Frequency	Percentage
Facebook	97	36.3
BBM	41	15.3
Whatsapp	57	21.3
Twitter	37	13.8
Others	35	13.1
Total	267*	100.0

The research disassociated itself with assumptions, especially major assumptions that young university students are aware of the New Social Media, however true it is that the communication mediated technologies revolution is evident on every sphere of the Nigerian society, every cadre of people in the university for example have access and possession of these technologies. That is still not enough to draw conclusion that young

people are aware of Social Media. One of the research questions hence was, "Are you aware of any new Social Media?" because it is possible for a person to have a phone, iPod or a laptop and not be aware of the social networking function they perform. But it turned out to be in the positive, the responses were favourable, every respondent was aware of one Social Media or the other, in fact several were aware of more than one social media, with Facebook (36%) and Whatsapp (21%) topping the list.

This is an important development to the research as no degree of influence can be assessed without the subject of research (university Youth) being aware of the object (Social Networking) of research. Now that 100% of the respondents are aware of the Social Media, we can therefore proceed to find out if awareness is tantamount to participation (involvement).

4.6 Distribution of Respondents Based on Whether They Use Social Network Sites

Social Networking Site	Frequency	Percentage
Facebook	139	46.3
BBM	44	14.5
Whatsapp	55	18.3
Twitter	35	11.6
Others	27	9
Total	300*	100.0

*multiple responses is allowed, hence total frequency exceeded total sample

Like with the result in the knowledge of Social Networking above, the respondents are actively involved in the Social networks, so active that the frequency exceeds the total

sample of 200 by an extra 100. This is authenticated by activity shown on the Facebook groups. Shamagana Justice Vanguard has 64 registered members, while EmekaLoveday 4 President has 278 registered members. From the group membership above, the first thought that comes to mind is, EmekaLoveday 4 President is the refined version of the Shamagana Justice Vanguard, judging from the size of membership and seeing how he was involved with Shamagana, the assumption is that this campaign team will amend every loophole in the former group, because the group is four times larger in membership than the former. From the questionnaires presented Facebook (46%) and Whatsapp (18%) still prove to be most popular among sample population. Blackberry Message BBM (14%) and twitter (11%) follow closely behind. And from the frequency distribution above, many users are registered to more than one Social Networking Site. Once again the research progresses in the positive.

Having established that young people (Nigerians) are aware and participate in Social Networking Site, it was necessary to also find out their principal reasons for being on the Social Media.

4.7 Distribution of Respondents Based on Principal Reason for Being on the Social Networking Site

Reasons (Valid)	Frequency	Percentage
chats and contact with friends	134	74.4
Get information	42	23.3
Political Reasons	0	0
Economic reasons	4	2.2

Religious reasons	0	0
Total	180	100.0

The research questions limited the options of respondents to (1) chat and connect with friends (74%) (2) Get information (23%) (3) Political reason (0%) (4) Religious reason (0%) (5) Economic reason (2%). The results clearly show that the two principal reasons why young people (Nigerians) engage in the Social Networking Sites is to chat & connect with friends, and get information. However once they are users, they are invited to be part of other subjects they may not be interested in for example, politics, religion, business, etc. the quotation from Shamagana Justice Vanguard shown below agrees totally with the responses obtained from the question above.

> "Hey guys,I have some wigs on sale with crazy discount. up to 70% off. Many more styles plz click our page♥♥♥http://wig-sell.tk/♥♥♥Never miss out!Hurry up!!" (Wang Yuzhen 2012)Top of Form

As is seen above, the most recent activities of the Shamagana Justice Vanguard, which is supposed to be a political group turns out to be advertisements. It seems as time progresses the group tends to lose hold of its original intentions. This reality won't surprise anyone at all if you consider the fact that many members don't fit the political profile, many were simply Facebook users who were friends with the administrators of the group. It is perhaps important to note here that the automatic administrative add-up of members to the group might have succeeded in giving the group more members numerically but not necessarily interested members. Another example from the other Facebook group under study (EmekaLoveday 4 President) further authenticates the response.

"***SUNGLASSES FOR SALE***

* Ray-Ban And Oakley

* http://saling-so.tk/

* BEST quality

★save 78% OFF ★"(RavenaNogueira 2012)

success in ur exams.... (EmekaLoveday 2012)

Success is a wonderful gift for special people like you who deserve to achieve it more.I wish you the gifts of wisdom and luck throughout your exams..Always bear in mind that your own resolution to succeed is more important than any other,wishing all tapasites a hitch-free exams and success in all your endeavors. (AmanamHillaryUdofiaUmo-Udofia 2012)

Once more a political group is turning out to be a marketing firm, glasses are being advertised and everyone seems to be okay with it including the groups' administrator. Success wishes for students also is a recent phenomenon, the only challenge is nobody is linking the adverts and goodwill messages to politics, when any political circle congratulates individual or group on a personal achievement, the political undertone is clearly seen. This turns out to be a revealing and interesting turn, if zero percent of the sample became Social networking sites user for political reason, what do we really expect to be the influence so far of Social networking on students electioneering campaign?

Bearing this reality in mind, there is yet an undeniable fact that there are political groups on Facebook, even in ABU, we therefore need to know respondents awareness of this groups.

4.8 Distribution of Respondents Based on Awareness of Any A.B.U Students Political Group on Social Networking sites

Social Networking Site – (Valid)	Frequency	Percentage
not aware	123	68.3
TAPASA	48	26.7
Emeka loveday group	1	6
Scoba	1	6
Shamagana justice vanguard	7	10

*comments are joined with the comments of the next question

4.9 Distribution of Respondents Based on Membership of Any A.B.U Students Political Group on Social Networking Site

Membership of Social Networks – (Valid)	Frequency	Percentage

not members	128	76.7
TAPASA	23	18.3
Shamagana	16	16.0
Emeka loveday	13	13.0
Total	180	100.0

Interestingly many of the respondents claim to be unaware and are non-members, 68% claim ignorance of any political group on the social media, 76% are not members, meaning 11% of those who know about political groups are not members of any.

Shamagana Justice Vanguard and EmekaLoveday 4 President Facebook groups which are the focal interests of the research have just 16% of the respondents admitting to knowing of them and just 29% admitting to be members. Even though on the groups we saw more than 300 members in the groups put together. It will seem that the two Facebook groups administratively signed most respondents in as members without their knowledge, and that definitely indicates a poor Social Networking influence on students' democracy.

It will however be too early at this point to draw conclusions. We will need to first ascertain whether the little influence in Social Networking is solely on the part of the two Facebook groups or if it reflects the situation obtainable all over.

4.10 Distribution of Respondents Based on Their Involvement in TAPASA

Involvement (Valid)	Frequency	Percentage
Active	69	38.3
Very active	54	30.0
Nominal	49	27.2
Not interested	8	4.4
Total	180	100.0

Theatre & Performing Arts Students Association (TAPASA) is the ABU version of Nigerian University officially recognized student political body in the Department of Theatre Arts across Nigeria. It has a national body, Nigerian Universities Theatre Arts Students Association (NUTASA) it allows students of theatre arts demonstrate political, administrative, and organizational abilities. Over the years such students associations have represented the interest of students in the academic circles. Involvement and participation in TAPASA activities is supposed to be compulsory for all Theatre Arts students, therefore all performing arts students in ABU are expected to be part of the group, but as it turns out, it is hardly strictly adhered to.

The research therefore divided participants into four major interests in TAPASA activities (1) very active 30% (2) active 38% (3) Nominal 27% (4) not interested 4%. It turns out in this case that about 68% are between active and very active, which mean a larger percentage of the sample voluntarily attend association meetings, pay dues, participate in activities, vote and be voted for, but may not actively be involved in the two Facebook group under study, which may have contributed to EmakaLoveday's failure in the 2013 TAPASA presidential election even though he had large membership.

Since the research is on Social Networking and Politics, and now we know respondents are involved in the New Social Media (Facebook) but not actively involved in political groups on New Media, we will need to know respondents opinion on politics as an important feature of Social Networking in ABU.

4.11 Distribution of Respondents Based on Their Opinion on Politics Being an Important Feature of the Social Networking Site in ABU

Responses (Valid)	Frequency	Percentage
Yes	107	59.4
No	73	40.6
Total	180	100.0

Interestingly 59.4% of the respondents believe that there is a meeting point between students politics and new media in ABU, however we cannot ignore the 40.6% of young university Nigerians who strongly believe that they are two worlds apart, and should be left apart.

Surprisingly a follow up question asked to inquire if the Social Network is an effective student political tool in ABU *(table shown below)* 60% of the respondent vehemently said no and 40% said yes. Meaning 19% of those who think politics is an important feature of New Media in ABU, wouldn't yet stake allowing ABU student politics in the hands of Social Networking. The wall post below gives a picture of the situation.

> "Hellotapasites,itsanoda dawn for a change of fate and destiny,let's look out for the right path and mek credible decisions that will take our GREAT association 2 new heights.shareur views with us on dis group....." (EmekaLoveday 2011)

We can see from here, the Shamagana Justice Vanguard Facebook group was created by EmekaLoveday, and he doubles as the campaign manager, the manifesto was written by him, but the tone of the group at inception is definitely worlds apart from what is realized in the end, judging from comments and responses which are hardly politically inciting and interactive. Here we have him (Emeka) asking members to leave their views and comments, one will think for better administration. But no one followed up on that comment, and the groups' fate was left to members posts once in a while. From the activities and responses of the members of the group from when the group was created (May 2011) and when elections were conducted (August 2011), we can infer that the group may have been one of the reasons why Shamagana won the TAPASA Presidential election but definitely not the major reason why he won.

At this point, the research can almost certainly discern why Shamagana in 2011/2012 political session employed new media as one of the major campaign strategy and emerged as the winner of 2011/2012 TAPASA presidential election. And in 2012/2013 political session Emeka employed the same campaign approach and lost the 2012/2013 TAPASA presidential election. Politics on Social Networking in ABU is not yet stable and dependable, even though it holds the possibility

4.12 Distribution of Respondents on Social Network as an Effective Political Tool in ABU

Responses (Valid)	Frequency	Percentage
No	108	60.0
Yes	72	40.0
Total	180	100

- Comments are above.

4.13 Distribution of Respondents Based on Their View on the Strongest Students Association Campaign Approach in ABU

Responses- (Valid)	Frequency	Percentage
posters and billboards	70	41.3
Campus radio	9	6.3
Social Networking	48	.21.0
Rallies and manifestos	53	32.9
Total	180	100.0

To further give strength to the facts obtained above, respondents do not rank New Social Media as the first two strongest campaign approach in ABU, they believe posters & billboards 70 respondents still believe is the most effective campaign tool in ABU, followed by rallies & manifestoes 53before Social Networking with 48 This further explains why 19respondents who agreed to politics being an important New Media agenda in ABU would not concur to Social networking site yet being a very strong tool for politics in ABU. It however is an encouraging development. If New Media which a

decade ago was still a mystery in ABU is growing this fast, then we cannot deny the potentials it carries.

4.14 Distribution of Respondents Based on Influence Politically By Any of ABU Social Networking Group

Responses (Valid)	Frequency	Percentage
No	133	73.9
Yes	47	26.1
Total	180	100.0

Respondents may have been influenced by Obama Facebook campaign group or Goodluck Jonathan Facebook group, occupy Nigerian and others but they hardly agree to have been influenced by Social Network Groups in ABU, and the political aspirants, who were at the same time the administrators and propagators of the Social Networking groups where not making efforts to change the situation. 73% vehemently say no to the question.

> The path to success may be bitter, tough and rough. But the ultimate destination is always juicy. Tapasites, perseverance and total dependence on God is what we require. (Yusuf Shamagana 2011)

The Social Network (Facebook) is generous enough to show us in the group that the post above was seen by 17 members, but only two were influenced enough to leave a comment. That leaves room for concern, if around such victory; members of the group who are supposed to be supporters will find no reason to post comments. We understand that this was the season Shamagana won the 2011 TAPASA presidential election; this is authenticated by the post that immediately responded to Shamagana's post above.

EmekaLovedaywho had been an active member of the group responded with "*we made it 2d top,we' re destined 4 d top n datswer sham will take us to.... one luv evryone, long live tapasa"* that is of course after he had liked the comment. And that was closely followed by Musa Omeiza'scomment*"CongratsShamagana..wish u all d best in ur tenure."*

Once again this is the period that Shamagana won the TAPASA Presidential election, one would expect Shamagana to appreciate his supporters on the group or at least remember to update the group on the progress of the administration, but nothing is ever seen, no plans, no vision, no activities, not achievement. In fact it looks like he wasn't a member of the group through his tenure. And Emeka Loveday who has been actively involved in the administration of the group, adding members is also nowhere to be found. This attitude can never influence free university social media users. Let us look at some more examples from Emeka Loveday 4 President Facebook group.

> Emeka a leader is not a ruler and a leader must have someone who leads him andguides him in all his decision n am sure u knw who he ought 2 b. Emeka I admonish u 2day, let God b d source of ur strength, ur very help in time of need n I assure u all wil b fine. One more thing plz let Thespians come first in all ur decisions n I pray he grants d desire of your heart (ToluwalopeAbikeShowunmi 2012)

The above comment by a group member is a comment that would have attracted the curiosity of many if appropriate stimulating response had followed, it could have steered a robust discussion on leadership and religious inspiration, but it died with simply; EmekaLoveday responding *tank u dearie…I will do as u said…* that's not a strong statement coming from a president to be. Next the group is enriched by the manifesto of EmekaLoveday the founder of the group, the anticipation that floods the mind is the expectation of a robust cross examination of the manifesto, alas another quite.

The EmekaLoveday Administration Manifesto

My vision holds out the promise of a new TAPASA, a TAPASA built on the virtues of love and respect for one another, unity, hard work and good governance.

I will be president to all tapasites. Our association is at the threshold of a new era, an era that beckons for a new kind of leadership; a leadership that is uncontaminated by the prejudices of the past; a leadership committed to change; to solve the everyday problem that confronts every tapasite.

The Emekaloveday administration, if voted into office will be committed to fairness, equity and justice for all. The focus of my administration will be to establish and strengthen the sound environment that tapasites need to ensure participatory governance where the voice and opinion of everyone matters. One thing I stand for that is significant is the unity and involvement of all tapasites in the association affairs. My presidency will encourage tapasites that irrespective of your background, class, we are all one and stand for one another with love and care.

I believe in action to words spoken and intend to back my administration with physical change and development in relation to the welfare of every tapasite. Good and necessary infrastructure will be provided like, the TAPASA garden for relaxation and recreation, functional billboard at the drama village for information, effective business centre for subsidized rate for tapasites and others that will help enhance the growth and welfare of our members and the association.

I intend to have a proper coordination of all executive in order to have a focus and the realization of that focus for the benefit of all tapasites.

Together, we will unite ourselves and improve the state of this association. This is the new dawn we crave for. What is now required is a new commitment, solidarity and re-dedication to TAPASA. I am humbled by my background, my past experience, this mandate and will be faithful to this commitment. I am ready to serve and solicit for your support to get there.

(EmekaLoveday 2012)

"Nice 1 bro...keep □□□□t up" (Godwin Elias Danjuma 2012)

EmekaLoveday tanks bro

"Mekusyoo...u no try at allll, u no evntelboizlykusmek we

cm jinja u...sha we r solidly bhind u... Gudluck bro"

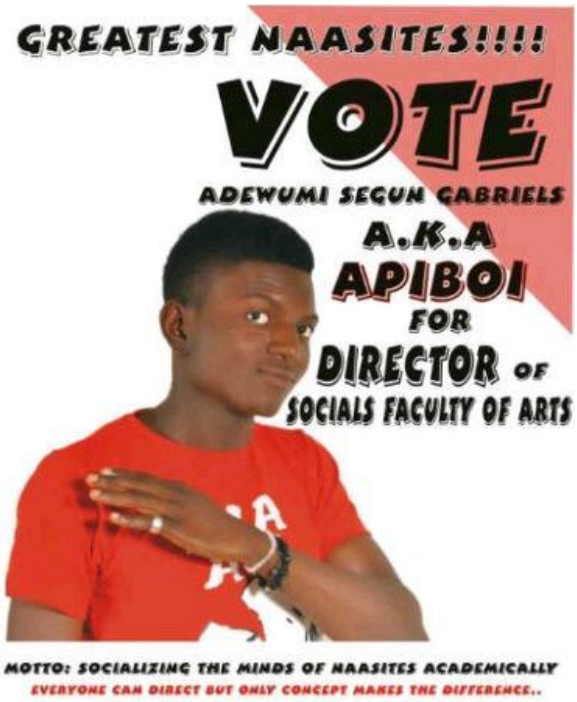
(Owoicho Alex 2012)

After such a manifesto in a group with this number of people, and only two people like the post, and the only other comment apart from the "*nice one bro"* by a member who is

telling Emeka he is not happy with his failure to mobilize them to give a strong support. And the response to that is; Emeka Loveday likes this, and thanks bro. this definitely not a positive indication, if the administrators were careful to study the trends. There is hardly a favourable smooth sail, and that might have contributed to the failure of the campaign approach. Other campaign outlets might have been effective, but Emeka hardly maximized the resources and potentials he had in the Facebook group. And this definitely agrees with the response of the questionnaire respondents who do not agree that they have been influenced politically by the New Media.

The post interaction below clearly shows that the administrator and owner of the group Emeka is inexperienced and lack the requisite skill and manpower to undertake the responsibilities of engineering such a technology. So much is happening in a very short time and people need catalysts of change to be abreast with the fast changing realities if they are to be influenced by you. To further give strength to the assertion above EmekaLoveday, who has been absent from the group since he lost the TAPASA Presidential election, suddenly shows face with another campaign.

Let's go dia!!!!!!!!!!!!!!!!!!!



We are therefore confronted with an unethical display of lack of leadership skills by Emeka, a comrade who was involved with Shamagana Justice Vanguard, who should have learnt to make corrections in his own group. TAPASA elections have come and gone and Emeka lost the presidential position, no post, comment, or even appreciation is made to the people that supported him, the very next move we see from Emeka is open campaign for people on NAAS level, as if nothing ever happened. Obviously most post are made on mobile devices, so it will really not cost him too much to make a calculated comment every two or three days, especially since he still has this number of people as members of the group.

Nevertheless there still is a beckon of hope, we cannot neglect and overlook the 26.1% who have been influenced by ABU New Media political groups like Shamagana Justice

Vanguard and Emeka Loveday 4 President group.

4.15 Conclusion

The research has proven that until developmental efforts are tangible among the intended population it is designed for, it is hardly a sustainable development. The research has clearly shown that assumptions are often misleading and unreliable. New Media was instrumental to toppling governments in Tunisia, Egypt, Libya, and Obama was successful at maximizing Networking Site in politics. These are tangible examples, to show that New Media if properly wielded is capable of revolutionizing electioneering campaigns everywhere.

The two Facebook groups (Shamagana Justice Vanguard &Emeka Loveday 4 President) indeed started well, good politically supportive posts, but no follow-up; the two groups may not have fully comprehended the dynamics and potentials the New Media holds. We are not sure which other campaign structure would have given Emeka 281 group members at once and have all of them all through the campaign process. Just maybe both Shamagana and Emeka are used to the poster and handbill campaign strategy where you do not get feed backs, and maybe they were not prepared for feedbacks so the groups turned out to be what they are. Being part of other Facebook groups in fact with fewer members, when a post is made, you find at least ten people following the gist to its end. You will hardly see a particular post that evoked such discussion on either of the Facebook groups, even though most members of the groups have phones and gadgets that enable them be on Facebook always. In fact most of the post get viewed, but don't get commented on.

From the analysis of the data gathered, the following points have been arrived at.

1. A.B.U students are highly aware of and use of Social Networking Sites
2. A.B.U students are interested in the endless possibilities the Social Media offers
3. There is a growing awareness and interest in the involvement of ABU students in democratic communication
4. The Social Network hold the potential of engendering democratic culture among A.BU Students
5. The influence so far, of the Social Networking Site on democratic development among students is relatively low.

New Media usage is undeniably wide spread, in Nigeria and it has several advantages including within the Political sphere. However, it has had very little influence on Student Electioneering campaign in ABU, even though, its knowledge and popularity is growing exponentially, and the opportunity it presents is still an aspect that needs to be harnessed.

CHAPTER FIVE

5.1 Summary

Democracy as a system of governance allows extensive representation and inclusiveness of as many people and views as possible to feed into the functioning of a fair and just society. Democratic principles run in line with the ideals of universal freedom, such as the right to free speech. It serves to check unaccountable power and manipulation by the few. The study has the study has provided us an opportunity to study democracy amongst university students and its relationship with Social Networking phenomenon, especially its influence on electioneering campaign in TAPASA and Nigeria at large.

> The sacrifice of one person has the power to bring about remarkable revolution and the downfall of a regime. This was the case in Tunisia where the sacrificial death of one man led to the revolution that forced the sitting head of state to flee the country. The man who paid the sacrifice for the liberation of the nation was Mohammed Bouazizi, a poor vegetable seller who set himself alight to death in protest for the way the Tunisian authority treated him. (Coleman, 2011:32)

The machinery by with the revolution quoted above was actualized was Social Networking. Interestingly, even nationals in countries like Egypt who had previously seemed unconcerned and voiceless for several years suddenly took to the streets in the bid to enforce democracy and demand for their democratic rights.

The 2011 Egyptian revolution took place following a popular uprising that began on 25 January 2011. The uprising was mainly a campaign of non-violence civil resistance,

which featured a series of demonstrations, marches, acts of civil disobedience, and labour strikes. Millions of protesters from a variety of socio- economic and religious backgrounds demanded the overthrow of the regime of Egyptian President Hosni Mubarak. (Coleman, 2011:41)

The two attempts above at enforcing democracy have one uniting factor: Social Networking. This was the vehicle for actualizing this revolution.

The New Media is certainly geared towards changing the world like has never before. New media over the last decade has opened new vistas to a lot of fields and segments of the society including politics. Many political figures are beginning to embrace the countless opportunities that the New Media presents.

> As the new media gradually reshapes the advance phase of political marketing, political strategist and marketing experts are quick to wonder whether Newspapers, TV, Radio and the other traditional media forms still command the degree of relevance that made them indispensable in years past for delivering credible form of political communication. Nigeria with a population put at over 150 million and about 60 million active young voters, near 43 million internet users and approaching 80 million mobile connections, political campaign managers are sure to have to test their abilities in finding new media methods to get their political message out faster, easier, cheaper and stronger. The new media will be useful not only for mobilizing voters, but also in integrating all other facets of campaigns, including rally organizing and delivering campaign messages to potential voters on a consistent basis, at relatively no cost to them. (Adebisi, 2010:49)

There has been a growing recognition of and utilization of Social Networking by the current crop of Nigerian political and opinion leaders. This is sharp contrast to what obtained in the build up to the past general elections where the traditional media was dominant. It is interesting that even university political candidates are now availing the Social Network possibilities. Two examples of such ABU student's association attempts at using New Media for political purposes are the two groups we adopted and studied.

The study has revealed to us the true state of affairs among student of ABU, youths are very aware of Social Networking, they are highly active in the Social Networking, and they also know the potential connection between student electioneering campaign in ABU, and Social Networking, but they do not yet completely trust the social networking as a viable substitute for the traditional campaign tools available.

5.2 Weaknesses

Despite the enormous potential of the Social networking Site as a good platform for interested democratic candidate to present their aspiration, it also allows government and people in leadership position to demonstrate good governance and democracy and to finally achieve a true democracy (a government of the people, for the people, and by the people) and where democratic machinery is employed in every stratum to meet every day needs. It also provides a simple, affordable response tool for their government. We cannot however rule out the fact that there are some weaknesses to this study which are highlighted below.

1. A good amount of the population of research, do not have much computer literacy, so even though they are members of the Facebook groups being studied, they don't participate in the groups. Others know the computer, but are not so interested in the two Facebook groups being studied; therefore we had Facebook groups with large membership, but with very little participation. The research will have benefited from a robust political discussion.

2. The research could not be completed within the stipulated time, therefore a lot changes were made to the Facebook groups and the earlier information collected.

3. The study did not compare presidential opponent in the same political season. The influence of Social networking in student electioneering campaign would have better been determined if the research had studied candidates of the same political year.

5.3 Conclusion

It is most necessary for people to participate in leadership and to be actively involved in making decisions that affect their lives, but for people to be able to access the requisite power to influence this change they must have, access to information and mediums where they can participate actively. The Social Network offeran effective opportunity for the people to effectively interact and share information that results in democratic processes that lead to individuals reaching a common understanding. Therefore as new political Social Network groups are gradually springing up,and friends, stakeholders, and likeminded New Media users are invited, and in some cases administratively added to the groups, this interaction gradually enable strong democratic online communities.

5.4 Recommendations

Social Network provides people with the cheapest, fastest and easiest tool for effective democracy in Nigeria. It affords them the opportunity to communicate effectively and allow them assert their rights of assembly as a public to share ideas and

discuss issues freely. However, the research on the strength of findings made makes the following recommendations:

1. Political groups on all levels in Nigeria should as a matter of urgency critically employ the Social Network in several levels of communication to imbibe the culture of living by democratic tenets.

2. More research should be sponsored and carried out in this field so as to explore and interrogate the concept properly and to shade more light on the grey areas in the study of democratic culture and the political potentials contained in the New Media. Universities and colleges should also encourage students to create and organize political groups on Social Media

3. Government and managements at every level should locate and utilize political forums on Social Media, and should encourage them, so that the people can avail this avenue to respond to government policies.
4. Political groups on New Media should intensify their efforts to realize their goal; groups created are not properly utilized the different Social networking groups in existence.

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The Questionnaire is part of a Development Communication research work by Daniel T.G Bawa (ma/arts/5371/2009-2010) titled the influence of social networking on student associations' electioneering campaign a study of Theatre and Performing Arts Students Association (TAPASA) A.B.U Zaria The research is in partial fulfilment of an MA Degree in Development Communication, Theatre and Performing Arts Department, ABU Zaria.

Respondents are encouraged to answer the questions sincerely and wholesomely as no part of the information gathered will serve any other purpose outside that stated above.

1. What is your age bracket? (*Tick appropriately*) (16-20) (21-25) (26-30) (31and above)
2. What level are you in? (*Tick appropriately*) (200level) (300level) (400level)
3. How active are you with TAPASA (*Tick appropriately*) (active) (very active) (nominal) (not interested)
4. What would you say is the strongest student association campaign approach in ABU? (*Tick appropriately*) Posters and billboards ( ) Campus radio ( ) New (social) media (Facebook, BBM, whatsapp, etc) ( ) Rallies and manifestos ( )
5. Are you aware of any new social media? (*Tick appropriately*) (Facebook) (BBM) (Whatsapp) (Twitter) (Others)
6. Are you a user of any of the new social media? (Facebook) (BBM) (Whatsapp) (Twitter) (Others)
7. What is/are your principal reason(s) for being on the new social media? (*Tick appropriately*)

Chat and connect with friends ( ) Get information ( ) Political reasons ( )
Religious reasons ( )
Economic reasons ( )

8. Are you aware of any ABU student's political group on new social media?
   If yes please
   mention……
   ….
9. Are you a part of any ABU students political group on the new social media?.....
   If yes please mention
   …….
10. Would you say that politics is an important feature of the new (social) media in ABU?.....comment?.....
    .....
    .....
    .....
11. What year did you gain admission into ABU
    ……
12. Are you aware of shamagana justice vanguard (by TAPASA ex-president) or Emeka Loveday facebook group? ……. If yes which?
    .....
13. Are you a member of any of them? …… if yes which?
    .....
14. Have you politically been influenced by any of them? .....
    comment.....
    .....
    .....
    .....
15. How did the shamagana justice vanguard contribute to the outcome of 2011/2012 TAPASA
    election?.....
    .....
    .....

16. How did the Emeka loveday for president contribute to the outcome of 2012/2013 TAPASA election?.....
.....
.....
17. How has the shamagana justice vanguard and Emeka loveday for president facebook groups contributed to TAPASA politics?
……
……
……
…….
18. Do you consider the new social media an effective students political tool in ABU?.....comment……
……
……
……
……
19. Beyond electoral campaigns, does the New (social) media hold any political potentials in ABU?.....
.....
.....
.....
20. Any other thoughts on new social media and students' politics in ABU? Please discuss
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