

Influence of “Not Too Young To Run” Campaign Social Media Messages on Youth Political Participation in Nigeria

Toyosi Khadijat Ariwoola-Bakare¹, Onaopepo Ibrahim Bamidele², Ojetola Adetola Afolabi³, Muhammad Ridwan⁴

¹Department of Mass Communication, University of Lagos

^{2,3} Department of Mass Communication, Southwestern University, Nigeria, Okun-Owa, Ogun State

⁴ Universitas Islam Negeri Sumatera Utara, Indonesia

Email: bukharyahmedal@gmail.com

Abstract:

Today's generation of young people is the largest the world has ever known, half of the global population is under the age of 25, and young people between the ages of 15-25 constitute one-fifth of this total. Yet, young people are starkly underrepresented in government and politics at virtually every level. The "Not too Young to Run" campaign on social media uses platforms such as Instagram and Twitter to effectively mobilize social support to reduce the age limit for running for elected office in Nigeria. Digital Generative Multimedia Tool Theory (DGMTT) was used in this study. The explanatory research design was adopted, and Google form questionnaire was utilised in collecting data. The population of this study is the Lagos Island youth of Lagos state Nigeria and the purposive sampling was used to determine the sample size of 300 respondents. The responses of the questions were analyzed using frequency tables, and simple percentage method. The findings of this works how that social media played a vital role in spreading and creating awareness for the “Not Too Young to Run” campaign. The study recommended that since the social media is the preferred medium to reach the youths, more campaigns should be done on social media on the benefits of political participation in Nigeria.

Keywords:

“Not Too Young To Run”; Social Media, Youth; Political Participation; Campaign

I. Introduction

The ability of social media to be able to reach the mass audiences has stimulated the attention of politicians and political activists (Onaopepo et al., 2024). In many parts of the world, social media is considered as a strong vantage tool for politicians and political activists alike succeed in their political campaigns (Kaplan & Haenlein, 2010). With the use of social media for political issues, political activists have been able to pass their information to audiences. This has helped social media users get more involved in political affairs and understand politics better. It is more evident to note that social media application has cut across diverse endeavors such as advertising, public relations, strategic communications and political communication (Jiang, et al., 2016). In this regard, recent years have seen a growing body of knowledge demonstrating the connection between social media and electioneering campaigns and even political processes suggesting that the prominence of social media, particularly in politics has the potential of positively influencing political participation (BalciandAkar, 2021).

The use of social media to spur political activism and political movements have not been limited to countries outside Nigeria as it has been used in Nigeria by political interest groups to create movements that resulted in significant changes. Social media platforms have been used for social movements such as #LightUpNigeria, #EndSars and #OccupyNigeria protests.

Furthermore, young Nigerians used social media to raise awareness on the gang rape of a young girl in Abia State University using #ABSURape (Agbedo, 2012). However, one of the most effective social campaigns in Nigeria was the #BringBackOurGirls movement which effectively adopted social media usage to organize and demand answers from the government regarding the whereabouts of missing girls from Chibok, Bornu State. The campaign was so effective that it engaged various celebrities and important personalities in the world including the former First Lady of the United States Michelle Obama, they made out time to take to their social media pages on facebook, twitter and also Instagram to post images of themselves holding pieces of paper with the #BringBackOurGirls written on it. The campaign scored some sort of win when 82 of the girls were released due to successful negotiations by the Government with the Boko Haram Sect (Saratu,2017).

The latest political activist movement in Nigeria has been the "Not too Young to Run" campaign social media messages. The "NottooYoungtoRun" campaign social media messages uses platforms such as Instagram and Twitter to effectively mobilize social support to reduce the age limit for running for elected office in Nigeria. The campaign started in support of bills and motions in Nigeria's National Assembly sponsored by Tony Nwulu in the House of Representatives and Abdul Aziz Nyako in the Senate (YIAGA, 2017). The global campaign symbolized by the #NotTooYoungToRun on Instagram and Twitter was aim at reducing the age of running for elective positions for House of Assembly and House of Representatives from 30year old to 25 year old, Senate and Governorship from 35 year old to 30 year old and office of the President from 40 year old to 30 year old and independent candidature in Nigeria (Adebayo, 2018; Ismail, 2007).

Furthermore, the campaign sought to reduce nomination form fees, a way to encourage youth involvement in politics (Onaopepo et al., 2023; Bolashodun, 2017). In Nigeria, the #NotTooYoungToRun campaign has embarked on a mission to promoting the rights of young people running for public offices and leadership position address age discrimination in candidacy for the legislative and executive branches, and serves as inspiration for the global campaign. Building off of the #NotTooYoungToRun campaign in Nigeria, the Office of the Secretary-General's Envoy on Youth in partnership with IPU and UNDP will launch NotTooYoungtoRun (NTYTR), a global campaign focused on promoting the rights of young people running for public offices and leadership positions. The campaign will be officially launched at the United Nations Forum on Human Rights, Democracy, and the Rule of Law was held at the Human Rights Council in Geneva from 21-22 November, 2016. The Not Too Young to Run campaign will be as an open source global campaign designed to draw attention to the rights of young people running for public offices.

From the inception of our Country's independence, the Nigerian youth which constitute about50% of the population have been under represented, there are about 2 – 5 percent youths in governance (YIAGA, 2016). The implication of this is that the older generation has been recycling themselves in political positions either at the military era or recently joining political parties to contest seat as a civilian after their retirement from the military. Consequent upon the high rate of dangers of under representation of youth in electoral positions and implications on the growth and developments of our Nation (Aliyu et al., 2023).

Studies have proven that social media has become a potential tool in the hands of political activists to bring about desired change in the political sector. Meanwhile, youth did not have a voice during the use of traditional media but social media has been a good option for the

youth it serves as the youth medium of communication which in turn has enhanced the youth political participation.

1.1 Objectives of the Study

- a. To ascertain the attitude of the youths towards the "NotTooYoungtoRun" campaign on social media messages.
- b. To examine how social media helped in creating awareness to the youths about the "NotToo Youngto Run" campaign.
- c. To investigate how the "NotTooYoungtoRun" campaign on social media enhances the level of youths participation.

1.2 Social Media and Political Participation

The arrival of social media has greatly enhanced all aspect of human communication. The new technology due to the participatory, interactive and cost-effective nature has barely made everyone who can use it a mass communicator. This explains why Diamond (2010) refers to Social media as a "Liberation technology that expands political, social and economic freedom." Milakovich also presents social media as a tool for increased citizen participation in political environment. Unlike other mass media social networking media create a two-way and a multi-way form of communication channels which enhances the feedback process and also makes room for interaction among users (Aondover et al., 2022).

In Nigeria, youth participation in voting and election processes has shown an increasing trend since the passing into law the "Not Too Young to Run" bill. Whether in political parties or social institutions, youth are now participating more in politics. The no inclusivity of Nigeria youth in the political parties program is one of the fundamental reasons for low participation. The United Nations Development Program (UNDP, 2012), reveals that the Nigerian youth voters are less than the older citizens (Oluseyi, 2001).

Even though, youth participation is not pronounced in Nigeria since independent, their will and desire in the day to day social, economic and political activities of their Nigeria remains high. So, if there is a favourable legal ground for youth, they can invest their efforts, knowledge and skills in those various aspects. However, what has existed in Nigeria is mostly unfriendly and uninviting. Politicians are not usually interested in youth because they see youths as the power grabbers (Aondover et al., 2023).

1.3 Social Media Messages and Youth Political Participation

Recent years have seen a decline in non-profit community participation such as political party membership. Also, there are several challenges when it comes to engaging people in party politics. Contrary to popular expectations, the rise of the Internet did not result in increased levels of public participation. On top of that, many political parties are afraid to lose control over their message when they delegate power and authority to the public (Hile et al., 2023).

In a study that was conducted by Zhang et al., (2010) that was interested in how social media affected different variable including civil engagement. They did this by doing a phone survey that included 998 individuals that were all ages. The results showed that "reliance on social networking sites such as YouTube, Facebook and Myspace was positively related to civic participation but not to political participation or confidence in government" (Zhang, 2010). We can see that in this study that social media didn't influence political participation, even when they didn't just get their research from only college aged respondents (Megan, 2017).

Many governments are however recognizing social media platforms as a means to understand and reach their citizens directly (Geraldine, Melanie and Rene, 2014). In societies where the majority of people have "free" access to the internet, social media can serve as a technical base for digital political debate and can facilitate opinion shaping processes, at least in theory. In this context, "free" refers to the freedom to access the internet, to access information freely, to express oneself freely without fear of surveillance or persecution (Idris & Msughter, 2022). Academia is still in debate about the impact on societies of this process that has been described as the new structural transformation of the public sphere (Geraldine et al., 2014). And in Nigeria, the social media have become the most accessible source of information, particularly in the last three general elections. Before the day of the election, the social media disseminated many messages to the public that went viral. In the 2015 general election, the social media became a more potent tool and even a more lethal weapon. There were releases in the form of videos, voice notes, headlines, and broadcasts that made and mar many political parties and individuals (Oyenuga, 2015).

In 2019, the Presidential candidate of the PDP Alhaji Atiku Abubakar media team known as Atikulated were majorly formed by PDP youths who believe in his mandate. The APC candidate Mohammed Buhari media team and that of the PDP dominated the online discourse. The supporters of political candidates were majorly youth who know how to navigate the political sphere of the social media. In recent times, social media messages from one party to the position were name calling bringing out the dark secrets of other candidates. In conclusion, social media has enhanced the income of political influencers over the years (Kurfi et al., 2021).

1.4 Influence of Social Media on Youth Political Participation

The political activities that citizens participate in include selection of leaders, influencing decisions making processes of government and the process of governance (Okafor & Okeke, 2002). Orji and Okafor, (200) conceived political participation as actions of citizens through which they seek to influence or support government in politics. Issa (2016) identified four ways social media has shaped political communication. Firstly, it has deepened segmentation of audience triggered by the rise of network television channels and specialized magazines and websites. Segmentation of audience is a product of two main elements of the social media: diversification of coverage and selective exposure (that is, finding information that aligns with the predispositions of individuals). Social media makes it possible for its users to read and discuss specific issues and then connect with other individuals who share their beliefs. This has the possibility of creating individual voters that are fixated on specific issues and who may not be able to relate with the wider issues that are part of a general election. The existence of different media and brands of information platform can slit political communication into different segments - all addressing the same issues from different perspectives (Maikaba & Msughter, 2019).

The second way social media has shaped political communication is by weakening the gate-keeping capacity of the traditional media. Before the emergence of social media, the traditional media played a key role in deciding what is sufficiently important to be aired to the public. This gatekeeper role of the traditional media enables it to set the agenda of public discourse. In the 1970s, (McCombs & Shaw, 1972) asserted that the mass media force attention to certain issues. They build up public images of political figures. They are constantly presenting objects suggesting what individuals in the mass should think about, know about and have feelings about (Obasi & Msughter, 2023a). McCombs and Shaw insist that a small number of mass media news producers dominate the market, and therefore, audiences only get information about what the media decides is important enough to be covered (Msughter et al., 2022).

By presenting politicians with a platform to speak directly to their constituents and potential voters without the traditional media intermediary, the social media has largely curtailed the agenda setting role of the traditional media (Gillin as cited in Issa, 2006). Social media outlets have a responsibility to develop and implement social networking guidelines for their users. Finally, social media has emerged as the new influencer in social, economic and political settings. Research has shown that increasing use of social media for political communication has led to declining newspaper readership and television viewership in many countries (Obasi & Msughter, 2023b). Under this circumstance, the social media may likely continue to dominate political communication, and to serve as a tool for gathering and disseminating political messages (Issa, 2016).

II. Review of Literature

This study is anchored on the Digital Generative Multimedia Tool Theory (DGMTT), which relied on the production of media content by AI. The term "DGMTT" was first used by Onyejelem and Aondover in 2023. The necessity to confront the developing effects and ramifications of AI on the production of media content gave rise to the thesis. The impact of AI technology on media production is growing as it develops, posing challenges to conventional ideas of authorship and control and fostering new kinds of creative expression. Onyejelem and Aondover have postulated a novel paradigm called DGMTT in 2023 to investigate the possibilities of multimedia tools in producing digital material. This theory is at the forefront of innovation because it provides a way to bridge the gap between emerging technologies and traditional multimedia creation methods in order to improve the digital media environment and produce memorable and compelling multimedia contents in the constantly changing digital landscape (Onyejelem & Aondover, 2024a).

Within the fields of journalism and media studies, marketing and advertising, natural language processing, education and training, art and design, healthcare, architecture and urban planning, simulation and modeling, creativity and innovation, music and audio production, and game development, Onyejelem and Aondover's theory offers a state-of-the-art framework. This theory explores the use of dynamic and interactive multimedia techniques to provide real-time, tailored, and captivating content that draws viewers in and fosters brand loyalty. In this context, the ideas and uses of DGMTT illustrate how individuals in the AI era produce and engage with digital contents (Onyejelem & Aondover, 2024).

According to DGMTT, digital media tools are dynamic creators of fresh, original digital media forms rather than just tools for creating static material. This theory highlights the potential of digital media technologies to enable creative professionals such as designers, photographers, and artists to produce interactive and generative media that is capable of real-time evolution and adaptation. DGMTT offers a novel method for producing digital media that could revolutionize how we think about and use digital media tools during the creative process. This idea could have a big impact on the design, art, and digital media industries by opening up new avenues for innovation and creative expression (Mojaye & Aondover, 2022).

A brand-new idea called DGMTT clarifies the ideologies that define how digital generating tools affect the production, sharing, and consumption of multimedia material in the age of AI. The theory provides a useful framework for comprehending, analyzing, and elucidating AI's function in multimedia studies and communication. Media educators and digital content creators may meet audiences' desire to use new media technologies by using the capabilities of DGMTTs to provide personalized, adaptive, engaging, educational, entertaining,

and persuasive experiences. DGMTT will be vital in determining the direction of communication, multimedia scholarship, and generative media tools as AI technologies advance (Onyejelem & Aondover, 2024b).

A useful foundation for comprehending the revolutionary influence of AI on the production of multimedia content is offered by DGMTT. By using this theoretical framework, we may create well-informed plans for the efficient use of social media platforms and gain a deeper understanding of their potential and associated obstacles. As a result, DGMTT presents a viable framework for managing the intricate and quickly changing field of social media content development. It offers a useful foundation for comprehending and analyzing how digital technology might revolutionize the creative process in the film and media studies. DGMTT is therefore pertinent to this study on the generation of multimedia material and social media creation tools in the context of political participation.

III. Research Methods

This study employed descriptive survey method. This is because descriptive research is primarily concerned with the collection and analysis of data for the purpose of describing, evaluating or comparing current or prevailing practices, events and occurrences (Ahiauzu & Asawo, 2016). This research design utilized questionnaire for data gathering. Based on the social media variable interest of the study, the Google Form an online questionnaire was used to elicit data from the respondents through some selected social media platforms, among selected youths between the ages of 18 and 35 in Lagos Island Local Government Area.

A total of three hundred (300) respondents were selected purposively sampling technique. The choice of this sampling technique is informed by the nature of the topic under review. The technique was considered appropriate because it enables the researchers to select respondents who have adequate knowledge and who can provide relevant information on the Influence of Not Too Young to Run Campaign Social Media Messages on Youth Political Participation in Nigeria. The responses to the questions on the questionnaire were analyzed using frequency tables, charts, and simple percentage method. The simple percentages were calculated by dividing the responses to each question by the total number of responses and then multiply by 300.

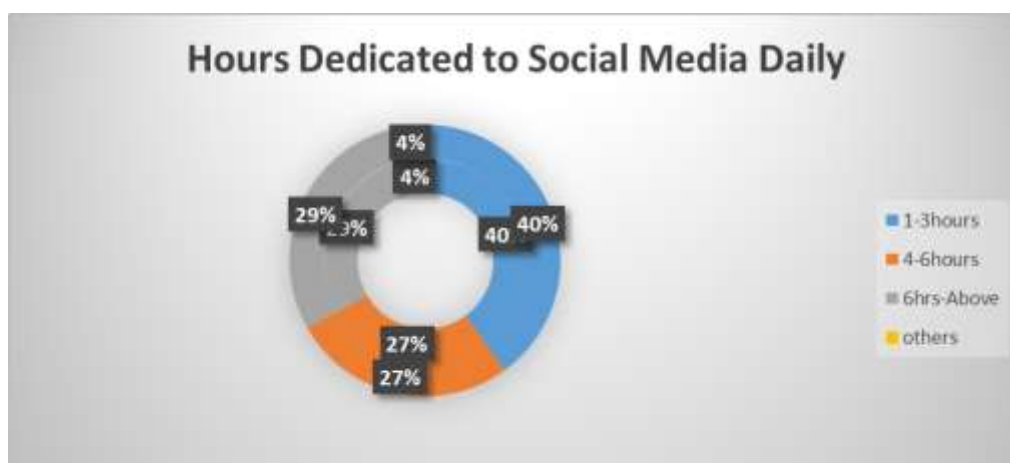
3.1 Data Analysis

This section presents the analysis and interpretation of data as well as discussion of findings generated in this study.

No.	Item	Description	Frequency	Percent
1	Gender	Male	140	46.7%
		Female	160	53.3%
		Total	300	100%
2	Age	18-21	38	12.8%
		22-30	95	31%
		31-35	107	35.5%
		Above 35	60	20.1
		Total	300	100%

3	Education	NCE/ND/HND	18	6%
		B.A/B.Sc.	144	48%
		PGD/M.Sc/P.hd	138	46%
		Total	300	100%
4	Marital Status	Single	152	50.6%
		Married	121	40.4%
		Divorce	27	9%
		Total	29	100%

In the table above, the respondents are classified according to their gender, Age bracket, marital status and Level of Education. 140 respondents representing 46.7% are males, 160 respondents representing 53.3% are females. This implies that majority of the respondents are females. Age bracket, 38.4% respondents representing 12.8% fall in between 18–21 years, 94.8% respondents representing 31.6% fall in between 22 – 30 years, 106.5 respondents representing 35.5% fall in between 31–35 years, 60.3% respondents representing 20.1% fall between 35 years and above. This implies that majority of the respondent fall between 31 – 35 years of age. Marital status, 151.8 respondents representing 50.6% are single, 121.2 respondents representing 40.4% are married, 27 respondents representing 9% are divorced. This implies that majority of the respondent are single. Level of education, 18 respondents representing 6% have National Diploma, 144 respondents representing 48% have B.A/B.SC, 138 respondents representing 46% have PGD/M.SC. This implies that majority of the respondents are Degree holders.



The chart above shows the opinions, frequency and percentage of respondents on the hours spent on internet daily. 120 respondents representing 40% spend between 1–3 hours, 80.1 respondents representing 26.7% spend 4–6 hours, 87.9 respondents representing 29.3% spend 6 hours and above, 12 respondents representing 4% spend less than 1 hour. This implies that the majority of the respondents spend between 1-3 hours on the internet daily.

3.2 Social Media and Website as a Tool to Source for Information about Migration

Social Media Tool	Frequency	Percentage
Facebook	20	69
Twitter	22	75.9
Blogs	0	0
Instagram	28	96.9

The results in the above table showed that (96.9%) of the respondent making use of Instagram agreed that social media is a tool to source for information about migration. The results showed that 75% of twitter users use social media to source for information about Migration. It further showed that 0% users from blogs source for information about migration. The results revealed that (86.2%), of the result that through website tool they have been able to source for information about migration related content. The study further sought to show the results that showed that (86.2% and 55.2 %) of Google and Safari users use website as a tool to source for information about Migration, while portfolio and claude has no user information concerning using the website as a tool for information about Migration.

3.3 Frequency of the youth assessment of the “NotTooYoungto Run” campaign

Opinions	Frequency	Percentage
Yes	144	48%
No	75.9	25.3%
Undecided	80.1	26.7%
Total	300	100%

The table above shows the opinions, frequency and percentage of respondents on the assessment of the “Not Too Young to Run” campaign, 144 respondents representing 48% agreed to fully assessment of the campaign, 75.9 respondents representing 25.3% haven’t fully assessed the campaign while 80.1 respondents representing 26.7% are undecided about the full assessment of the campaign. This implies that the majority of the respondents agreed to have fully assessed the “Not Too Youngto Run” campaign.

3.4 Frequency of how informed the youth are about the “NotTooYoungto Run”

Opinions	Frequency	Percentage
Highly informed	156	52%
Un-informed	123.9	41.3%
Others	20.1	6.7
Total	300	100

The table above shows the opinions, frequency and percentage of respondents on how informed the youth are about the “Not Too Young to Run” campaign, 156 respondents representing 52% are highly informed, 123.9 respondents representing 41.3% are uninformed, 20.1 respondents representing 6.7% are either informed or uninformed. This implies that the majority of the respondents are highly informed about the “Not Too Young to Run” campaign.

3.5 Frequency of awareness of youth to take up electoral positions

Opinions	Frequency	Percentage
Yes	222.9	74.3%
No	24.3	8.1%
Not Certain	52.8	17.6%
Total	300	100

The table above shows the opinions, frequency and percentage of respondents awareness of youth to take up electoral positions, 222.9 respondents with 74.3% agreed to be aware of their

right to take up electoral positions 24.3 respondents representing 8.1% do not agree of the campaign creating awareness for youth to take up electoral positions while 52.6 respondents representing 17.6% are uncertain about the bill create awareness for electoral positions. This implies that the majority of the youth agree to the campaign creating more awareness for electoral positions.

3.6 Frequency of the youth political participation before “NotTooYoung to Run” campaign

Opinions	Frequency	Percentage
Strongly Agree	168	56%
Agree	120	40%
Strongly Disagree	7.5	2.5%
Disagree	4.5	1.5%
Total	300	100

The table above shows the opinions, frequency and percentage of respondents before the campaign, 168 respondents representing 56% strongly agree, 120 respondents representing 40% agree that the youth were underrepresented before “NotTooYoungtoRun” campaign, 7.5% respondents representing 2.5% strongly disagree while 4.5% respondents Representing1.5% disagree with the youth been under represented before the bill. This implies that the majority of the youth strongly agree that they were underrepresented before the campaign “Not Too YoungtoRun”.

3.7 Frequency of the influence of attitude towards the “NotTooYoungto Run” campaign

Opinions	Frequency	Percentage
Strongly Agree	98.7	32.9%
Agree	142.2	47.4%
Strongly Disagree	15.6	5.2%
Disagree	43.5	14.5%
Total	300	100

The table above shows the opinions, frequency and percentage of respondents showing social media influence on youth attitude towards the “Not Too Young to Run” campaign, 98.7 respondents representing 32% strongly agree, 142.2 respondents representing 47.4% agree that social media influenced their attitude towards the “NotTooYoungtoRun” campaign, 15.6 respondents representing 5.2% strongly disagree while 43.5 respondents Representing14.5% disagree with the youth attitude been influence towards the “Not Too Young to Run” campaign. This implies that the majority of the youth agree that the social media influenced their attitude towards the campaign “Not Too YoungtoRun”.

3.8 Frequency of how Social Media helped me to Determine my Choice of Political Party

Opinions	Frequency	Percentage
Strongly Agree	78.9	26.3

Agree	122.3	40.8
Strongly Disagree	27.6	9.2
Disagree	71.1	23.7
Total	300	100

The table above shows the opinions, frequency and percentage of respondents showing social media helped them determine choice of political party. 78.9 respondents representing 26.3% strongly agree, 122.3 respondents representing 40.8% agree, 27.6 respondents representing 9.2% strongly disagree while 71.1 respondents representing 23.7% disagree that the social media helped them determine their political party. This implies that the majority of the youth agree that the social media influenced their choice of political party.

3.9 Frequency of the level of influence the “NotTooYoungtoRun” campaign

Opinions	Frequency	Percentage
Highly informed	116.1	38.7%
Un-informed	128.1	42.7%
Others	55.8	18.6%
Total	300	100

The table above shows the opinions, frequency and percentage of respondent’s level of influence the “NotTooYoungtoRun” campaign has on youth political participation, 116.1 respondents representing 38.7% are highly informed, 128.1 respondents representing 42.7% are uninformed, 55.8 respondents representing 18.6% are either informed or un informed. This implies that the majority of the respondents are highly influenced about the “Not TooYoungto Run” campaign on youth political participation.

3.10 Frequency of how the “NotTooYoungtoRun” campaign gave re-orientation to the youth

Opinions	Frequency	Percentage
Yes	189.6	63.2
No	35.4	11.8
Maybe	71.1	23.7
Others	3.9	1.3
Total	300	100

The table above shows the opinions, frequency and percentage of respondents re-orientation about “Not Too Young to Run”, 189.6 respondents with 63.2% agreed, 35.4 respondents representing 11.8% do not agree, 71.1 respondents representing 23.7% are uncertain, 3.9% respondents representing 1.3% neither agree nor disagree. This implies that the majority of the youth agree to that the campaign gave the youth re-orientation to the youth.

3.11 Frequency of the extent of how “NotTooYoungtoRun” campaign influenced the Nigerian youth

Opinions	Frequency	Percentage
-----------------	------------------	-------------------

Negatively	24	8%
Positively	252	84%
Others	24	8%
Total	300	100

The table above shows the opinions, frequency and percentage of respondent's extent of campaign influence on youth political participation. 24 respondents representing 8% have negative influence, 252 respondents representing 84% have positive influence, 24 respondents representing 8% are either negatively or positively influenced. This implies that the majority of the youth are positively influenced.

3.12 Frequency of the Attitude of the Youth towards the “NotTooYoungto Run” Campaign

Opinions	Frequency	Percentage
Accepted	213.3	71.1
Unaccepted	23.7	7.9
Undecided	57.6	19.2
Others	5.4	1.8
Total	300	100

The table above shows the opinions, frequency and percentage of respondent's attitude towards the “NotTooYoung to Run” campaign. 213.3 respondents representing 71.1% accept, 23 respondents representing 7.9% do not accept, 57.6 respondents representing 19.2% are undecided while 5.4 respondents representing 1.8% neither accept nor un-accept. This implies that the majority of the youth accept the “NotToo YoungtoRun” campaign.

3.13 Frequency of the change in attitude of the youth changed after the “NotToo Youngto Run” campaign

Opinions	Frequency	Percentage
Strongly Agree	12	4
Agree	192	64
Strongly Disagree	36	12
Disagree	60	20
Total	300	100

The table above shows the opinions, frequency and percentage of respondents change in attitude of the youth. 12 respondents representing 4% strongly agree, 192 respondents representing 64% agree, 36 respondents representing 12% strongly disagree while 60 respondents representing 20% disagree after the “Not Too Young to Run” campaign. This implies that the majority of the youth agree to have change in attitude after the campaign.

3.14 Frequency of more Youth Participating in Political Process

Opinions	Frequency	Percentage
----------	-----------	------------

Strongly Agree	193.5	64.5
Agree	71.1	23.7
Strongly Disagree	21	7
Disagree	14.4	4.8
Total	300	100

The table above shows the opinions, frequency and percentage of respondents more youth participating in political process. 193.5 respondents representing 64.5% strongly agree, 71.1 respondents representing 23.7% agree, 21 respondents representing 7% strongly disagree while 14 respondents representing 4.8% disagree after the “Not Too Young to Run” campaign more youth participate in politics. This implies that the majority strongly agree more youth participate in politics.

3.15 Frequency of increase in the number of youth political participation

Opinions	Frequency	Percentage
Yes	221.1	73.7
No	31.5	10.5
Not certain	47.4	15.8
Total	300	100

The table above shows the opinions, frequency and percentage of respondents increase in youth participation, 221.1 respondents with 73.7% agreed, 31.5 respondents representing 10.5% do not agree, 47.4% respondents representing 15.8% are not certain. This implies that the majority of the youth agree there is increase in youth participation in politics.

3.16 Frequency of the youth reasoning towards the “Not Too Young to Run” campaign

Opinions	Frequency	Percentage
Yes	216	72
No	24	8
Not certain	60	20
Total	300	100

The table above shows the opinions, frequency and percentage of respondents reasoning about “Not Too Young to Run” campaign youth participation, 216 respondents with 72% agreed, 24 respondents representing 8% do not agree, 60 respondents representing 20% are not certain. This implies that the majority of the youth agree the reasoning of the youth has been broadened in political participation.

3.17 Frequency of role the “Not Too Young to Run” campaign played in the youth acceptance in Nigeria Politics

Opinions	Frequency	Percentage
----------	-----------	------------

Negative	36.6	12.2
Positive	251.4	83.8
Undecided	12	4
Total	300	100

The table above shows the opinions, frequency and percentage of respondent's role youth in politics. 36.6 respondents representing 12.2% are negative, 251.4 respondents representing 83.8% are positive, 12 respondents representing 4% are undecided. This implies that the "Not Too Young to Run" played a majority role the youth acceptance.

3.18 Frequency of the decision of the undecided youth

Opinions	Frequency	Percentage
Yes	252.6	84.2
No	27.6	9.2
Not certain	19.8	6.6
Total	300	100

The table above shows the opinions, frequency and percentage of respondents for undecided youth to participate in politics, 252.6 respondents with 84.2% agreed, 27.6 respondents representing 9.2% does not agree, 19.8 respondents representing 6.6% are not certain. This implies that the majority of the undecided youth will partake in politics.

IV. Result and Discussion

This study is centered on exploring the Influence of "Not Too Young to Run" Campaign Social Media Messages on Youth Political Participation in Nigeria resting mainly on the agenda setting and two step flow theoretical paradigm, the study presents findings that are intandem with what other scholars have found in related studies. Respondents agreed that social media had an effect on their level of political participation, especially after been exposed to the "Not Too Young to Run" campaign on social media.

Findings of the study showed that majority of the youth agree that the social media influenced their attitude towards the "Not Too Young ToRun" campaign and also was found to have highly influenced their attitude and political party choice. These findings are in line with Akinlade (2016), "The influence of the Social Media on the Voting Behaviour of the Youth in South-East Nigeria" is in tandem with the finding of this research which states that more youth were highly influenced through the social media in their voting media.

The study showed that majority were positively influenced with the "Not Too Young to Run" Campaign on social media and also change their attitude and increase their political participation. These findings are in line with Balci, & Akar, (2021). "The Role of Political Attitudes, Political Efficacy and Social Media. Usage Patterns on Political Participation in Social Media in the 2019 Local Election" more youth participated in political process during the last general elections in Nigeria. To ascertain the attitude of the youth towards the "Not Too Young to Run" Campaign Social Media Messages, the findings of the study showed that the majority of the respondents agree that their reasoning change after the "Not Too Young to Run" campaign,

and that the “NotToo Young to run” campaign was majorly accepted by the youth in politics and some of the undecided are likely to partake in politics after been exposed to the “Not Too Young to run” campaign. Nigeria. These findings are in line with Issa, A.A. (2016). “The Role of Social Media in Creating Awareness During 2015 General Election in Nigeria” he also shares the same view that the social media messages on youth political participation in Nigeria played a major role in the acceptance of the campaign.

V. Conclusion

In conclusion, the above implies that youths rely mostly on social media for political and other news and credibility of the source and this influenced their attitude to participate more in political process, there was an increase in the number of youth that participated in the last 2023 general elections in Nigeria. The newly elected Nigeria President has more youth in his cabin than the other administrations and regimes. This study recommends that social media should be used more actively to enhance the "NotToo Young to Run Campaign in Nigeria. Social media has been helpful in creating awareness and also mobilizing the youths in partaking in the campaign. In the future, social media should also be of help in making sure that if any campaign of such comes up again social media should be able to bring to awareness again the importance of the campaign.

References

- Adams, A., Harf, A. & Ford, R. (2012). *Agenda Setting Theory: A Critique of Maxwell McCombs & Donald Shaw's Theory. A First Look at Communication Theory*. Chapman University.
- Adebayo, B., (2018). “NotTooYoungtoRun”: Nigeria lowers minimum age for Election Candidates”. CNN Retrieved
- Aliyu, M. A., Msughter, A. E., & Nneka, A. Q. (2023). Comparative Study of National Development Plans in Nigeria and India: Media Dimension. *SIASAT*, 8(4), 202-212.
- Aondover, E. M., Maradun, L. U., & Yar'Adua, S. M. (2022). Mediatization of the net and internetization of the print media in Northern Nigeria. *Unisia*, 40(2), 335-356.
- Aondover, E. M., Oyeleye, S. A., & Aliyu, M. A. (2023). New World Information and Communication Order and its changing role in Nigerian Television Authority (NTA) Kano. *Unisia*, 41(1), 17-38. <https://doi.org/10.20885/unisia.vol41.iss1.art2>
- Asika, N. (2006), *Research Methodology in the Behavioral Sciences*, Longman Nigeria Publishers, Lagos.
- Asika, N., (1991), *Research Methodology in the Behavioral Sciences: Longman Nigeria Publishers*.
- Baker, M. (2009). The Impact of Social Networking Sites on Politics. *The Review: A Journal of Undergraduate Student Research*.
- Baran, S. J. & Davis, D. K. (2012). *Mass Communication Theory: Foundations, Ferment and Future*. (6th Edition) Wadsworth Cengage Learning.
- Falade, D., A., (2014). Political Participation in Nigerian Democracy: A Study of Some Selected Local Government Areas in Ondo State, Nigeria. *Global Journal of Human-Social Science*.
- Geraldine, D., Melanie, S., & Rene, H. (2014). *Social Media and Political Participation*. Federal Ministry of Economic Cooperation and Development.
- Hile, M. M., Msughter, A. E., & Aliyu, M. A. (2023). Secularism and Ethical Issues in Media Practice as a Bane for National Development. *SIASAT*, 8(3), 166-177.

- Idris, M. K., & Msughter, A. E. (2022). Sources of Information on National Issues among Border Communities in Yobe State, Nigeria. *ASEAN Journal of Community Engagement*, 6(1), 22-47.
- Itodo, S., (2016). Movement for “NotTooYoungtoRun” Campaign: YIAGA AFRICA, Abuja.
- Kurfi, M. Y, Aondover, E. M. & Mohammed. I. (2021). Digital Images on Social Media and Proliferation of Fake News on Covid-19 in Kano, Nigeria. *Galactica Media: Journal of Media Studies*, 1(1), 103-124. Doi: <https://doi.org/10.46539/gmd.v3i1.111>.
- Lam, W. (2003). Alternative Understanding of Political Participation: Challenging of the Myth of Political Indifference in Hong Kong, *International Journal of Public Administration*, 2(6), 1-15.
- Maikaba, B., & Msughter, A. E. (2019). Digital Media and Cultural Globalisation: The Fate of African Value System. *Humanities and Social Sciences*, 12(1), 214-220.
- Manning, J. (2014). Social Media, Definition and classes of. In K. Harvey (Ed). *Encyclopedia of Social Media and Politics*. ThousandsOaks, C.A. Sage.
- McClosky, H. (1968). Political Participation in David L. Sills(ed) *International Encyclopedia of the Social Sciences*, 1(2) Macmillan Co. & Free Press, New York.
- McCombs, M.,(2011). *The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion*. University of Texas at Austin.
- Melike, T., (2017). The Position of Youth in Political Participation. *Sosyal Politika Calismalari Dergisi*.
- Mojaye, E. M. & Aondover, E. M. (2022). Theoretical perspectives in world information systems: A propositional appraisal of new media-communication imperatives. *Journal of Communication and Media Research*, 14(1), 100-106.
- Msughter, A. E., Yar’Adua, S. M., & Ogechi, A. P. (2022). Information seeking behavior on Covid-19 vaccine among residents of Fagge Local Government Area of Kano, Nigeria. *Journal of Positive School Psychology*, 6(9), 2526-2541.
- Mustapha, L.K., Gbonegun, V. O. & Mustapha, M. L. (2016). Social Media Use, Social Capital and Political Participation. *Tripodos*.
- Nigerian political campaign: Acritique on campaign style of political parties in the 2019 General elections. *Hallmark University journal of management and social sciences (HUIJMSS)*. I3(2).
- Obasi, M. C., & Aondover, E. M. (2023). Representation of African Values in Selected Nigerian Popular Music. *Popular Music*, 3(1), 57-73.
- Obasi, M. C., & Msughter, A. E. (2023). Assessment of media coverage of environmental hazards in mining communities in Ebonyi State, Nigeria. *Environmental Challenges*, 13, 100758
- Ojo TO, Ayoboluis YO, Ibrahim, O.B. (2021). Mass media, Political propaganda and political campaign messages in Nigerian societies: assessment of Political Stakeholders Perceptions in Selected Local Government Areas of Oyo State, Southwest Zone, Nigeria. *International Journal of Research and Innovation in Social Science*. 5(8): 509-516. doi: 10.47772/ijriss.2021.5828
- Oluseyi, A. (2019). *Gearhart International Journal of Communication*12,21.
- Onaopepo I.B. Ojo S.A., Ojetola A. A., Omotola O. (2024). Social media and political mobilization in rural environment in Nigeria. Information System and Smart City Academic Publishing Pte. Ltd. This article is licensed under the Creative Commons Attribution License (CC BY4.0). <http://creativecommons.org/licenses/by/4.0/>
- Onyejelem, T. E., & Aondover, E. M. (2024). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation in the Era of Artificial Intelligence. *Adv Mach Lear Art Inte*, 5(2), 01-09.

- Onyejelem, T. E., & Aondover, E. M. (2024). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation. *Journalism*, 14(3), 189-204.
Retrieved 10th October, 2023.
- Sajindra, K., & Patil, R. (2013). Social Media - History and Components. *Journal of Business and Management*.
- Sunday U.I., Onaopepo I.B. (2021) Social media comments and propaganda as parts of
- Suraju, O., (2017). "Fact Check: NotTooYoungtoRun".
- The Influence of Social Media Networking Sites on Political Attitudes and Behaviour. *Social Science computer Review*. SAGE Publication.
- The Marketing of Political Candidates in Nigeria. *British Journal of Marketing Studies*. European Centre for Research Training and Development.
- UNDP (2003) Participation in the Decision-making process, world youth report, 2012.
- UNDP (2012). Enhancing Youth Political Participation. Accessed on October 2nd, 2023.
- UNDP (2013) Enhancing Youth Political Participation throughout the electoral Cycle: A good Practice guide. Accessed on October 3rd, 2023.
- Vaass, D. A., (2008). *Research Design in Social Research*. SAGE.
- Victor, O., Ikechukwu, U., Gerald, N., Chinedum, O (2017). Effects of the Social Media in
- YIAGA, A, (2019). Factsheet on Youth and the 2019 Elections in Nigeria: YIAGA AFRICA, Abuja
- YIAGA, A, (2019). How Youth Fared in the 2019 Elections: YIAGA AFRICA, Abuja
- YIAGA, A. (2017). "NotTooYoungtoRun" Bill: YIAGAAFRICA, Abuja.
- Zhang, W., Johnson, T.J, Selter, T. & Bichard, S.(2010). *The Revolution Will be Networked*:
- Zucker, H. (1978). *The Variable Nature of News Media Influence*. Communication Year book 2. New Brunswick.