STUDENTS PERCEPTION OF THE USE OF FACEBOOK FOR POLITICAL ADVERTISING DURING THE 2015 GUBERNATORIAL ELECTION IN NIGER STATE

Tsegyu Santas and Andrea Ezeanoikwa
Department of Mass Communication
Nasarawa State University, Keffi
tsegyu@gmail.com

Abstract

The study was aimed at gauging student's perception of the use of Facebook for political advertising during the 2015 gubernatorial election in Niger State. Three research questions guided the study to ascertain the level of application of Facebook in political advertising by the political candidates during the elections. The study also sought to find out whether the electorate voting decision was influenced by political candidate's advertisement on Facebook. Survey research was adopted for the study while the questionnaire was used as the research instrument for the study. The Uses and gratifications theory provided the theoretical framework for the study. Findings from the study indicated that Facebook was utilized by political aspirants during the election. Respondent's perception of Facebook usage by the political candidates was very good. Further findings show that electorate voting decision was not influenced by their exposure to political advertising on Facebook. They respondents were rather influenced by religion, ethnicity and political party affiliations. The study, therefore, recommends that extensive political education should be carried out in future elections so that electorate should focus on the credibility and integrity of political candidates rather than religious and ethnic factors or affiliations.

Keywords: Facebook, Advertising, Politics, Election, Campaign

Introduction

The development of new forms of technology is redefining the concept of political communication in contemporary times. This development has brought about a paradigm shift in how political advertising is planned and executed today. Enli (2007) was right when he avers that the emergence of social media and digital technologies that facilities them have been accompanied by a growing interest in participation and user- generated media. In the same vein, Abdulhameed (2013) further observes that with the emergence of the internet, expectations were high that the medium would be a potential tool for political mobilization and engagement among citizens that are excluded from political activities. Indeed, social media are fast becoming an important platform of political participation among the younger generation today.

Facebook was launched in 2004 as a social networking websites exclusively for Harvard students before it was made public to allow individuals communicate with the platform. Facebook now has over 800 million active users, as of November, 2011 (Facebook Statistics, 2011). Facebook users interact with others users by updating their profiles and sending direct personal messages to friends. According to Wesling (2007), cited in Onyekachi, Nwafor, and Akachuwu, (2016) "Facebook is a social networking website that allows members to share personal information, opinion and media". Sanson (2008) cited in Onyekache *tal* (2016) defines it "as a social networking website that facilitates interaction among like-minded people by sharing information through the digital mapping of real-world social connections. One of the attributes that have uniquely distinguish Facebook from other social media platform is the ability of the platform communicate faster with instantaneous feedback. Reactions, debate and conversation can be done online and offline at the same time. No wonder politicians are taken advantage of the platform to engage their supporters.

Historically, politicians in every generation have always sought the use of the mass media to communicate their messages to the electorate during political campaigns and elections (Emruli and Baca, 2011, p. 155.). Emruli and Baca further note that when new forms of communication are available, political candidates quickly adopt them to their advantage. As technology develops, political aspirants are able to permeate people's lives on a daily basis.

Democrat Howard Dean of the United State of America is credited with being the first politician to utilize the Internet for political gains. Dean served as the Governor of Vermont from 1991 to 2003 and decided to run for president for the 2004 election. Dean is credited with organizing the first campaign website, acting as a virtual headquarters for fundraising and volunteer recruitment (Skogerbø & Krumsvik, 2015).

Dean's website had a number of online metrics of success including the hits on his homepage, weblogs, campaign sign-ups, house parties and meet ups. Dean's supporters hosted house parties and invited individuals to learn about Dean's campaign. Dean also encouraged use of the website "Meetup", where individuals would attend face-to-face meetings to learn more about his campaign (Joe, 2014). About 75,000 individuals attended these "meet-ups" and more than 96% of respondents reported that they wished to become actively involved in Dean's campaign. Dean won a "digital" primary election that was held on MoveOn.org with 44% of the votes. His success in the primary generated positive coverage by the news media. This early victory was important to the momentum of the campaign.

Former president Goodluck Jonathan had on Wednesday, September 15, 2010 informed his 217,000 fans on the world's most popular networking platform (Facebook) of his intent; 24 hours later, 4,000 more fans joined his page, and by the day of the election, on 16 April 2011, he had over half a million followers. His closest rivals – Alhaji Mohammed Buhari of the CPC, Nuhu Ribadu of CAN and Alhaji Shakarau of the ANPP were among those that utilized different social media platforms during their campaigns. In addition to the approximately 3 million registered Nigerians on Facebook and 60,000 on Twitter then, almost every institution involved in Nigeria's elections conducted an aggressive social networking outreach, including the Independent National Electoral Commission (INEC), political parties, candidates media houses, civil society groups and even the police (Adibe,

Odemelam and Chibuwe, 2011).

With the rising use of facebook among Nigerians, especially among the youths, political candidates and their respective political parties during the 2015 presidential election campaign, left nothing to chance just to sell their programmes and policies, but also to get their votes. With over 11 million Nigerians on Facebook, over three million on Twitter, as well as over a million on Blackberry Messenger and WhatsApp each (Alagbe, 2015), the battle for the votes of the electorate moved from podiums and conventional mass media to the social media, where a good number of these electorate, particularly the youth, have transformed to their own public sphere to debate on the right candidate and political party (Nnaane, 2015).

Arising from the above, this study is an attempt to investigate the use of Facebook for political advertising during the 2015 gubernatorial election in Niger State.

Research Questions

1. What is the level of utilization of Facebook for political advertising during the 2015 gubernatorial election in Niger State?
2. What is the perception of the use of Facebook for political advertising during the election?
3. To what extent was voter's choice of political candidates influenced by political advertising on Facebook

Conceptualizing Political Advertising

The past two decades have witnessed an increase in political advertising in Nigeria. This is attributed to the developments in information and communication technology and the realization of the potent force of the media of mass communication in packaging not only products, but ideas and political candidates (Ottah, 2016 p. 25).

Alluding to this fact, Okoro and Adibe (2013, p. 30) opined that "before the advent of the new media, the conventional media ruled the world, and had directly or indirectly blocked popular participation in the electoral process. This is because there has always been scarcity of space and airtime given by the conventional media to the citizens to have their say in politics, governance and in the electoral process." However, today, new media technologies are major avenues where political parties and candidates connect with the electorates to share vital information about their policies, programmes and manifestos. This is because of the ease, reach and speed associated with the social media, it has become a tool revolutionizing the field of political communication globally.

Commenting on the concept of political advertising, Olujide, Adeyemi and Gboyega, (2010) state that political advertising is the use of the media by political candidates to increase their exposure to the public. The authors are of the view that extensive use of radio and television has supplanted direct appearances on campaign trail which was popularly used by politicians in the past five decades. Advertisements, they note, have become the most commonly used technique to create a favourable image for political candidates. In the same vein, Okoro (2013, p.26) notes that political advertising is a type of advertising which calls for high strategic thinking and action initiatives. According to him these adverts are

designed by political consultants and political campaign staff. Political advertising is meant to sell political ideologies of the political parties and their candidates to the electorates.

McNair (1995, p.93) observed that political advertisement provides the greatest opportunity to a political actor to impact 'the issues' as he or she sees them. Political advertising is, therefore, a forum of enlightenment of the electorate stage-managed by the political actor. In this regard, McNair maintains that the producers of political advertisements have the freedom to say what the like, to replace the journalist agenda with their own; to play to their client's strengths and highlight the opponent weakness (p.94).

According to Trent, Friedenberge, and Denton (2010), there are four basic political advertising messages. They include: (1) Positive messages which are designed to promote the good personal characteristics and attributes of a candidates such as elements of leadership, character and wide reaching experiences, (2) Negative messages which are designed to attack the opponent. They tend to focus on the personal weaknesses, poor voting records, public scandals and public pronouncements of the candidate, (3) Comparative messages are meant to give the impression of providing two sides or positions of an issue, but the resulting comparism, clearly favour the candidates sponsoring the advertisement. They seem to appeal to the reason, facts and logic (4) Responsive messages, are designed to directly answer the opponent's charges, allegations and attacks. They are mostly reactive.

Theoretical Orientation

The study adopted the Uses and Gratifications theory. According to Baran and Davis (2003), the originator of the Uses and Gratifications theory is often credited to Herta Herzog, a colleage of Lazarsfeld. They went further to establish that Herzog article titled "motivations and gratifications of daily serial listeners" was the first published research to provide an in-depth examination of media gratifications. Sweetser and Kaid (2008) opined that the theory has been more recently used to determine the gratifications of entertainment media. The theory also has a long history of investigating political information seeking motivations.

Blumer and McQuail (1969) found that gratifications sought from watching political broadcasts clustered into three constructs; political reason such as reinforcement or vote guidance; surveillance for keeping up with the issues; and excitement such as seeing which political party would win. With the development of the internet and its subsequent deployment for the dissemination of political information, researchers have applied the uses and gratifications perspective to online political information seeking. Kaye and Johnson (2002) examined gratification for seeking political information online and found that primary motivations to be guidance, information seeking and surveillance, entertainment and social utility. These scholars also link media use to political attitudes and behaviors. To buttress this assertion, Kaye and Johnson (2002) in a study reported that higher levels of self – efficacy are associated with information seeking and surveillance, and higher interest in politics is correlated with accessing political information online for social utility and information seeking surveillance.

The theory according to Anaeto, Onabanjo and Osifeso (2008, p.71) is concerned with what people do with the media instead of what the media do to people. The major trust of the theory subscribe to the assumption that consumers of mass media content influence the

effect of the mass media on them. Hence media consumers are not passive but active in determining what they use the media for. Folarin (2005) observes that mass media audience have some certain needs that are dear to them that is why they are expose to, attend to, and retain media messages because of the perceived gratification derivable from such messages. The theory is relevant to this study because politicians can take advantage of the platform to engage with the electorate. On the other hand, the electorate can select specific messages on a variety of social media platforms to connect to their preferred political candidates of their choice.

Review of Relevant Literature

A number of studies have been conducted by scholars on the growing influence of social media during political campaigns. For instance, a study by Kushin and Yamamoto (2010) attempted to "determine whether social media usage actually impact on political self-efficacy and involvement of electorates during the 2008 US presidential election". Their findings show that there was a drastic rise in the use of social media by political candidates as well as the electorates. According to them, 27% of young people obtained political information from the social media. Corroborating their finding, Owen, Soule, Nairne, Chalif, House., and Davidson, (2011) remarked that the 2008 US election marked a breakthrough year for political use of new media and social networks specifically. They further opined that social networking websites played an innovative and important role in the protracted primary race between Barack Obama and Hillary Clinton. Obama subsequent victory at the main election was largely attributed to his massive use of the social media during the electioneering campaigns.

Similarly, Warren (2009) investigated "the use of social networking site Facebook in 2008 presidential election in America". The study was specifically design to analyze whether Facebook might be a practical campaign tool to target young voters, particularly college students. A survey research method was adopted for the study to collect data from 212 students at the University of Central Missouri to determine if Facebook was a viable campaign tool. The study concludes that college students that participated in the political activities on Facebook felt more motivated to vote in 2008 presidential election and the students who had Facebook account better identified with the candidates due to their presence and the information they received on face book.

In another related study, Larsson and Moe (2011) conducted a study on "Twitter use during the 2011 Swedish election" found that Twitter serves as a channel for disseminating political information and not for political dialog with the electorates. Larsson and Moe study reveals that Swedish political elites sees Twitter as a medium to communicate political contents to the people and not necessarily as a tool to engage the electorates in political conversation. On the contrary, Williams and Gulati (2009) research on "the extent of Facebook use by congressional candidates during election campaigns". The study discovered that the number of facebook supporters can be considered a valid indicator of electoral success. While in the context of Dutch election, Utz (2009) shows that social networking sites provide an opportunity for politicians to reach individuals interested in politics. Thereby viewing a candidates profile further strengthens exiting attitudes.

In a study entitled "Facebook and political communication in the 2011 general elections in Nigeria" Opeyemi, Olusola, and Isekor (2014), found out the role played by Facebook in the election. To actualize their study the following five research questions were formulated; did Facebook increase the political awareness of Nigerians youth in the 2011 general election?, to what extent did Facebook influenced youth voting decision in the 2011 general election?, was any form of abuse used in Facebook in the 2011 general elections?, what are the factors that threaten the effective use of Facebook for Nigerian's political development? And how can Facebookbe sustained to promote democratic participation in Nigeria.

The findings of their study revealed that as high as 98% of the respondents believed that Facebook increased the political awareness of youths in the 2011 general elections. The study also discovered that over 73% of the respondents said the presidential aspirants used Facebook to influence their voting decisions. The political candidates were able to do this by using the social media to sell their manifestos, countering the manifestos of rivals, educating Facebook friends on voting procedure, and in disparaging rival political opponents.

In addition, the study also finds out certain forms of abuse used on Facebook during the 2011 elections. One of the abuse discovered was that Facebook was use to incite violence. Rumors and inflammatory messages were spread through the social media which culminated as part of the triggers that led to the post-election violence in the country. As high as 59% of the respondents confirm that all forms of unethical abuses were use during the political campaign. This finding is further confirm by Harwood and Campel (2011) who are of the opinion that inflammatory rhetoric sent on social media worsened followers of Muhammadu Buhari in the North.

On the factors that threatened the effective use of Facebook during the elections, over 51% of the respondents are of the opinion that lack of internet access, lack of credibility on social media networks, low ICT literacy, and poverty impede effective use of social media for Nigeria's democratic process. The finding of this study is therefore in agreement with Eva, Marta, and Aina (2010) revelation that digital divide seems to breed unequal access to the use of social media platforms in Nigeria. On how can Facebook sustained or promote democratic participation in Nigeria? Majority of the respondents said that internet facilities and infrastructural facilities should be provided by government and private individuals in the country.

Furthermore, Asemah and Edegoh (2012) conducted a study titled "new media and political advertising in Nigeria: prospects and challenges". The study comprised three major objectives which include the following; to assess the role of new media in political advertising, determine whether political parties in Nigeria recognize and use the new media for political campaigns, and to find out the factors which hinder the effective use of the new media. The method employed was survey. The finding from their study reveals that new media are important tools in political advertising in Nigeria. The study also show that political parties in Nigeria recognize and make use of the new media for the execution of their political activities, but the extent to which they do this is minimal because the make use of it occasionally. The results of their study also show that there are several challenges to the use of new media in Nigeria political landscape. These challenges include; irregular power supply,

lack of technological know-how, illiteracy, and poverty among several others.

In the same vein, Okon (2015) explored "social media use by the two dominant political parties in Rivers state, South Nigeria". The study was to determine these political parties' techniques, applications and followership of the social media. Two research questions guided the study. The research questions includes; to what extent have the two dominant parties used the social media to reach out to the electorate with a view to marketing their manifestos and to also ascertain if they differ in their use of the social media and also track the volume of traffic to their social network sites. Findings from the study found that the unanimity among the executive's members of the two selected political parties in Rivers state on the benefits of using the social media to disseminate party ideologies was very high. Ironically, these two political parties did not seem to effectively and efficiently deploy the social media tools though they affirmed visibility on social media.

The findings of the study further show a contradiction to the foregoing claim drawing from the fact that the executive's members of the parties could hardly list their social media sites. In other words no known listing was given as to how one can reach them via the listed social networks sites. On the other hand, the survey of the study found that out of the 251 active users of the social media, 164 are subscribed to Facebook while 25 are subscribed to Twitter. Also, What Sapp ranked higher than YouTube in terms of what the respondents subscribed. For the active users of social media, the findings however reveals that very many have not come across any website links to the social network sites of either the two selected parties of PDP or APC. Correspondingly too, the data analyzed showed that an overwhelming number of respondents have never read or posted comments on the social media of these political parties. Further comparisons were made on which of the political party have active or vibrant website. The study found out that the APC to have a slight lead in this direction. Nevertheless, the differences were found to be grossly insignificant and cannot suffice. The focus however was hinged on the fact that almost 99% of the respondents affirmed not having visited these social media platforms before upholding the possibility of their not being in existence.

Iwokwagh and Okworo (2012, p. 385-386), in a study entitled "Social Media and Citizen Engagement in the 2011 presidential election in Nigeria," using focus group as its research design, discovered from the respondents that the social media, especially Facebook, were used to mobilize support for some presidential aspirants; the social media, especially Facebook, was used to influence voting decisions; and that Facebook especially, became an alternative medium of expressing political views

To further corroborate Okon's study Ihejirikka, Mbazie, and Ndinojuo (2015) conducted a research entitled "use of social media by political parties in Nigeria: An analysis of Facebook and Twitter". Whereas Okon's study was restricted to River State of Nigeria, Ihejirikka, Mbazie, and Ndinojuo (2015) study covers the entire country. The study basically seeks to find out the kind of messages posted on social media of the various political parties in Nigeria. Findings of the study show that the PDP had more followers on social media more than other political parties. In terms of being active on social media KOWA party seems to lead in this direction with 84.35%. On the aspect of the kind of messages on social media, the following information is the dominant information on political party's websites;

information, interactivity, multimedia and targeted campaigning. The study concludes that social media applications are now incorporated in the publicity and public relations affairs by most political parties in Nigeria. However, the studies found out that majority of the political parties are rarely active and interactive after electioneering campaigns.

In another study, Dongona, Karick, and Abubakar (2013) studied "the relationship between Facebook user's political attitudes and online political participation among youth in Nigeria". The study respondents comprised of 100 active Facebook users. While the study employed a correlation design as the method of data analysis. The findings of their study revealed a significant positive relationship between Facebook usage and political participation among the youth in Nigeria. Further finding of their study show that face use rate did not significantly influence political participation. The discovery of these results is in tandem with previous studies were scholars argue that social media and online media do not seem to have revolutionized political activism for the large majority of young people (Bakardjieva, 2010, Olsson and Dahlgren, 2010). This is because social media are mainly social, and the primary purpose of participating in social networking sites is to socialize. Except in a situation where people who join social networks have a strong political agenda. Otherwise young people's attitude towards politics does not seem to be radically affected by online and social media.

Methodology

The study employed survey research design with the instrument of the questionnaire to execute the study. The population of the study was made up of mass communication students of mass communication department Ibrahim, Badamasi Babangida University, Lapai. A sample of 200 respondents was purposively selected across all the levels in the department. Out of the 200 questionnaire distributed, 195 were retrieved and found usable. The analysis therefore, was based on the 195 copies of the questionnaire retrieved.

Results and Discussion of Findings

The demographic data of the respondents show that 40.5% were males while 59.5% were females. The age categories of the respondents indicated that183 of the respondents were 18-30 years and represented by 93.8% which is the highest, 9 of the respondents were between the ages of 31-40 which is represented by 4.6 %, 2 of the respondents were 41-50, which is represent by 1.0 percent, while 1 respondent was between the ages of 51 and above, which is represented by 0.5 %. This findings corroborate Onyekachi, Nwafor and Akachuwu (2016, p.25) findings that "since the advent of Facebook, the general public is more connected to politics than ever before instead of watching TV or searching the internet for the latest political news, Facebook users can go directly to a politician's fan page for the most up-to-date information.

The objective of the study was to find out the perception of students on the use of Facebook as a tool for political advertising during the 2015 gubernatorial election in Niger State. The first research question was planned to find out the use of Facebook for political advertising. Results indicated that71 respondents which represented 36.4% said the use of Facebook was high, 58 of the respondents which represented 29.7 % said very high, 15

respondents which represented 7.7 % said low , while 6 respondents said very low which is represented by 3.1%. While 45 respondents which represented 3.1% said moderate.

Research question two intended to ascertain respondent's perception of Facebook for political advertising during the election. From the data obtained 136 respondents said the use of Facebook was very good, this is represented by 69.7% while 40 respondents said Excellent which is represented by 20.5 % .6 respondents said it was poor (3.1 %), while 13 respondents said it was good (6.7 %).

The third research question was intended to find out from the respondents the extent to which they were influenced by political adverts on Facebook to vote for their preferred candidates. 63 respondents opined that to a large extent their voting decision was influenced by political advertising on Facebook during the 2015 general election. This is represented by 32.3 %, while Facebook influenced to a little extent 75 respondents during the election. This is represented by 38.5% of the respondents. 57 respondents were influenced to a very large extent by political advertisement via Facebook. This category of respondents represented 29.2 %. The findings of this study is in tandem with the work of Onyekachi, Nwafor and Akachuwu (2016, p.25) who's research findings show that the use of Facebook for political campaigns in the 2015 election in Ebonyi State did not influence the result of the election. This goes to show that political campaigns on Facebook are not a sufficient condition to determine voter's choice of candidates in an election.

Conclusion and Recommendations

The study examined the use of Facebook as a political advertising strategy in the 2015 gubernatorial election in Niger State. Findings from the study show that the use of Facebook by political candidates was high. The respondents perception of Facebook during the election was very good. However, majority of the respondents were not influenced by political candidate's advertisement on Facebook while making their voting decision during the election. Respondents were rather influenced by factors such as political affiliation, religion, and the pedigree of political aspirants.The study therefore recommends that political education should be intensify by the electoral body so as to educate the electorate not to vote base on religion and ethnic reasons but on the integrity of political candidates.

References

Asemah, E.S., Nwamuo, A.N. &Edegoh, L.O.N. (2014). New media and political advertising in Nigeria: *Prospects and challenges. African research review*. 6 (4), 248-263

Anaeto, .G, Onabanjo, O.S. &. Osifeso, G. B. (1988). *Models and theories of communication*. Maryland: African Renaissance Books incorporated.

Abubakar, A.A. (2012). Political participation and discourse in social media during the 2011 presidential electioneering. *The Nigerian journal of communication* 10 (1), 96-116

Agboola, K.A. (2013). A student's perception of internet use in political campaigns in Nigeria. *The Nigerian Journal of Communication*. 11 (1), 165-189.

Asemah, E.S., Nwamuo, A.N. &Edegoh, L.O.N. (2014). New media and political advertising in Nigeria: *Prospects and challenges. African research review*. 6 (4), 248-263

Anaeto, .G, Onabanjo, O.S. &. Osifeso, G. B. (1988). Models and theories of communication. Maryland: African Renaissance Books incorporated.

Abubakar, A.A. (2012). Political participation and discourse in social media during the 2011 presidential electioneering. *The Nigerian journal of communication* 10 (1), 96-116

Agboola, K.A. (2013). A student's perception of internet use in political campaigns in Nigeria.*The Nigerian Journal of Communication*. 11 (1), 165-189.

Blumer, J.B. & McQuail, D. (1969).*Television in politics: Its uses and influence*. Chicago: University of Chicago press.

Baran, S.J, & Davis, D. (2013). *Mass communication theory*. Canada: Wadsworth

Dagona, Z.K., Karick, H., and Abubakar, F. M. (2013).Youth participation in social media and Political attitudes in Nigeria.*Journal of Sociology, Psychology and Anthropology in Practice,* 5(1), 1- 7.

Emruli, S., and Baca, M. (2011).Internet and political communication- Macedonian case. *International Journal of Computer Science Issues*. 8 (3), 154-163.

Enli, G. (2007). The Impart of Social Media on Agenda-Setting in Election Campaigns: Cross-Media and Cross-National Comparism. Retrieved October 18, 2012, from www.SAC.Projectplan.pdf-

Eva, A. Marta, C., &Aina, G. (2009). Political participation and the internet. *Information and society journal*. (6), 860-878

Facebook Usage statistics (2011) *http://ww.nickburcher.com/facebook-usage-statistics-march* 210.htm.Accessed 20 October 2013.

Folarin, B. (2005). *Theories of mass communication*. Ibadan: Stirling-Horden. Publications

Gale, T. (2008).Social judgment theory. International Encyclopedia of the social sciences. Retrieved from http://www.encyclopedia.com

Iwokwagh, N, S., & Okworo, G.S. (2012). "Social Media and Citizen Engagement in the 2011 Presidential Election in Nigeria." A Paper Presented at the International Conference on Communication, Media, Technology and Design, Istanbul, Turkey, May 09-12.

Ihejirika,.W.C., Manazie, S., and Ndinojuo, B.C. (2015). Use of social media by political parties in Nigeria: An analysis of facebook and twitter. *International journal of communication : An interdisciplinary study of communication studies*. No 16. 16-36.

Kushin, M., and Yamamoto, M. (2010). Did social media really matter? College student's use of online media and political decision making in the 2008 election.*Mass communication and Society,* 13(5), 608-630.

Kaye, B.K. and Johnson, T.J. (2002). Online and in the know: Uses and gratifications of the web for political communication. *Journal of Broadcasting and Electronic Media*. 46(1): 45- 71.

Larson, K. & Moe, H. (2011). Who tweets? Tracking micro blogging use in the 2010 Swedish election campaign.*In ECIS 2011.Shangai*, China

McNair, B. (1995). *An introduction to political communication (2nd edition).* London: Routledge.

McQuail's, D. (2005*). McQuail's mass communication Theory*: London: SAGE Publication

Meti, V. Khandoba, P.K., and Guru, M.C (2015). Social media for political mobilization in india: A study. *Journal of mass communication and journalism* 5 275: Dio: 10.4172/2165-7912.1000275.

Nnaane, B. (2015). Influence of the social media on political engagement with the electorate during the 2015 presidential election campaign in Nigeria. An unpublished paper.

Narasimhamurthy, N. (2014). Use and rise of the social media as election campaign medium in India. *International journal of interdisciplinary studies*, 1 (18), 202-209.

Okoro, N. (2013). *The business of advertising*. Lagos: benedict publishers

Ottah, G.A. (2016). Influence of political advertising on the electorate in Adavi local government during the 2015 house of assembly election in Kogi State. *NOVENA journal of communication*. 1, 20 – 36.

Onyekachi, E.A,Nwafor, K.A, and Akachuwu, I.M. (2016).Facebook political campaign and its effect on the 2015 governorship election in Ebonyi State.*International journal of communication*. 19, 17-27.

Olujide, J. Adeyemi, S. &Gboyega, R. (2010).Nigerian electorate's perception of political advertising and election campaign.*Journal of social science*. 1 (5), 52 – 60

Okoro, N. &Adibe,K, N. (2013). Social media and political participation during the 2011 general elections; The lapses and the lessons. *Global Journal of Arts Humanities and Social sciences,* 1 (3), pp 29- 46.

Okon,G.B&Okogbule, E.E (2016). New media applications and participation in the 2015 presidential election campaign by youths in Port Harcourt metropolis.

Odoemelam, C.C and Nwafor, A.K .(2012). The role of social media in political conflict and political communication in Africa. In Wilson, D. (Ed). *The Media, Terrorism and Political Communication in Nigeria*.Uyo: BSM Resources Limited.

Opeyemi, K.O., Olusola, A.F., and Isekor, V. (2014). Facebook and political communication in the 2011 general elections. Research on humanities and social sciences 4 (11), 1-9

Okon, G.B. (2015). Social media use by the two dominant political parties in Rivers State: Their techniques, applications and followership. Review of communication and media studies. 1 (2), 132-142

Okoro, N. & Kenneth, A.N. (2013). Social media and political participation during the 2011 general elections; The lapses and the lessons. *Global Journal of Arts Humanities and Social sciences*.1 (3), 29- 46.

Trent, J, Friedenberg, R. & Denton, R. (2010*). Political campaigns communication: Principles and practices.* New York: McGraw Hill Limited.

Williams, C. &Gutali, G. (2007). Social networks in political campaigns: Facebook and the 2006 midterm elections. Annual meeting of America political science association, Chicago, IL, USA, August 30, 2007.

Williams, C, and Gulati, G. (2009). Facebook grows up: An empirical role of its role in the 2008 Congressional elections. An Annual meeting of the Midwest political science Association.

Zittel, T. (2009). Lost technology? Political parties and the online campaign of constituency candidates in Germany's mixed member electoral system. *Journal of information technology and politics*, (6), 298-311.