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Master's Thesis
DETECTION OF PROPAGANDA ON TWITTER:

A Case Study of Nigeria's Presidential Election

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DIPLOMA THESIS ASSIGNMENT

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Thesis title

Detection of Propaganda on Twitter: a case of Nigerian presidential elections

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Objectives of thesis

The main objective of the thesis is to assess the effect of propaganda on Twitter on the Nigerian presidential elections.

Partial objectives:
• To identify relevant factors that can indicate the presence of propaganda on social media in general, and in particular during the presidential election in Nigeria.
• To build a model and analyze data to verify the presence of propaganda in the dataset.
• To evaluate the results and interpret findings.

Methodology

The methodology of solving the theoretical part of the diploma thesis will be based on the study and analysis of professional information sources. For the purpose of this study, a correlational research design will be adopted to examine association between two or more variables of the specified model. The primary data will be collected through a questionnaire survey among voters, politicians, and communication experts that are using Twitter in Nigeria. Descriptive statistics and relevant regression analysis will be employed for the study. Based on the synthesis of theoretical knowledge and the results of the practical part, the conclusions of the work will be formulated.

The proposed extent of the thesis

80 pages

Keywords

Twitter, Propaganda, Elections, Propaganda, Social media, Politics

Recommended information sources

Abroms, L. C., & Craig Lefebvre, R. (2019). Obama's wired campaign: Lessons for public health communication. Journal of Health Communication, 14(5), 415–423.

Adhiarso, D. S., Utari, P., & Hastjarjo, S. (2018). The Influence of News Construction and Netizen Response to the Hoax News in Online Media. Jurnal The Messenger, 10(2), 162–173. https://doi.org/10.26623/themessenger.v10i2.782

Conover, M. D., Ratkiewicz, J., Francisco, M., Gonçalves, B., Menczer, F., & Flammini, A. (2021). Political polarization on twitter. Fifth International AAAI Conference on Weblogs and Social Media

Dunu, V. I. (2019). Social media and gubernatorial elections in Nigeria: A critical discourse. Journal of Humanities and Social Science (IOSR-JHSS), 23(1), 6–15.

Ferrara, E., & Yang, Z. (2021). Measuring emotional contagion in social media. PLoS ONE, 10(11).

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Declaration

I declare that I have worked on my master's thesis titled "Detection of Propaganda on Twitter: a case of Nigerian presidential elections" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 30 August, 2022   _____

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DETECTION OF PROPAGANDA ON TWITTER: A CASE OF NIGERIAN PRESIDENTIAL ELECTIONS

Abstract

The detection of propaganda on twitter using the Nigerian presidential election as a case study has made attracted the interest of researchers and scholars all over the world to identify relevant factors that can indicate the presence of propaganda on social media from the perspective of electorates. Hence, the need to examine twitter as it is the most used social media for political discuss in Nigeria. The data used was obtained through a well-structured questionnaire and it was administered between the period of 15th November to 15th December 2022. Ordered logit regression and structural equation model were employed for the study. The results showed that compatibility is seen to have significant effect on probability of usage of twitter for political propaganda and revealed that cost effectivity have a significant effect on probability of usage. It further shows that social media (Twitter) has significant effect on the probability of usage of twitter for political propaganda. The study has also helped to detect propaganda during presidential election in Nigeria and further helped in identifying the economic impact of propaganda on twitter on the Nigerian economy.

Keywords: Twitter, Propaganda, Elections, Propaganda, Social media, Politics

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Over the last decades, social media has become an important source of information and has attained a trending issue in the world. It has become an ideal means for communicating with a large audience and freely transmitting ideas, thoughts, and news (Pastor-Galindo, Nespoli, Marmol and Perez, 2020). Social media networks made it possible for users to read news, share it, and discuss significant events in addition to interacting with one another. With the use of mobile devices, social media has enabled a large number of individuals to have access to the Internet. Social media is often used to source ideologically biased content that supports preexisting opinions, regardless of its validity (Shearer & Mitchell, 2021).

The cost of disseminating news to a big audience has been greatly decreased due to social media. These modifications have lessened the function of journalists as gatekeepers and encourage propaganda efforts that disseminate inaccurately prejudicial and misleading information to influence public opinion or advance particular points of view for ideological or financial gain. In this era, when politicians run ongoing campaigns that are neither time- nor place-bound, it is possible to learn more about them straight from their social media profiles as well as from other users who are sharing and amplifying their messages. In this new scenario, social media is heavily utilized in campaigns, and the success of political campaigns is said to be closely related to the success of candidates on social

media, such as the campaigns of Obama (2008 and 2012) and that of the Nigerian presidential elections in 2015 and 2019.

The difficulty of detecting and combating new types of propaganda is one that social media platforms are currently experiencing. For instance, in "disguised propaganda," sources are purposefully obscured to conceal the propagandist's true identity (Farkas & Neumayer, 2020). In addition, propagandist pays for space in media houses or sources to broadcast their political adverts as reliable news pieces (Dai & Luqiu, 2020).

Social media has many positive impacts on society, but it may also be used for evil purposes, such as propaganda and the creation of phony identities to influence people and sway public opinion. Some of these illegal online actions target election contexts deliberately because they provide the best opportunities to have the most impact on political trends (Stephan, Laura, David, Ralph, Jim, Stefanie, Cailin, Anastasia, Philipp, Yannic & Mark, 2020). Propaganda modifies information so as to actively sway people's opinions and further a planned objective, (Cruz, Rocha & Cardoso, 2019). Broadly speaking, propaganda is the "dissemination of information facts, arguments, rumors, half-truths, or lies to affect public opinion.

It is crucial to remember that propaganda also refers to real (factual) information packaged in a way to sway people's opinions, discredit competing ideas, or mobilize the public. Disinformation and misinformation relate to purposely and unintentionally erroneous information, respectively (Born & Edgington, 2017). In order to have the most impact, propaganda employs psychological and rhetorical strategies that are meant to be

imperceptible. According to Barr'on-Cede, Jaradat, Giovanni Martino and Nakov (2019), propaganda employs psychological and rhetorical strategies that are meant to be imperceptible in order to have the greatest impact. Because of this, nefarious propaganda news sources have demonstrated their ability to have a significant impact on the mindset of people in a society. People were more likely to reduce their natural barrier of critical thinking when disinformation was disseminated under the pretense of news (Martino, Cresci, Barr'on-Cedeno, Yu, Pietro & Nakov, 2021) because it gave the impression that the material was reliable. As a result, it is crucial to prevent or minimize propaganda during the presidential election. Detecting fake news entails identifying the possibility that a specific news article is false (Rubin, Conroy & Chen, 2016). A fake news detection system is important so as to assist in the identifying and filtering of deceptive news. Hence, this study tends to examine detection of propaganda on Twitter during Nigeria's presidential election.

1.2 Scope of the Study

The study focused on detection of propaganda on Twitter during Nigeria's presidential election. Data were collected through copies of questionnaire distributed to Twitter users in Nigeria. The choice of twitter was because of the number of users of Twitter and also because two main presidential contestants during 2015 and 2019 were users of Twitter.

The study covered a period of five years (2015 to 2019). The respondents that have twitter account during the period of 2015 to 2019 were selected for this study. In addition, the respondents must be eligible to vote in Nigeria. The timeframe chosen is consistent with

the view that five years is sometimes used as a measure for survival by demographers to permit greater balancing of statistical power of test (Alexander, Davern & Stevenson, 2010).

CHAPTER TWO
OBJECTIVES AND METHODOLOGY

2.1 Main Aim and Specific Objectives

The main aim of this thesis is to assess the effect of propaganda on social media on the Nigerian presidential elections

The specific objectives of the thesis are:

1. To identify relevant factors that can indicate the presence of propaganda on social media in general, and in particular during the presidential election in Nigeria.

2. To build a model and analyze data to verify the presence of propaganda in the dataset.

3. To evaluate the results and interpret findings.

2.2 Research Hypothesis/Research Questions

1. What are the factors influencing the presence of propaganda on social media in general and in particular during presidential elections in Nigeria.

2. Can a model be built and analyzed to verify the presence of propaganda in the dataset?

3. Can there be an evaluation and interpretation of result?

2.3 Methodology

The primary data were obtained through a well-structured questionnaire which were distributed to voters, politicians and communication experts that are using Twitter. The administration of the questionnaire covers the period of 15th of November to 15th of December 2022.

Ordered logit regression and structural equation model were employed for the study. Ordered logistic regression is appropriate because the dependent variables have more than two response categories and the responses were ordered (Williams, 2016; Grilli, Rampichini, 2021 & Iannario, Monti & Scalera, 2021).

CHAPTER THREE
LITERATURE REVIEW

3.0 Introduction

This chapter discuses relevant theories that explains the detection of propaganda on Twitter. It discusses the various concepts related to twitter, the social media, presidential election in Nigeria, propaganda, the usage of twitter in political activities and other vital concepts. The chapter concluded by examining empirical reviews on the topic at hand.

3. 1. Concept of Social Media

In this decade of the information systems, the importance of social media to the change in business and communications cannot be overstated. In the year 2000, a number of social networking websites began to crop up, with the purpose of making it easier to communicate with those who have similar interests in areas such as music, education, movies, and other topics. This had an effect on the business practices of many firms, including how they promoted their wares and how they manufactured their products. There are a number of hypotheses that attempt to explain how social media first came into being. We have spent a significant amount of human history developing instruments that make it easier for us to communicate with one another (Carton, 2009).

Social media had a big effect on how people's social lives developed after 1994, even though many of the most popular social platforms and applications did not come into existence until after that year. According to the findings of Lenhart's (2015) research, a significant number of adolescents between the ages of 13 and 17 log on to the internet on a regular basis. Reports indicate that 24 percent of these totals are almost always present

online. In addition, the percentage of young individuals between the ages of 18 and 29 who use social media has seen a significant growth in 2015. (Perrin, 2015). It has been shown that the usage of social media is changing young people's participation in politics as well as their comprehension of political concepts.

The impact of utilizing social media may be positive or negative, depending on the users' intentions and the objectives they want to achieve while using it. On the other hand, users might sometimes find themselves the focus of negative usage scenarios that are beyond their control. These situations can include things like harassment, extortion, hacking, trolling, propaganda, impersonation, and other similar activities. Even though other studies have shown that teenagers can use social media in a variety of harmful ways, such as being exposed to pornographies, being bullied, or being blackmailed, the use of social media may be focused on beneficial uses, such as education, entertainment, politics, brainstorming topics, and religious topics (Funmilola, & Matthew, 2020).

One of the many aims of social media is to democratize knowledge and information by giving people the ability to both generate and consume information. This is accomplished via the use of social media. The fact that social media can be accessed from anywhere has democratizing effects since it enables individuals from all walks of life to interact with political processes and take part in those processes. Social media increases political participation by offering a channel for engagement that is simple to incorporate into people's everyday lives. This is accomplished by allowing citizens to observe and influence the activities taken by the government. Researchers have been motivated to investigate how

social media influences day-to-day living and democratic society, with a particular emphasis on how it encourages political activity and participation, as the prevalence of social media usage continues to grow (Funmilola, & Matthew, 2020).

The term "political involvement" refers to the engagement of citizens in behaviors, events, or activities that have an influence on the decisions made by political representatives and/or the actions taken by those representatives (Okoro & Nwafor, 2013). It refers to the many different ways in which individuals may exercise their right to vote, express their political beliefs, and/or have an effect on the political processes that are taking place (Chatora 2012). Because of this, any activity undertaken by a citizen with the intention of influencing the resolution of a political issue qualifies as civic engagement and is an essential element of any democracy. Involvement in politics may also be seen as a collection of activities carried out by individuals in an effort to influence the organized policies or representatives of the government in which they live.

The political and democratization processes have been sped up as a result of the thorough infiltration that social media have made into the information society. Communication has expanded beyond the bounds of traditional forms of social interaction and has become an integral part of people's lives, having an impact on the activities that people engage in on a social, political, and economic level. This expansion has been made possible with the assistance of the media, a contemporary trend in the dissemination of information and knowledge. The Internet was formerly considered a reliable source of news, but nowadays,

most nations depend on social media as their primary information resource (Funmilola, & Matthew, 2020).

The term "social media" refers to a collection of online applications, websites, and media that encourages communication, collaboration, and the sharing of ideas. The ways in which people take in information and the ways in which they come to interpret that information are both being impacted by the rise of social media. As the number of people using social networks continues to skyrocket, not only regular people but also businesses, public institutions, and other organizations are establishing accounts on these platforms and using them as communication tools. In contrast to lone social networkers, these groups make active use of the media to further their political and campaign goals.

The act of engaging in political discourse on social media exacerbates the problem of echo chambers since everyone feels forced to take a side in the debate. It is quite unlikely that voters will ever be required to provide an honest justification for the political viewpoint they hold, unless the voters deliberately seek out persons and media sources who have opposing political views. When someone scrolls down their news feed, they will only see issues and ideas that align with their own beliefs. The use of social media platforms for political reasons also makes it easier for third parties to have influence over electoral processes (Funmilola, & Matthew, 2020).

Users may participate in activities related to social media from any location in the world thanks to a platform known as social networking websites, or SNS. This new social media technology is providing more and more platforms, and these platforms are increasingly

taking the place of other essential online interaction tools. Moreover, this revolutionary social media technology is delivering more and more platforms. These platforms put their consumers first and focus catering to their needs. Users are consistently provided with the space they need to develop things, exchange products, ideas, and information, as well as interact and engage with both familiar and unfamiliar individuals. This makes it possible for a broad variety of practices that encourage practices ranging from those that empower users to those that permit creative creations, especially among young people. This opens the door for a wide range of practices that nurture practices.

In addition to this, these platforms provide an atmosphere in which activism may thrive. Some of the most well-known names in social networking sites (SNS) on the market today include Facebook, Twitter, We Chat, and many more. These websites have millions of users who use their services to make relationships with one another, keep in contact with one another, discover support and answers to concerns, and reaffirm views and values in common with one another. Users of these sites also have the opportunity to socialize while exchanging information and having fun (Jenkins et al., 2013; Hinton & Hjorth, 2013).

Because the internet is playing an increasingly important role in people's day-to-day lives, social networking websites are rapidly turning into an essential component of human identity. The transition in communication has been from face-to-face contacts to online interactions, where information can move across the world in only a few seconds. Face-to-face conversations were the norm in the past, but online interactions have taken their place. These exchanges have provided users with a place for social as well as political

engagement, succeeded in increasing awareness of problems, and encouraged individuals, especially young people, to get active in politics and other activities that are important to them (Benkler, 2006).

Citizens also have the ability to elect political representatives by being politically active, and these representatives then utilize their power to craft policies that are in the best interests of the citizens who will, in the end, profit from the social programs that they execute. Engagement in politics entails not only participation in the political process but also participation in the debate of sociopolitical and economic issues that are used to assess future leaders. In addition to this, it may include assessing the capabilities of the currently-held positions, as well as fostering solutions for resolving societal problems in order to build a more prosperous society. Therefore, speaking out on political concerns, running for office, casting a ballot, registering to vote, signing petitions, acting in civil disobedience, participating in public consultations, and making financial donations are all examples of ways to become involved in politics (Funmilola, & Matthew, 2020).

In most cases, the Internet is the primary driving force behind campaign funding in today's world. The internet is the primary source of information in the world, and social media, which can be accessed through a variety of platforms, makes information accessible, encourages conversation and the exchange of ideas, and has emerged as the most effective means of motivating a large-scale political uprising. These days, social media dictates everything that young people do. The Dreamer Movement and the Black Lives Matter campaign are two examples of this (Elliot & Earl, 2018). The usage of social media by

young people in Nigeria has led to their participation in political processes. They find it more difficult to be coerced to vote for candidates because of the easy access to information that they now have, and because they are able to privately voice their opinions without fear of reprisal for doing so.

3.2 Theoretical Framework

In this research, three ideas on politics, social media use, and public affairs were looked at. Democratic Participant Theory and Uses and Gratification Theory are the theories being examined. Below, we talk about these ideas.

3.2.1 Democratic Participant Theory

A political and media philosophy known as the "democratic-participant hypothesis" contends that democratizing access to stakeholders would improve the media's effectiveness (Johnson & Johnson, 2013). Since achieving independence in 1960, the majority of Nigeria's governmental administration has been under military authority. There were still concerns about the freedom of expression and the ability to make one's own political judgments as the country transitioned to democracy. Voters avoided open elections as a result because they may be physically harmed by opposition parties sponsored by the military or by opponents with a history of violence.

Because voters in Nigeria may now voice their thoughts and make decisions from the comfort of their own homes thanks to the rise of social media, the country's political landscape has been transformed as a consequence. They could take part in conversations on the benefits and drawbacks of certain candidates. As a direct consequence of this,

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encouragement to vote was directed at younger people. For the purpose of reducing the risk of violence and abuse, the voting age of millennials was historically low or nonexistent. According to Johnson and Johnson (2013), the democratic participation theory is an application of the social responsibility theory that maintains that the media should disseminate different thoughts and perspectives of people or groups regardless of their political leanings. This theory holds that the democratic participation theory is an application of the social responsibility theory. When it comes to young people, radio, television, and newspapers no longer have the same allure as they once did. It is very challenging to use pre-internet forms of mass media to increase millennial participation in politics since these kinds of media have less of an influence on young people than they formerly did (Dong, Toney, & Giblin, 2010). Traditional forms of media, such as newspapers and radio, provide only a limited and expensive amount of space. As a consequence of these communication methods, it was difficult for young people to communicate their opinions, express their views, and get politically active. This obstacle has been largely conquered with the introduction of social media, which in recent years has sparked new political interests and increased engagement among millennials (Wyngarden, 2012). The proliferation of social media platforms such as Twitter has profoundly changed the ways in which individuals take part in political discourse.

Because of the change in the paradigm of political involvement, the unprecedented equality of access to the media is crucial. This is true regardless of a person's financial status or race (Baran & Davis, 2012). Instead of merely the elites being involved in good governance and

cultural revitalization, democratic participation suggests that those at the grassroots level of society should also be involved in these activities (Baran & Davis, 2012). It is a concept that is used to combat the monopolistic and centralistic type of press ownership, which suppresses dissenting voices via the implementation of stringent editorial controls, and to advocate for the democratization of the ownership of media companies (McQuail, 2005). It also says that a democracy cannot guarantee a diverse range of ideas and opinions if a single entity controls the ownership of all of the country's news outlets.

3.2.2 Uses and Gratification Theory (UGT)

UGT explains the myriad of reasons why people participate in social media activities. The content of various media shows does not appeal to everyone the same way or have the same effects on everyone. On the basis of their preferences and needs, people opt to participate in certain forms of media while avoiding others (Anaeto, Onabanjo, & Osifeso, 2008). The hypodermic needle effect theory of the media, which asserts that the media has an all-pervasive impact on its audience, was the basis of the development of the notion. This hypothesis was the genesis of the idea that the media has an all-pervasive influence on its audience (Johnson & Johnson, 2013).

In the past, Nigerians had very few choices and just consumed whatever the media offered to them. Today, the country has a lot more freedom. This was largely due to a fear of becoming a victim or a dread of the unknown since it is impossible to identify a political foe based just on interaction with that individual. Officials whose political views diverge from those held by their superiors run the risk of not being promoted or perhaps being fired

from their jobs. A person may now choose the information they want to get from the media, pick what candidates they support, and do so without being required to give an opinion on the matter.

Young people's participation in traditional political activities has declined across the board, including in both developed and developing countries. Millennials aren't interested in the traditional methods of involvement, which are mostly driven by traditional forms of mass media such as radio, television, and newspapers. These methods fail to attract the attention of millennials. On the other hand, those who fall within these groups have lately shown a renewed interest in politics. This may be because of the increased usage of the numerous social media platforms that are available to them. These platforms provide millennials access to information as well as the opportunity to connect in person with political parties and the individuals running for those parties.

Prior notions that portrayed people as the victims of big companies are refuted by this viewpoint, which argues that consumers have the ability to select what they purchase and rejects those earlier conceptions. This argument is a rebuttal to those who assert that a person's intelligence and sense of self-worth are determinants of the kind of media they consume. This theory will be used to explain how individuals decide who politicians to vote for based on their personal preferences as well as the effects that election campaigns have on twitter.

According to Baran and Davis (2003), Herta Herzog was the first researcher to conduct a thorough study of media gratifications with her paper "Motivations and Gratifications of

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Daily Serial Listeners." Additionally, Herzog is often attributed with the creation of the UGT. According to Sweetser and Kaid, the concept, which has a long history of investigating the motivations of individuals seeking political information, has more recently been applied to determine the gratifications provided by entertainment media (2008).

It has been suggested by Blumer and McQuail (1969) that gratifications may be broken down into three distinct groups. The first group is a cluster that was motivated by political motivation, such as reinforcement or vote guidance; the second group is a cluster that was motivated by surveillance in order to stay informed; and the third group is a cluster that was motivated by excitement, such as anticipating which political party would win. When researching political information online during the course of their careers, academics gradually began to employ the pleasure standpoint. According to Kaye and Johnson (2002), the primary reasons are guiding, information seeking, and monitoring. These reasons come in second and third place, respectively, after entertainment and social utility. These academics link media consumption to political attitudes, arguing that higher levels of self-efficacy are linked to information seeking and surveillance, and that higher levels of interest in politics are associated with accessing political information online for social utility and information seeking surveillance.

Anaeto, Onabanjo, and Osifeso (2008) are more concerned in the actions that individuals do in relation to the media as opposed to concentrating on the effects that the media have on people. They argue that consumers of media are not passive, but rather actively involved

in deciding how they employ the information, and that content consumers choose how they are affected by the mass media. Consumers are said to be exposed to and recall media messages for the perceived pleasures, as stated by Folarin (2005). Because users of social media are very likely to use these platforms to satisfy their informational needs, actively participate in political communication, and be able to connect to political activity both inside and outside of their immediate geographic area, this is of the utmost importance to this study. The "democratic-participant hypothesis" is a political and media concept that asserts that increasing the number of people who have democratic access to various stakeholders would increase the efficiency of the media (Johnson & Johnson, 2013). Since the country's independence was won in 1960, a significant portion of Nigeria's governmental administration has been in the hands of the military. As the nation made the transition from dictatorship to democracy, there were still worries over the freedom of speech and the right of individuals to form their own political opinions. As a direct consequence of this, voters avoided free elections for fear of being physically attacked by opposition parties that were financially supported by the military or by opponents who had a history of violent behavior.

Because voters in Nigeria may now voice their thoughts and make decisions from the comfort of their own homes thanks to the rise of social media, the country's political landscape has been transformed as a consequence. They could take part in conversations on the benefits and drawbacks of certain candidates. As a direct consequence of this, encouragement to vote was directed at younger people. For the purpose of reducing the

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Geographic limits: the capacity to freely disseminate information, ideas, and debate; the power to study themes and critique the opinions of experts and authorities; the opportunity to inspire political will; and (Dahlgren 2005; Szabo 2007). Twitter, which is a well-known example in this respect, is going to be the primary focus of this research.

3.3 Types of Social Media

For the purpose of this study only four social media sites will be reviewed

1. Facebook

Twitter profiles are less extensive than those on Facebook. They enable a product to include movies, pictures, and extended descriptions. Videos may demonstrate both the best times to utilize a product and how to do so (Vivek, Sanjay &Shweta 2012).

2. Twitter

Twitter enables businesses to advertise goods to specific customers. Short messages that followers are more likely to read may clarify a product's application. The home pages of followers display these messages. Messages may include links to the product's website,

Facebook page, images, videos, and other content. Followers may spend more time engaging with the product online by clicking on this link. This encounter may develop a devoted bond between the person and the product and open up more options for promotion. Real-time product promotion on Twitter attracts buyers (Vivek, Sanjay &Shweta 2012).

3. YouTube

The option to target a particular market with people who share their interests and needs is provided by this social media platform. More than 72% of all online video views now originate from YouTube, which has swiftly surpassed other major video sharing websites (June, 2009). Social media tools are used to enhance video sharing. Users create personal profiles, or "channels," which display information about their social connections (such as friends, comments, and message boards), interests (such as channels they subscribe to), and video-related information (such as the quantity and dates of videos posted) (Rotman, Golbek & Preece, 2009).

4. Vimeo

We may now submit videos with a maximum file size of 20 MB, or segments of 3–8 minutes, to Vimeo, another video sharing site. When movies were directly stored on the UWS server in the past, students have expressed annoyance with the poor download speeds. Due to this restriction, we made the choice to upload digital films on the Vimeo server. Launched in November 2004, Vimeo offers user comments on each video page, sharing, embedding, and storage for videos. Co-founder Jakob Lodwick came up with the name Vimeo, which combines the terms "video" and "me" to signify the site's exclusive

focus on user-generated content. Several academics from the School of Education at UWS are presently using the Vimeo server, with favorable outcomes (Marion & Jorge 2010). The following succinct list of benefits may be used to summarize utilizing the Vimeo Plus service:

• Advanced privacy, including the option to password-protect movies;

• Simple to use for academics;

• Capability to manage and organize groups

A substantial weekly upload capacity. Facebook, WhatsApp, Twitter, Instagram, Imo, 2go, YouTube, Telegram, Flikr, Tiktok, Zoom, Skype, and other social media platforms are also available.

3.4 Twitter in Focus

In its most basic form, Twitter is a website that is managed by a firm that goes by the name Twitter Inc. According to D'Monteis (2019), some people have compared it to the SMS of the internet. Jack Dorsey, an entrepreneur in the field of information technology, was the one who first conceived of the platform and went on to start the company in March of 2006. Twitter is a service that may be used for social networking as well as microblogging. Tweets are text-based updates that have a maximum character restriction of 140 and may be sent and read by users. Tweets are shown on a user's profile page and can be seen by other users. Tweets are made accessible to the public by default; however, senders have the option of restricting message delivery to just their followers.

People have the option to "follow" the tweets of other users or subscribe to them (Stone 2009). As a social networking service, Twitter is based on the concept of followers. Tweets from persons whose accounts you choose to follow are shown in reverse chronological order on the main page of your Twitter account. It allows users the ability to update their profile through text messages or using programs that were specifically built for that purpose.

Twitter is considered by many users to be the social media platform that is most suited for disseminating political ideas in easily consumable pieces to an audience that has an attention span that is continually on the decline (Moore, 2015). On March 28, 2015, the presidential election was held, and Nigerians, who were among the most Internet users in Africa (Ayodeji, 2016; Okorie, Loto, & Omojola, 2018; Okorie et al., 2017), took advantage of this platform to make themselves heard and more visible during the election. Okorie, Loto, & Omojola, 2018; Okorie et al., 2017; Okorie et al. During the presidential election in 2015, the most important participants were the voters, the Independent National Election Commission (INEC), Goodluck Jonathan, Mohammadu Buhari, and their respective parties. They all made considerable use of Twitter leading up to the election, while the election was taking place, and in 2015.

3.5 Twitter and Presidential Campaign

Effective communication is essential to the practice of politics. Politicians utilize communication strategies that are intended to persuade others about a certain subject or cause. The capacity for effective communication has always been seen as a highly desirable

quality in political candidates. This is of the utmost importance in Nigeria, where political leaders are obligated to address the most pressing issues currently being discussed in the public sphere, such as terrorism, unemployment, and other related issues (Morah & Omojola, 2011). They make use of specialized communication channels in order to convey a predefined message to a specific target audience in order to acquire information that may influence the political behavior of their audience. The message being sent and the demographic that it is aimed at will, to a significant extent, determine which communication medium will be the most successful in terms of persuading votes (Ezeh, Chukwuma & Enwereuzo, 2015).

As was said before, the introduction of the Internet as a new means of mass communication has stoked competition amongst the old forms of media, which include radio, television, newspapers, and magazines (Ezeh, Chukwuma, & Okanume, 2017). It is now abundantly obvious that social media may be used to organize support for political causes. Campaign strategists now rely heavily on social media as a tool for moving the conversation forward and organizing political support since social media has matured into a significant political instrument. Twitter has emerged as a significant tool for political campaigning in recent years, particularly in the United States.

3.6 Effects of Twitter on Elections in Nigeria

The amount of time spent on the internet and on social media platforms has skyrocketed throughout the whole of the African continent during the last decade. The usage of social media has expanded to include a wide range of arenas, including elections, natural

disasters, and political unrest. It is essential that the use of social media for political purposes be researched in order to gain an understanding of both the benefits and the drawbacks associated with this practice. This is necessary with the goal of expanding this medium for the advancement of political development in terms of the electoral process that is used to vote delegates into political offices. Schreiner (2018), who conducted a review of the content of Twitter as well as qualitative interviews with industry experts, found that the primary applications of Twitter were political debate and the mobilization of large groups of people.

During elections, the network is utilized by groups of engaged citizens and bloggers who serve as opinion leaders to enlighten and encourage others who are interested in politics, particularly for those who are undecided about which candidate to support. In particular, the network targets those who are interested in encouraging those who are undecided about which candidate to support. An important conclusion regarding Twitter and elections is that it was used for both disseminating false information and expressing varying degrees of verbal aggression, in addition to its role in verifying facts and old rumors. This is a significant finding. Twitter also played a role in dispelling old rumors.

During election seasons, there is often a significant decrease in the amount of press freedom enjoyed by conventional media outlets. The media is seen as a tool of propaganda by parties who are in opposition to each other. In addition to receiving death threats, some political adversaries actually suffer the violence that is threatened against them (Reporters Without Borders, 2011c). As a direct result of the phenomenon that is Twitter, a number of

politically informed and well-connected users of the internet have joined forces with individuals who have had less experience and opportunity to openly express their political opinions and participate in the election process in an environment that is more favorable and somewhat more free (Brou, 2012).

According to research conducted by ITU (2016), the amount of time spent on social media platforms and online has significantly grown over the last 10 years. When compared to 2010, a much higher percentage of people living in Africa currently have access to the internet. In 2015, Africa was home to 120 million monthly active users of Facebook, the vast majority of whom accessed the platform through mobile devices (Shapshak, 2017). In 2016, users in Africa sent around 1.6 billion tweets on Twitter, which represented the vast majority of all activity across social media platforms at that time (Portland Communications, 2016). The use of social media for political reasons has spread around the world, ranging from monitoring elections to conducting online surveillance of political adversaries.

Some authors believe that political opponents use social media to spread false information (Douai & Olorunnisola, 2013). On the other hand, some authors refer to social media as "liberation technology" because it enables individuals to confront, contain, and decide whether or not they will support unproductive and progressive politicians (Diamond, 2012). Twitter is superior to other social networking sites in terms of its ability to reach people all over the globe and its capacity for public reflection. Twitter's daily average of more than 500 tweets, many of which come from mobile devices, makes it a popular venue

for political campaigns, a quick source of breaking news during elections, and a subject of intense study during emergencies. This is largely due to the fact that Twitter is accessible from mobile devices.

Twitter has been used for political campaigns, debates, crowdsourcing, fact-checking, giving humanitarian relief, getting support in exchange for votes, verbally attacking others, disseminating rumors, and misleading information, and crowdsourcing information. This platform provides a hint as to the potentials of Twitter for opinion formation, the growth of democracy, and restricted media freedom in regions where the right to freely cast a ballot for a preferred candidate is restricted by violence. Specifically, this refers to areas where there is a lack of safety for voters. Twitter, in contrast to other social media platforms, is able to disseminate information a significant amount more swiftly than traditional media (Shklovski, 2008). Twitter is the social media network that is preferred by the great majority of internet users above other options because of its speed, immediacy, user-friendliness via the use of hash tags, and global reach (Oh et al., 2011; Shklovski, 2008). Twitter has unquestionably been an important factor in the transmission of information as well as the interchange of various points of view on the subject or problem being discussed. Additionally, it has removed the obstacles and restrictions that traditional media outlets had to contend with throughout the electoral process. Even if it has played a supplementary function, Twitter has almost fully been successful in displacing traditional media in the societal responsibilities of information dissemination, opinion formation, critical analysis, and surveillance. In spite of the fact that a significant number of people are illiterate, and

members of older generations have a propensity to favor traditional forms of media like as radio and television, the influence of Twitter on elections, whether for good or evil, has been huge (Kruikemeier, 2014).

3.7 Propaganda

Propaganda may be defined as the deliberate presentation of ideas or actions by individuals or organizations with the intention of influencing the opinions or behaviors of other individuals or groups in order to further certain aims. This can be done in order to advance desired outcomes (Aduradola & Ojukwu, 2013). According to Aduradola and Ojukwu (2013), this is something that is often repeated and aired across a range of different media with the intention of activating and sensitizing the audience and ultimately contributing to the denigration of an opponent. Palmer and Perkins described propaganda as "the employment of symbols to form divided feelings." This is one definition of propaganda. According to the general agreement among academics (Palmer & Perkins, 2007; McQuail, 2010), successful propaganda may be a result of the manner in which the truth is presented or the reason that lies behind its transmission. According to Palmer and Perkins' definition from 2007, the methodology of the propagandist is more comparable to that of a trial lawyer who methodically crafts his argument to favor one side of the case: Even if he may tell the truth, there's a chance he won't. The evidence that contradicts his stance is ignored by him. Scholars have provided a description of the sort of politics that the political elite in Nigeria is partaking in while hiding behind party platforms and manifestos.

According to McQuail (2010), propaganda is different from straightforward persuasive strategies in several ways. Even while it may not always be false, the truth may sometimes be effective propaganda, therefore it can be forceful and aggressive in style. It also lacks objectivity. It may be "black" (deceitful, terrifying, and unscrupulous) or "white," among other colors (soft and with a selective use of truth). Last but not least, it is always done to serve the propagandist's interests rather than that of the intended audience.

3.8 Propaganda on Twitter

Since the beginning of Nigeria's fourth republic in 1999, the country has witnessed a rise in the number of political parties, many of which were established to highlight the nation's ethno-regional divisions. This rise in the number of political parties has been accompanied by an increase in the level of political competition. The three elections that followed in 2003, 2007, and 2011 were primarily seen as battles between the heads of the two main political parties, whose candidates consistently mirrored the North-South split. These elections took place in the United States. The People's Democratic Party (PDP) and the All Progressives Congress (APC) both held primaries in preparation for the presidential election in 2015, and the results of those primaries produced Goodluck Ebele Jonathan, who was serving as president at the time, and Muhammadu Buhari, who is currently serving as president (Okolie, Enyiazu & Nnamani, 2021).

Jonathan is a Christian and hails from the Ijaw community, which is considered a minority in Southern Nigeria. In contrast, Buhari is a Fulani Muslim and hails from the majority ethnic group in Northern Nigeria. Due to the high stakes involved in the elections in

Nigeria, many strategies, including the manipulation of the media, were used in an effort to earn the favor of the voting population.

The period leading up to the Presidential Election in Nigeria in 2015 was marked by the prominence of three distinct forms of propaganda: propaganda with an external emphasis, propaganda with an ethno-religious focus, and propaganda sponsored by politicians and activists (Okolie, Enyiazu & Nnamani, 2021). Jonathan is a Christian and hails from the Ijaw community, which is considered a minority in Southern Nigeria. In contrast, Buhari is a Fulani Muslim and hails from the majority ethnic group in Northern Nigeria. Due to the high stakes involved in the elections in Nigeria, many strategies, including the manipulation of the media, were used in an effort to earn the favor of the voting population. The period leading up to the Presidential Election in Nigeria in 2015 was marked by the prominence of three distinct forms of propaganda: propaganda with an external emphasis, propaganda with an ethno-religious focus, and propaganda sponsored by politicians and activists (Okolie, Enyiazu & Nnamani, 2021).

The first typology represents the multiethnic and multireligious character of Nigeria, a country where political actors attempt to sway the opinions of voters. First and foremost, the political sensibility and understanding of the voters in Nigeria is directly dependent on the country's extensive cultural and ethnic variety. Through carefully crafted and delivered ethnoreligious propaganda, political actors and supporters of the two major candidates were able to arouse the emotions of the electorate. Politicians have often utilized campaign slogans that tap on ethnoreligious sentiments in order to further their political agendas.

During the PDP presidential campaign tour in Minna, Niger state, the then-Vice President Namadi Sambo advised his Muslim brethren to vote for the PDP since the party had more Muslims in its leadership than the APC had. This occurred when the PDP was running for the presidency (Okolie, Enyiazu & Nnamani, 2021).

He claims that the People's Democratic Party (PDP), which he belongs to, has more Muslims holding prominent positions than the All Progressives Congress (APC), which has more Christians running for office, including the party chairman, the vice presidential candidate who is a pastor, and the campaign director general. He contrasts this with the APC, which he says has more Christians running for office. He holds the positions of Vice President, Chairman of the Party, and Director General of the Campaign. In accord, Olisa Metuh, a spokeswoman for the PDP, advised Nigerians to vote against the APC because it is an Islamic party devoted to promoting Sharia law and the doctrine of the Janjaweed in Nigeria (Okolie, Enyiazu & Nnamani, 2021).

This position may have something to do with a declaration that Muhammadu Buhari made in 2001 when he was a presidential candidate for the APC. In that speech, he promised to support the full implementation of Sharia law over the whole of Nigeria. The media spokesperson for the PDP issued a warning, stating that the election of Buhari would mark the beginning of the full islamization of the Nigerian state. Alhaji Asari Dokubo, a former leader of one of the terrorist groups in the Niger Delta, stated his anxiety that a disaster would occur in Nigeria if his ancestor Goodluck Jonathan were to lose the election. Dokubo is Goodluck Jonathan's political heir. In addition, the Oba of Lagos threatened to drown all

Igbo people in Lagos State if they did not support the APC, and the Northern Elder's Forum, chaired by Professor Ango Abdullahi, stated that anyone who votes for the PDP presidential candidate is an enemy of the north. Both threats were made in the event that the Igbo people in Lagos State did not support the APC (Okolie, Enyiazu & Nnamani, 2021).

Second, there was a widespread belief that western countries had spread false material that was externally oriented or foreign based in an attempt to undermine Goodluck Jonathan's bid for reelection as president of Nigeria. In 2014, in response to intensive lobbying and pleading, Goodluck Jonathan signed a measure prohibiting same-sex marriage into law. According to sources, some prominent nations were dissatisfied with Jonathan's decision. As a kind of retaliation, these western nations contracted the services of the American political and media consulting firm Axelrod, Kupper, Plouffe, and Del Cecato (AKPD) Media and Message. This was done in conjunction with the opposition party (APC) at the time (Okolie & Nnamani, 2016).

Isaac Baker, a spokesman for the AKPD, admitted that the company had been hired by the APC to provide strategic services for a period of nine months and then re-engaged for a period of three weeks to assist the party in organizing announcement events. This information was provided after Baker received confirmation from the APC that the company had been rehired (Kredo, 2015). With this mandate, the global media behemoth began its job of propagandizing by giving priority to three important and emotionally charged topics: the internationalization of the Chibok Girls kidnapping story; the

exaggeration of the corruption of the previous administration; and the amplification of human rights abuses caused by military operations in the conflict-torn North-East region. amplification of human rights abuses caused by military operations in the conflict-torn North-East region (Terrang, 2017).

3.9 Campaign Propaganda and Outcome of the 2015 Presidential Election in Nigeria.
The values attached to voting and electoral process can be determined by many factors which includes ethno-religious affiliation, material inducement, the personality of the contestant, party organization and slogans, and prevailing economic condition (Ali & Yakubu, 2017). The determinant factor to behaviours of the voters are also questionable in several other ways as one election tends to be different from the other which can be identified in three ways which includes ascertaining peoples' reactions to specific messages and collating these responses into statistically significant aggregates (McNair, 2011).

There are several other studies that have contributed to the position of campaigns from the perspective of the voters, and this indicates that the influence of social media and its propagandas have negative effects on the political parastatals and in other cases have no effect on the outcome of the election (Merritt, 1984). In addition, is also agreeable to state that propaganda such as harmful information only constitute negative influence on both the sponsor and the opposition parties which further leads to confusion on the part of the voters. Similarly, more information about the political bodies tends to cause more issues on the decision of who to vote for (Blackwell, 2013). Blackwell stated in one of his studies that

every information about political aspirants will influence not only the voters but also the sponsor and the oppositions.

The propagandas some other times are meant to achieve the purpose of creating conflicts on existing ideas from a sponsor and for every action among several Nigerians, there is an expectation that tends to convince the audience more and more. Although, it could be an information that was misinterpreted as propagandas such as provision for the needs of Nigerians through several social welfare plans for dependent citizens, equaling N1.00 to 1.00 USD, terrorism extinctions, reducing the cost of living and many others. This could be seen as propaganda as it is equally an information against the incumbent president in office.

According to Ogaraku (2015), one of the main campaign strategy is to influence the stand of a party and use the same method to criticize or create hatred in opposition party as done by the APC before the 2015 general election. This is equally fast track and managed well by the efficiency of social especially from the interest of APC on the landmark situation of propagandas so to harvest the support of less literate and unemployed Nigerians.

All the above reflected in the 2015 presidential election which was a choice of several influences, information, and propagandas on social media through religion, ethnic group, family and affiliations. Still, propagandas and conspirations were made reflecting on the election and its outcome. The incumbent president used his office to propagate information on what he has done and been able to achieve in office ranging from economic growth and tentative plans to enhance security which was his weakness. Hence, he harnessed his office

to promote Nigeria's growth and had propagandas on how he will improve as against his oppositions. Although, it was quiet obvious that the position of the security was not meeting up with the allocated budget but the statutory information on social media was addressing how he intend to round it up which became a dilution on what the electorates think and will do (Okolie & Nnamani, 2019).

Summary of Main Findings

This chapter provides an overview of the literature on detecting propaganda on Twitter: A case study of Nigeria's Presidential Election. It emphasizes the theoretical framework of this study, which is comprised of three scholarly recommendations. It concludes with an empirical review of relevant literature to this study. The theories used in this study explain how propaganda can be detected on Twitter. It discusses various concepts related to Twitter, social media, the Nigerian presidential election, propaganda, the use of Twitter in political activities, and other important concepts. The chapter also discusses the impact of Twitter elections in Nigeria, where it was discovered that during election seasons, the amount of press freedom enjoyed by traditional media outlets often decreases significantly. Parties that oppose each other regard the media as a tool of propaganda. In addition to receiving death threats, some political opponents are subjected to the violence that has been threatened against them (Reporters without Borders, 2011c).

The chapter also distinguishes between the term propaganda and what propaganda is on Twitter, where Aduradola and Ojukwu (2013) state that propaganda is often repeated and aired across a variety of different media with the intention of activating and sensitizing the audience and ultimately contributing to the denigration of an opponent. Propaganda, according to Palmer and Perkins, is "the use of symbols to create divided feelings." This is one example of propaganda. Furthermore, the chapter concluded by examining the Ethno Religious Messages of Nigeria's Two Major Political Parties During the 2015 Presidential

Election and Campaign Promises of Nigeria's Two Major Political Parties During the 2015 Presidential Election.

CHAPTER FOUR
PRACTICAL PART

4.1 Preamble

This chapter details the analysis and interpretation of collected field data obtained from the survey questionnaire.

Research Design

The research design adopted for this study is a descriptive design of the survey type. The design is suitable when gathering data from a relatively large number of cases at a particular time, as it involves collection of information by administering highly structured instrument(s) (questionnaires) and well-defined study concepts and related variables to a sample of individuals that describes events, then organizes, tabulates, and presents Kothari, (2004). In addition, this technique will be preferred for this research because, information will be readily obtainable from subjects in particular. This is because the study intended to collect data that describes existing phenomena to answer questions about detection of propaganda on Twitter: A case study of Nigeria's Presidential Election.

Research Question

Research Question which was used to elicit information about the research problem is highlighted as follows:

1. What are the factors influencing the presence of propaganda on social media in general and in particular during presidential elections in Nigeria.
2. Can a model be built and analyzed to verify the presence of propaganda in the dataset?
3. Can there be an evaluation and interpretation of result?

Data Collection

The researcher collected the needed data through the use of questionnaire and its administration with the selected participants. The administration of the questionnaire was carried out by the researcher with the people who use Twitter as the only participant. A total of 400 copies of the questionnaire were distributed which is used to elicit responses from the participant of which 378 copies were correctly filled and were retrieved by the researcher.

Table 4.1: Response Rate

Response Rate	Frequency	Percentage%
Returned	378	94.5%
Unreturned	22	5.5%
Total	400	100%

Source: Author's Computation, 2023

The results obtained were presented in form of table, frequency, and percentage. During the course of the study, a total of 400 copies of the questionnaire were distributed each to the respondents. However, 378 copies were returned by the respondents and used for computation, while the rest of the questionnaire were either not returned, or not filled. This represented an overall successful response rate of 94.5%. According Babbie (2004), return rates of 50% are acceptable to analyze and publish, 60% is good and 70% is very good.

4.2 Data Analysis

4.2.2 Test of Multicollinearity

Multicollinearity exists when the independent variables are highly correlated (that is r = .7 and above). Tabachnick and Fidell (2001) suggested that you 'think carefully before including two variables with a bivariate correlation of, say, 70% or more in the same analysis'. There is needed to consider omitting one of the variables. To check for Multicollinearity, bivariate correlation was conducted in Table 4.3 below. In the table, the highest correlation was 0.0710. It shows no Multicollinearity problem among the independent variables. Therefore, all the variables are retained.

4.4 Results of Statistical analysis

- Descriptive Statistics

The design is suitable when gathering data from a relatively large number of cases at a particular time, as it involves collection of information by administering highly structured instrument(s) (questionnaires) and well defined study concepts and related variables to a sample of individuals that describes events, then organizes, tabulates and presents Kothari, (2004). In addition, this technique will be prefer for this research because, information will be readily obtainable from subjects in particular. This is because the study intended to collect data that describes existing phenomena in order to answer questions about influence of obsessive usage of social media on the social competency of undergraduates.

- Collinearity Test Results

In a regression-type analysis, collinearity is the absence of predictor variable independence. It is a common trait of all descriptive ecological data sets and can be challenging for parameter estimation because it raises the variance of the regression parameters, which could result in the wrong predictors being identified in a statistical model. When a model is trained on data from one area or time and predicted to another with a different or unknown collinearity structure, collinearity is a serious problem. To illustrate the scope of the collinearity problem in ecology, we show how relationships among predictors vary across biomes, change over spatial scales, and change over time.

- Results of Models Testing

Given that it is an ordinal regression model that is, a regression model for ordinal dependent variables first proposed by Peter McCullagh (1980), the ordered logit model of proportional odds was used to evaluate the results of the models testing. Ordered logistic regression was used for the model testing of this research work because one survey question requires respondents to select between "Strongly Agree," "Agree," "Neutral," "Disagree," and "Strongly Disagree," and the goal of the analysis is to determine how well that response can be predicted by the responses to other questions, some of which may be quantitative. In order to accommodate more than two (ordered) response categories, it was viewed as an extension of the logistic regression model that applies to dichotomous dependent variables.

Correlations among the independent variables

The value of the variables as represented in the table below shows a correlation analysis and as presented below;

Table 4.3: Correlations among the Independent Variables

Source: Author's Computation, 2023.

	Compat~y	Costef~s	Intera~y	Trust	Easeof~e	Networ~y	Knowle~e	Increa~a	factch~c	Enforcingd~e	Reduce~r
Compat~y	1.0000										
Costef~s	0.0302	1.0000									
Intera~y	-0.0041	-0.0149	1.0000								
Trust	-0.0475	-0.0328	-0.0413	1.0000							
Easeof~e	0.0102	0.0159	0.0447	-0.0302	1.0000						
Networ~y	0.0331	-0.0242	-0.0351	0.0118	-0.0329	1.0000					
Knowle~e	-0.0194	-0.0109	-0.0011	0.0207	0.0288	0.0389	1.000				
Increa~a	-0.0230	0.0153	0.0496	0.0117	-0.277	-0.0213	-0.0096	1.0000			
factch~c	0.0246	0.0069	0.02300	-0.0128	0.0272	0.0129	-0.0043	-0.0106	1.0000		
Enforcingd~e	0.004	-0.0181	0.0275	-0.0376	-0.0178	-0.0439	-0.0217	0.0112	0.0163	1.000	
Reducedtru~r	0.0459	0.0336	0.0122	-0.0269	0.0284	-0.0455	0.0211	0.0101	-0.0190	0.0239	1.000

Model

Description of the model, variables and hypotheses it will help to test and it is shown above in form of correlations for the independent variables.

RESULT AND DISCUSSION

5.0 Results and Discussion

5.1 Descriptive Analysis

Table 4.2: Demographic Description of Responpents

Characteristics	Freq.	Percent	Cum.
Gender			
Male	355	88.75	62.67
Female	23	5.75	100
Total	378	100	
Education Qualification			
No formal education	22	5.82	5.82
Primary school	112	29.63	35.45
Secondary school	52	13.76	49.21
NCE/OND	67	17.72	66.93
HND/BSc/B.Ed	125	33.07	100
Total	378	100	
Occupation			
Unemployed	20		5.29
Self-employed (business)	116	30.69	35.98
Self-employed (farming)	82	21.69	57.67
Private sector employee	72	19.05	76.72
Public sector employee	33	8.73	85.45
Retired (private and public)	55	14.55	100
Total	378	100	

Source: Author's Computations, 2023.

With respect to gender, majorly, 88.75 percent (355) of the respondents are male while 5.75 percent (23) of the household heads are female. With regards to educational qualification, majorly, 33.07 percent (125) of the respondents have no formal education while 13.76 percent (52) of the respondents possess secondary school educational qualification. Also, 29.63 (112) percent of the respondents head have primary school education qualification and 17.72 percent (67) of the

respondents are NCE/OND qualified. However, the least of the respondents representing the frequency of 22 possesses HND/BSc/B.Ed education certificate.

With respect to occupation of the respondents, majorly 30.69 percent (116) of the respondents are self-employed who are into business, 21.69 percent (82) of the respondents are self-employed (farming) and 8.73 percent (33) of the respondents are public sector employees. The result also shows that 19.05 percent (72) of the respondents are employed by private sector, 5.29 percent (20) are not employed while 14.55 percent (55) of the respondents are retired (private and public).

5.2 Interpretation of Results

5.2.1 Discussion of Findings

The idea behind this research is not complete without adequate comparison of other research ideas with this result of the findings of this study. In similar research conducted by Bjornlund, 2004, the results showed that the participation of membership in a party has an effect on the willingness of the member to contribute to the success of the party. This is also similar to another literature by Bevelander, (2007) that claims the interest of political party would not be arguable as much as the number of members are increasing. This in addition is Similar to the stand of party members on social media as they tend to be orchestrated by party members who use social media to create awareness for themselves and their party structure. This was the effect as the APC gave a heavy hand of party members on social media during the 2015 election which could be associated to the growth of the party members in terms of numbers.

Also, according to Umaru, 2019, the use of fake news as a form of propaganda will continually pose threat to the election result and polite relation in the country. The after-math effect is believed to lead to more confusion for the right decision to be made by the electorates and makes the suppression or decisions of the legislative arms to be questionable when an aspirant already painted colors is declared winner. This perspective is different from the result of the research as the

conducted research regards propaganda as almost what is needed to be addressed by both parties to avoid been dumped in the electoral process.

5.2.2 Limitations of the study

This study is a clarification of political bodies ranging from the interest of parties, the oppositions, influencers, and the electorates and as such the need to address such a broad research interest should cover all the stakeholders involved in study so to enable the results to be applicable for both the study area and beyond. In addition, the respondents of the study should be inclined to twitter or social media users who have used the account for reasonably number of years and have participated in influencing or contributing to the election propagandas. Also, the position of this study is not grinded enough from the perspective of the electoral body as they have little or no contribution from the perspective of this study.

The limitation of this study also includes the small size of data set that was used for the analysis to make decisions and conclusions for quite a large number of citizens in the country. This is coupled with the choice of data collection process that is convenient sampling from the perspective of the researcher and not going through the multistage sampling that will cut across the countries. Although, reasons are stated for this decision, but it still does not justify the decision made for convenient sampling to be used for a Presidential election of an African country.

The stated limitations above are quite impactful and have an effect on the validity of the data and may also question the decision to make use of such data for analysis.

5.2.3 Implications of the study

This study is hinged on several other measures from the use of social media and its influences such as theoretical implications, electorates, and aspirants. The implication of this study equally

influences the practices of media institutions which are well established to pursue and advance the interest of candidates who share similar belief system, while at the same time, tarnishing the image of those at the opposing sides. Also, the practice of incumbent is believed to be limited depending how well the citizens rate the effort of such president in terms of growth and wellbeing of Nigerians

5.3.1 Result Presentation for Objective One

Ordered Logistic Regression Results

Table 4.4: Ordered Logistic Regression Result for factors influencing the usage of Social Media (Twitter) during presidential elections in Nigeria.

Variable	Coefficient	Std. Err.	Z	p-value
Compatibility	.6420075	.3190197	1.99	0.024
Cost effectiveness	2.02154	.5829275	2.77	0.000
Interactivity	1.411948	.6252813	2.26	0.024
Trust	-0.331927	.6670216	-0.50	0.619
Ease of Use	2.846183	.5945561	4.79	0.000
Networkingcapability	2.065423	.4937515	2.30	0.021
Number of obs	378			
LR chi2(18)	56.48			
Log likelihood	396.366			0.000

Source: Author's Computation, 2023.

The Table 4.4 shows the ordered logistic regression for factors influencing the usage of Social media (Twitter) during presidential elections in Nigeria. The dependent variable is social media usage using twitter as the major focus because twitter is the best for that purpose unlike other social media platform that is used for meeting friends, upload of video and pictures, while the independent variables are compability, cost effectiveness, interactivity, trust, ease of use and net working capability. From the results, compability is seen to have significant effect on probability

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of usage of twitter for political propangada. The results also revealed that cost effectivity have a significant effect on probability of usage of twitter for political propangada.

The result shows that social media (Trust) has significant effect on the probability of of usage of twitter for political propangada. Hence, ease of use has significant effect on the likelihood that the probability of usage of twitter for political propangada will be increased. Net working capability is also seen to have a significant effect on probability of usage of twitter for political propangada. As a post-estimation diagnostic, the result revealed that the overall model is statistically significant, and the model is in good fit. This is verifiable through the Likelihood Ratio Chi-squared statistic value of 396.366 which has a p-value of 0.000, suggesting that it is significant.

5.3.2 Result Presentation for Objective Two
Ordered Logistic Regression Results
Table 4.5: Ordered Logistic Regression Result for factors indicating the presence of propaganda in General Election and during Presidential Election using Social Media (Twitter).

Variable	Coefficient	Std.Err.	Z	p-value
Creating a social welfare programme of at least N5000 that will cater for the 25 million poorest and most vulnerable citizens	2.952021	0.4244836	6.95	0.000
Equaling N1.00 to 1.00 USD	1.619429	0.0449535	2.22	0.026
Stabilizing oil prices	0.213893	0.0762978	2.82	0.005
Creating three million jobs per year	0.872274	0.4093382	1.08	0.282
Reducing fuel price to forty-five Naira per litre	0.821308	0.3674659	2.24	0.025
Number of Obs	378			
LR chi2(18)	42.15			
Log Likelihood	-418.911			0.000

Source: Author's Computation, 2023.

Ordered logit regression was used to investigate the factors indicating the presence of propaganda in General Election and during Presidential Election using social media (Twitter). The result is displayed in the Table 4.5. The dependent variable is presence of propaganda on Twitter while creating a social welfare programme of at least N5000 that will cater for the 25 million poorest and most vulnerable citizens, equaling N1.00 to 1.00 USD, stabilizing oil prices, creating three million jobs per year and reducing fuel price to forty-five Naira per litre are the independent variables. The result indicates that all the variables are positively related to presence of propaganda. This implies that there is more likelihood that the probability of detecting propaganda on twitter will increase with increase in believing what politicians says and chances of winning election.

Accordingly, campaign propaganda is result-oriented when rooted and intertwined around an existing belief (like many millions of Nigerians on social media platforms expressed their feeling while showing that the party structure has reliable plans to hold poverty to a reduced level as against the incumbent office that could not. This did not come as a direct propaganda, but it does effect itself as a propaganda on oppositions. Enforcing data protection rule and higher cognitive ability have significant impact on identification of propaganda on twitter. The values of the coefficient of the logit regression indicates that respondents strongly agree that the probability of the presence of propaganda on social media (Twitter). The Log likelihood is -418.91 with P-value 0.000 this means that the model has a good fit. This is supported by the findings of (Apuke & Tunca, 2018); they state that through wide circulation of hate speeches and half-truth promises, the coast became clear for the then opposition party. The results of the presidential poll were against the incumbent president in office which stated an affirmation of no office power put to use to influence the results of the election. The election put forth Muhammadu Buhari, the candidate

of the All Progressive Congress as declared the winner of the 2015 Presidential Election in Nigeria against the then incumbent, Dr. Goodluck Ebele Jonathan who was a candidate of the People's Democratic party.

5.3.3 Result Presentation for Objective Three

Ordered Logistic Regression Results

Table 4.6: Ordered Logistic Regression Result for Social Media (Twitter) discussion help in detecting propaganda during presidential election in Nigeria.

Variable	Coefficient	Std. Err.	Z	p-value
Twitter Discussion	1.987013	0.4701298	4.23	0.000
Education	1.950559	0.4044429	4.82	0.000
Number of obs	378			
LR chi2(18)	11.81			
Log likelihood	-1262.03			0.0037

Source: Author's Computation, 2023.

Ordered logit regression was used to examine the comprehensive analysis of social media (Twitter) discussion help in detecting propaganda during presidential election in Nigeria. The result is displayed in the Table 4.6. The dependent variable is detecting propaganda during presidential election while social media (twitter) discussion and education are the independent variables. The result indicates that social media (twitter) discussion and education are positively related to detecting propaganda during presidential election. This implies that there is more likelihood that the probability of coefficient of detecting propaganda during presidential election will increase with increase in twitter discussion and education. Furthermore, the result indicates that twitter discussion and education are statistically significant at 5% level of significance. This is because half the values of the coefficients of these variables are greater than the standard errors of the coefficients. This means social media (twitter) discussion and education have significant impact on detecting propaganda during presidential election in Nigeria. So, social media (twitter)

discussion has huge impact on detecting propaganda during presidential election in Nigeria. The Log likelihood is -1262.03 with P-value 0.0037 this means that the model has a good fit.

5.3.4 Result Presentation for Objective Three

Ordered Logistic Regression Results

Table 4.7: Ordered Logistic Regression Result for Evaluating the result and Interpreting Findings on presence of propaganda during presidential election in Nigeria using social media.

Table 4.4 shows that trust has a significant effect on the likelihood of using social media (Twitter) for political purposes. As a result, ease of use has a significant effect on the likelihood that the likelihood of using social media (Twitter) for political propangada will increase. The ability to work on the internet is also thought to have a significant impact on the likelihood of using Twitter for political purposes. The result of the post-estimation diagnostic revealed that the overall model is statistically significant and in good fit. This is supported by a Likelihood Ratio Chi-squared statistic value of 396.366 with a p-value of 0.000, indicating that it is significant.

As a result, campaign propaganda is result-oriented when it is based on and intertwined with an existing belief (for example, many millions of Nigerians on social media platforms expressed their feelings while demonstrating that they are grappling with extreme poverty and barely eking out a living; it could also be a form of rigging as believed to be done by the PDP since 2003 which is also an injustice on the part of other aspirants. Corruption is the most serious form of human rights violation); when it comes in the form of policy prescriptions such as Creating a social welfare program of at least equaling N1.00 to 1.00 USD; stabilizing oil prices; creating three million jobs per year; lowering fuel prices to reasonably affordable prices and increasing the security of Nigerians as a whole.

Furthermore, it was discovered that enforcing data protection rules and having a higher cognitive ability have a significant impact on detecting propaganda on social media (Twitter). The logit regression coefficient values indicate that respondents strongly agree that the presence of propaganda on social media is likely (Twitter). The Log likelihood is -418.91 with a P-value of 0.000, indicating that the model is well-fitting. This is supported by the findings of (Apuke & Tunca, 2018), who state that the coast became clear for the then opposition party through widespread distribution of hate speeches and half-truth promises. Indeed, political pundits and

media outlets predicted that the ruling Peoples' Democratic Party would be the first Nigerian ruling party to lose control of national governance. This prediction came true. The Independent National Electoral Commission declared Muhammadu Buhari, the candidate of the All Progressive Congress, the winner of the 2015 Nigerian Presidential Election against the then incumbent president Dr. Goodluck Ebele Jonathan from PDP.

Table 4.6 shows that social media (Twitter) discussion and education are related to detecting propaganda during the presidential election. This implies that the probability of the coefficient of detecting propaganda during the presidential election will increase with increased Twitter discussion and education. Furthermore, at the 5% level of significance, the results show that social media (Twitter) discussion and education are statistically significant. This is because half of the values of these variables' coefficients are greater than their standard errors. This means that discussion and education on social media (Twitter) have a significant impact on detecting propaganda during the Nigerian presidential election. As a result, social media (Twitter) discussion has a significant impact on detecting propaganda during Nigeria's presidential election. The Log likelihood is -1262.03 with a P-value of 0.0037, indicating that the model is well-fitting. In lieu of the above, a similar theory in relation to this study is Democratic Participant theory and its in line with the interest of the findings where the citizens are duly expected to vote and all the decisions and factors considers that all the respondents are actively willing to participate in the electionary process without the fear of the challenges associated with Democracy.

6.0 Conclusion

In summary, the main objective of the thesis was to assess the effect of propaganda on social media on the Nigerian presidential elections and this was analysed using the data obtained through questionnaire. The dependent variable was social media usage using twitter as the major focus because twitter is the best for intelligent and important conversations in politics. The analysis conducted on this research indicated that, social media (trust) has significant effect on the probability of of usage of twitter for political propangada.

Also, the first partial objective of the study was to build a model and analyze data to verify the presence of propaganda in the dataset and this was achieved using the existing data to validate the earlier objective. This was also achieved using the Ordered logistics regression and the findings showed that the values of the coefficient of the logit regression indicates that respondents strongly agree that there is high probability of the presence of propaganda on social media (twitter). In addition, all the results were evaluated to give a summary and any missing information about the results, and this showed that; enforcing data protection rules and having a higher cognitive ability have a significant impact on detecting propaganda on social media (twitter). The logit regression coefficient values indicate that respondents strongly agree that the presence of propaganda on social media is likely (twitter).

The second partial objective of the study, therefore, increases our understanding of how social media propagandas impact the election itself. It was concluded that the study has helped in identifying factors influencing the usage of twitter during presidential elections in Nigeria and it has helped in identifying relevant factors indicating the presence of propaganda on Twitter. Overall, the propaganda community in Nigeria during presidential election using social media (twitter) held a level of discussion and education that is positively related to detecting propaganda during the presidential election. It can also be concluded that twitter is the best that suits the

purpose of election as it is agreeable the largest platform for intellectual discussions unlike other social media platform that is used for meeting friends, upload of video and pictures. The study also concluded that the compatibility, cost effectiveness, interactivity, trust, ease of use and networking capability is also associated with the use of twitter. From the results, compatibility is seen to have significant effect on probability of usage of twitter for political propaganda and that cost effectivity have a significant effect on probability of usage of twitter for political propaganda. To this end, it must be kept in mind that users' interest in social media for political interest is influenced by twitter. In addition, the study has also helped to detect propaganda during presidential election in Nigeria and further helped in identifying the economic impact of propaganda on twitter on the Nigerian economy.

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APPENDIX

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

FACULTY OF ECONOMICS AND MANAGEMENT

DEPARTMENT OF INFORMATION TECHNOLOGIES

QUESTIONNAIRE ON DETECTION OF PROPAGANDA ON SOCIAL MEDIA: A CASE STUDY OF NIGERIA'S PRESIDENTIAL ELECTION

Dear Respondent,

This is a post-graduate study in the department of information technologies. The Data to be collected has nothing to do with any other thing rather than to obtain information. The information given will be treated with trust and confidentiality and use primarily for academic exercise.

Thanks for your cooperation.

Instruction: Please fill in the space provided or tick where appropriate and you can tick more than one where applicable

Part A

1. Do you agree to fill this questionnaire without compulsion or persuasion?

Yes [ ] No [ ]

A. DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

1. Gender: Male ( )   Female ( )

2. Educational Qualification: No Formal Education ( ) Primary School ( )

Secondary School ( ) NCE/OND ( ) HND/BSc/B.Ed ( )

3. What is your marital status? Single [ ] Married [ ] Divorced [ ] Widowed [ ]

4. Occupation: Unemployed ( ) Self Employed (business) ( ), Self Employed (Farming)

( ) Private Sector Employee ( )   Public Sector ( )   Retired (Private and Public) ( )

B. Factors Influencing the Presence of Propaganda on social media in General and in Particular during Presidential Elections in Nigeria.

S/N	STATEMENT	SA	A	D	SD
1	Creating a social welfare programme of at least N5000 that will cater for the 25 million poorest and most vulnerable citizens				
2	Equaling N1.00 to 1.00 USD				
3	Stabilizing oil prices				
4	Creating three million jobs per year				
5	Reducing fuel price to forty-five Naira per litre				

C. Perspective of Propaganda in the Dataset Using Social Media as the test

S/N	STATEMENT	SA	A	D	SD
1	Compatibility				
2	Cost effectiveness				
3	Interactivity				
4	Trust				
5	Ease of Use				
6	Networking Capability				

AYODEJI MUHAMMED ADEBIYI