

SOCIAL MEDIA AND PROTEST ON THE NIGERIA ECONOMY AND DEMOCRACY: A CASE STUDY OF END SARS AND BAD GOVERNANCE PROTEST

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Abstract: This research explored the effects of social media and protests on the Nigerian economy and democracy, focusing on the #EndSARS and end bad governance protests. The study utilized primary and secondary data, with a sample size of 400 participants. The findings revealed numerous negative impacts, including decreased work hours, disruption of economic activities, spread of misinformation, reduced job-seeking efforts, weakened currency, and strained government resources. Social media and protests also led to division within Nigerian society, intimidation of opposing voices, threats to national unity, and erosion of democratic norms. The study emphasized the need for government regulations on social media, promotion of digital literacy, responsible online usage, addressing socio-economic issues driving protests, and fostering dialogue for democratic reforms. Overall, while acknowledging the benefits of social media, it warned against its negative impacts on the economic and political systems of a country and stressed the importance of mitigating these effects to maintain stability and progress.

Keywords: Democracy; Economy; End SARS; Governance; Protest; Social Media; Nigeria

1 INTRODUCTION

The ENDSARS protests that began on 3rd October 2020 were series of widespread, mass protests in Nigeria. The purpose of this protests was to ensure that the Federal Government of Nigeria enforce the end of police brutality, undue harassment and extortion meted against the masses, especially the youths in Nigeria. The dominant participants of these protests were the Nigerian youths from all walks of life. What ‘ordinarily’ started on Saturday, October 3, 2020, with a video showing a SARS police officer shooting a Nigerian youth in front of a hotel in Ughelli town, Delta State of Nigeria on the internet; and another report on Monday, October 5, 2020, of the same sect killing a 20-year-old upcoming musician in Woji town Port Harcourt City, Rivers State turned into an outrage by the youths. This was such that on Thursday, October 8, 2020, the most populous African nation was thrown into an unprecedented social unrest, represented by all manner of demonstrations, online activism, protests, civil disobedience, and many others. Though the Nigeria Police Force (NPF) attempted to disrupt these protests in some cities, the protests began to attract the sympathy of international community. This was as a result of the Nigerian youths in Diaspora and other nationals lent their unreserved voices in solidarity for the mass protests. Sadly, in about three weeks, the protests recorded the loss of lives by the various parties and destruction of inestimable properties. The spread of these protests was believed to have been facilitated by the internet, especially the social media. This is given the fact that the various social media platforms have tended to globalize the world, especially with the internet driven generation. Though these protests culminated in a remarkable success represented by the disbandment of the SARS unit of the NPF on Sunday, October 11, 2020, and the eventual setting up of panels of judicial inquiry for compensation and prosecution by various states. According to Aakash [1], he pointed out that these same social media platforms were also responsible for instilling fear, creating panic and inciting the unsuspecting, ignorant and gullible Nigerians into decisions and actions that endangered their lives and the corporate existence of Nigeria as a result of lies being spread and issues being over exaggerated. Advancement in technology brings major impacts on information management in a democratic rule. Many citizen reporters use social media for promotion, research work, interacting with the audience and reporting the affairs of the government. The use of social media as reporters brings a sense of belonging to their audience. It can bring the reporter closer to the people since the internet nature of communication is such that individuals are more likely to source information from each other rather than traditional news agencies. Thus, information dissemination has become decentralized and news reporting has become deregulated. Jost and Hipolit [2] observe that social media platforms reduce the influence of the elites and institutions, thus allowing wider public participation and greater interactivity. The Nigerian print media, which has always been in the forefront of the country’s political struggles before and after the country’s independence is experiencing a boost from citizen reporters who provide an alternative source of news to them, which had over the years suffered different forms of repression from successive Nigeria governments. Although citizen reporters do not contribute news directly to print media (but exclusively to digital media) the migration of most of Nigerian newspapers and magazines online and the ever increasing Nigerian citizen news websites have tremendously impacted the process on news delivery by the Nigerian print media [3]. Now the use of social media is not limited to discussing family events, and sharing photos and videos, it can actually create history and make a difference

in the real world. During the 2019 and 2023 general elections in Nigeria social media was used by the different political parties and their candidates to campaign for the citizens votes and sympathy. Journalists use social media to inform the public about the happenings of the elections through the various social media platforms that Nigerians in diasporas can access news about the elections as it unfolds. Social media brings us closer to government and the rest of the world at large. The press was instrumental to the attainment of Nigeria independence in 1960. At that time, the press was vocal but it still maintained decorum. The press was not using its power to run down any ethnic group against the other, it was fighting for the liberation of the oppressed. However, under the present democratic dispensation, the use of social media by the citizens calls for concern in comparison to the traditional media. With the social media, caution is thrown overboard on the extent of criticism that can be levelled against the government and the ruling political. On the 1st - 10th of August, 2024 Nigeria witness a nationwide protest from the youth which was tagged 'End Bad Governance'. The protest was triggered as a result of high cost of governance, hike in fuel price, increase in cost and standard of living, increase in the price of goods and service, corruption in government, unemployment, hunger etc. which were organized through the help of social media platform such as Facebook, WhatsApp, Twitter/X, Instagram, Telegram, Tiktok etc. which made it difficult for the government to identify the sponsors of the protest. Within those 10 days of protest in the country, economic activities were totally shut down nationwide just like it was done during the EndSars protest of 2020. Though no specific amount of money nor the actual evaluation of the worth of property lost during the Endsars protest but record shows that at least 51 civilians, 11 policemen, 7 soldiers lost their lives while properties, infrastructure and businesses worth billions of Nigeria currency was lost during the period of the protest. According to Centre for Promotion of Private Enterprise (CPPE), Nigeria lost about N400 billion worth of goods on a daily basis during the End bad governance protest of August 1st-10th, 2024. Could it be that the youth were angry with the way the NPF were handling matters relating to them or they are not comfortable with the economy situation of the nation and also how the political class are governing the country lackadaisically by spending the nation's money on irrelevant things and for personal/family usage. Based on these premise this study attempts to examine the impacts of social media and protest on the Nigeria economy and democracy using the endsars protests and end bad governance protest in Nigeria as a case study.

2 CONCEPTUAL CLARIFICATIONS

2.1 Social Media

Bailly [4] defined Social media as the means of interactions through web-based technology among people in which they create and exchange ideas and opinions in virtual communities and networks. The term 'social media' encompasses the various internet-based applications or platforms that enable people to communicate and disseminate information. These platforms include Facebook, WhatsApp, Twitter/X, Tiktok, YouTube Channels, Instagram, Blogs, and so on. These can be accessed with the use of electronic devices such as computers, smart phones, among others. Since the turn of the century, social media handles have made possible, the previously disconnected people, who had no systemic way of communicating their persuasions and agitations across nations of the world, to instantly share these perspectives of theirs. Lopes [5] noted that as a result of technological trend, the masses mostly the youths in particular now have increased ability to obtain information from the unique perspectives of others rather than relying solely on the existing media establishments such as Television Stations, Radio Stations, and Newspapers.

Hari [6] noted that the concept of social media generally refers to internet or web based tools, applications and services that enable users to engage with each another generate content, share and search for information online.

Kietzmann et al. [7] contend that social media leverages mobile and web-based technologies to create dynamic platforms where individuals and communities can share, co-create, discuss, and modify user generated content.

2.2 SARS

According to Amnesty International [8], the Special Anti-Robbery Squad (SARS) used to be a sub-unit of the Nigeria Police Force under the State Criminal Investigation and Intelligence Department (SCIID). Established in the early 1990s, SARS saddled with the responsibility of tracking, arresting, detaining, investigating and prosecuting armed robbers, kidnappers and other violent criminals

2.3 Democracy

According to Oxford Dictionary, democracy can be defined as a system of government in which the people of a country can vote to elect their representatives and are involved in making decisions about its affairs, typically by voting to elect representatives to a parliament or similar assembly.

Though in real democracy everybody must be allowed to participate in decision making (direct democracy). Democracy is generally defined as "the government of the people by the people and for the people. A government in which the supreme power is vested in the people and exercised by them directly or indirectly through a system of representation usually involving periodically held free elections. In any democracy, the press helps in actualizing and making known to the public, the affairs of the government by serving as the watchdog of the society.

3 THEORETICAL LITERATURE

3.1 Public Sphere Theory

This study is grounded in the public sphere theory, originally developed by German sociologist Jürgen Habermas in the 1980s. Habermas conceptualised the public sphere as a space between civil society and the state where individuals engage in critical discussions about issues of general interest. This sphere is characterised by open discourse, where people exercise their rights to free speech, association, assembly, and the dissemination of ideas without undue interference from political or economic powers. The advent of Web 2.0 has enabled non-experts to contribute to discussions, interact with diverse viewpoints, and garner support, thus reinforcing Habermas's theory. Given this background, amateurs gain a level of influence that was once the preserve of experts and professionals. Some scholars argue that this broadening of participation is particularly significant in political discourse and other societal issues. The public sphere theory is pertinent to this study as it elucidates how social media provides a platform for young people to engage in public debates about governance, particularly in the framework of EndSars and the August 2024 EndBadGovernance protests in Nigeria. Thus, the theory is instrumental in understanding how social media facilitates youth participation in discourse on the necessity for improved governance.

3.2 Technological determinism

The theory was coined by Thorstein Veblen, (1857-1929), an American sociologist and economist in the 20th century. It was further developed by Marshall McLuhan in 1964. Technological determinism explains how innovation in communication technology helps to engineer some forms of change in society or in the ordering of things. The core message of the theory is the effects technology has on people. Considering that technology shapes the way people think, feel, act, and how society operates. To this end, Baran and Davis assert that the theory is a collection of lots of intriguing ideas bound together by some common assumptions. The most central of these assumptions is that changes in communication technology inevitably produce changes in cultural, social, and political order within a society. For instance, the radio requires us to only listen and develop our sense of hearing, television engages both our audio and visual senses. On the other hand, social media engages not just our audio-visual senses. It induces people to participate in an ongoing discussion, and process irrespective of geography and time. This suggests that social networking platforms have revolutionised the way society operates by bringing about a paradigm shift in political behaviour at both individual and group levels. The point to note is that as information and communication technology develops from writing to print, television, computer, and presently social media, social interactions also change with it. The importance of technological determinism theory is that technology has effects on the society. The above assertion is true of social media in our present day; it has affected the lives of the people most especially the youths. Information and ideas on politics and social events are now shared freely on social media space. Again, geography is no longer a limitation when it comes to mobilisation for socio-political protests. Use of social media of various social networking sites and platforms such as Facebook, Twitter, Instagram, YouTube, WhatsApp, blogs, and so on, greatly conditions the actions, reactions, perception, and intentions of many youths. Most people today depend on social media platforms and networks for information, on trending issues. This provides sufficient opportunity for social media to condition and direct groups and individual minds and actions on issues.

3.3 Agenda Setting Theory

According to Zhu and Blood [9], the agenda theory “is the process whereby the media leads the public in assigning relative importance to various public issues”. This is because the action of the media is towards influencing people’s perception of what is important, acceptable, or desirable.

3.4 Media Dependency Theory

Media Dependency Theory Sandra Ball-Roach and Malvin De Fleur propounded dependency theory in 1976. The explanation of the relationship between the contents of the mass media, the nature of society, and the communication behaviour of the audiences is called dependency theory. People are dependent on the media for their information needs. People in all societies need information in order to make decisions about such matters as food, shelter, employment, transportation, political issues, entertainment, and other aspects of family life. In traditional societies, people tend to pursue similar ways of life and are linked by word of mouth networks of extended families, deeply established friendships long-term neighbours, and other social ties from which they obtain the information that they need. In urban industrialized societies, populations are composed of unlike people brought together through internal migrations and immigrants from outside. They are greatly differentiated by such factors as race, ethnicity, occupational specialization, and economic class and depend solely on information gotten from social media whether verified or not. This theory was used to explain people’s perception of what they can get from the media rather than what the media can get from them. Many people depend solely on the media to get news and gather information online rather than the traditional media.

3.5 Empirical Literature Review

Anthony and Edward [2] investigate the role of social media in mobilizing Nigerian youths during the #EndSARS Protests. This study investigates how Nigerian youth effectively utilized platforms like Facebook, X (Twitter), WhatsApp, and Instagram to organize and sustain their peaceful protests. By drawing insights from the strategic use of social media during the #EndSARS movement, we explore the impact on government decisions, security policies, and social discourse. Additionally, we consider the abrupt end of the protests and the implications for future social media activism. This research sheds light on the potential of youth-led social media movements to inspire change globally. The study found out that social media also played a key role in garnering international support and sympathy for the cause. Tweets and posts from celebrities, diplomats, and influencers worldwide helped amplify the message of the protestors. Also, the study highlights how social media was used to pressure the Nigerian government. By sharing graphic images and videos of SARS's brutality, protestors used social media to expose the unit's atrocities and force the government to act, despite initial resistance to their demands. The study reveals that social media played a crucial role in mobilizing and motivating young Nigerians to participate in the #EndSARS protests and also make young people felt compelled to take a more active role in fighting for and building a better Nigeria.

Sherman and Rivera [3] investigated "Social Media Use and Pathways to Protest Participation: Evidence from the 2019 Chilean Social Outburst." This study hypothesised that individuals who use social media for political purposes are more likely to engage in protests compared to those who use social media for other reasons. Employing a survey research method, data were collected from 1,000 respondents. The findings indicated that Facebook was the predominant platform used by respondents to participate in protests. The study also highlighted a strong correlation between political activity on social media and protest participation, whereas using social media for information gathering or sharing common interests did not show the same level of impact. The also study explored the indirect effects of social media on protest participation through interpersonal conversations, revealing that Instagram, widely used among young Chileans, facilitated discussions on personal issues, which in turn increased protest participation. The study concluded that social media remains a powerful force in shaping political behaviour and activism despite evolving patterns of use.

Chiamogu [4] conducted an investigation titled "Social Media and Group Consciousness in Nigeria: Appraising the Prevalence of Socio-Political Protests". This study focused on prominent Nigerian protests, including #BringBackOurGirls, #RevolutionNow, and #EndSars. Employing a qualitative research design and secondary data sources, the researchers applied social movement theory to frame their analysis. The findings indicated that prolonged marginalisation and lack of accountability among certain societal groups led to the emergence of social media-driven movements. The study highlighted that social media platforms facilitated the organisation of groups expressing discontent and advocating for change. The authors concluded that social media was instrumental in mobilising people, fostering political consciousness, and driving protests against poor governance. They recommended continued use of social media for demonstrations, campaigns, and holding government officials accountable.

Usman and Oghuvbu [10] investigate the impact of the media on the Endsars protests in Nigeria. These protest were targeted at the Federal Government of Nigeria to enforce the end of police brutality, undue harassment and extortion meted against the masses, especially on the Nigerian youths. The protests were carried out in some parts of the country, especially the major cities and abroad. Many scholars and commentators believe that these protests were facilitated by the social media. The study however, was an attempt to critically examine the impacts of social media on the protest. To do this, the study relied mainly on secondary sources, such as journal articles, newspapers, news magazines and commentaries. Owing to the nature of the development, it was appropriate to deploy the analytic method of historical reconstruction. The study discovered that while social media cannot be dismissed to have been utilized at some point in mobilizing the protesters and creating international awareness as to the state of the nation, the (social media platforms) created more panic in the society and tended to be more divisive and destructive due to fake, unverified and amateur presentation of information and over exaggeration of situations. The study therefore concludes that Nigerian youths could have been sponsored by ambitious politicians and that is why the Nigerian government needs to address the issues of concern, it also behoves on it to enforce strictly, the extant rules and regulations guiding what goes into the air.

Babaleye et. al [11] examine the influence of social media on democratic governance in Nigeria. This article examines the role played by the social media to enhance democratic rule in the country. A population of 200 respondents from both staff and students of Ekiti State University, Ado-Ekiti was used to gather data. The article was framed on the uses and gratification and dependency theories. The Survey research method was used to determine the influence of social media on democratic rule in Nigeria. It was found that majority of respondents (95%) believed that social media, in spite of their excesses play positive roles to ensure and enhance durable democracy in Nigeria. From the related literature reviewed, many scholars have talked about various protest in Nigeria but fail to look at the economic and democratic implication of these protest in Nigeria. Based on these premise this study attempts to examine the impacts of social media and protest on the Nigeria economy and democracy using the endsars protests and end bad governance protest in Nigeria as a case study.

4 Methodology

This paper aim to investigate the impacts of social media and protest on the Nigeria economy and democracy using the endsars protests and end bad governance protest in Nigeria as a case study. This study adopted survey method to examine the impacts of social media and protest on the Nigeria economy and democracy using the endsars protests and end bad governance protest in Nigeria. Primary and secondary data were used in the research. The population of this study includes the entire population of Nigeria. Its total population was estimated at 140,003,542 according to 2006

census, while National bureau of Statistics estimates it to be 221,769,883 by the third quarter of 2023. Through the use of Taro Yamane formula, a sample size of 400 was generated and distributed of which 331 of the distributed questionnaire returned. The research instrument used in this study is a closed self-administered questionnaire titled Social Media and Protest on Nigeria Economy and Democracy (S.M.P.N.E.D). It allows the researchers to access important information for the study. Data are presented using descriptive statistics tools such as tables, and percentages. On the other hand, the research questions were analysed using 5 Likert scale, mean and standard deviation for descriptive statistics, Cronbach alpha method was used to determine the reliability coefficient of the instrument after which Social Science Statistical Software (SPSS) was employed. The research questions were analysed on a mean scale of 3.0; A total score below 3.0 indicated that the participant disagreed with the research question, while a total score above 3.0 indicated that the participant agreed with the research questions. Purposive sampling techniques were used in the study. To be clear, the sample size of 400 will be distributed to a state per region in Nigeria [North (Kano), South (Port Harcourt), East (Anambra) and West (Lagos)]. Purposive sampling was chosen for use in this study because it provides a nonprobability of sample selected based on characteristics present in specific populations and across the study practices. It can also help researchers identify common misconceptions within each group.

4.1 Data Presentation and Analysis

The data was presented based on the research objectives. Primary and secondary data were reviewed and questionnaire was distributed based on region, state, specific demographic characteristics such as age, gender, status and all other demographic variables are calculated using percentages.

Table 1 Regional, State and LGA Distributions of the Questionnaires

Region	No. of State in Region	Names of State Selected	No. of Questionnaires Distributed	No. of Questionnaires Returned
North	18	Kano	100	79
South	6	Rivers	100	9
East	5	Anambra	100	85
West	7	Lagos	100	82
			400	336

Source: authors compilation (2024)

Table 2 Respondents Socio-Demographic Characteristics

Socio-Demographic Characteristics	Frequency	Percentage
Gender		
Male	197	58.6
Female	139	41.4
Total	336	100
Status		
Single	215	64.0
Married	121	36.0
Total	336	100
Age Range		
20-30 years	145	43.1
31-40 years	105	31.3
41-50 years	86	25.6
Total	336	100
Highest Educational Qualification		
FSLC/WAEC	96	28.5
NCE/ND	74	22.0
HND/BSC	104	31.0
MSC/PHD	62	18.5
Total	336	100
Total	336	100

Source: Authors Survey, 2024.

In Table 1 and 2, we can see the details of the regional and state distribution of the population. The population was distributed equally (100) to each region which a state was selected from each of these region. Among the 336 respondents, the majority are single accounted for 64.0% of the total. The gender distribution is 139 females (41.4% of the total) and 197 males (58.6% of the total). In terms of age, most respondents are over 20-40years of age; Similarly, when asked about their educational status, the highest respondents have HND/BSC (31.0%) and the lowest respondents have MSC/PHD.

4.2 Data Analysis

In order to determine the appropriateness of the research questions, the data of this study are presented and analysed below using standard deviation, SPSS software and Cronbach alpha correlation test of 0.05 coefficient level.

4.3 Research Question

What are the impacts of social media and protest on the Nigeria economy?

Table 3 Respondents' Views on the Impact of Social Media and Protest on the Nigeria Economy

S/N	Factors	Mean	Standard Deviation	Decision
1	Social media lead to cybercrime and online fraud.	4.2	3.8	Agreed
2	Excessive usage of social media decrease work hours and productivity.	4.1	3.5	Agreed
3	Disruption of economic activities.	3.6	3.4	Agreed
4	Protests result to destruction of public and private infrastructure.	3.3	3.7	Agreed
5	The use of social media lead to the spread of misinformation, fake news and propaganda that harm businesses and the economy.	4.4	4.0	Agreed
6	Over-reliance on social media reduce job-seeking efforts thereby leading to unemployment and decrease in labour force of the country.	3.8	3.5	Agreed
7	Protests reduce consumer confidence and spending.	3.5	3.3	Agreed
8	Social media advertising revenues are often repatriated abroad, depleting Nigeria's foreign exchange reserves.	3.8	3.4	Agreed
9	Frequent protests can deter foreign investment and undermine economic stability.	4.5	4.1	Agreed
10	Protests lead to insecurity thereby harming tourism and business.	3.2	3.3	Agreed
11	Social media-fuelled protests can create economic instability and uncertainty.	3.9	3.7	Agreed
12	Repeated protests and economic instability can lead to emigration of skilled Nigerians to other countries of the world.	3.4	3.3	Agreed
13	Social media transactions can facilitate tax evasion and undermine government revenue.	4.2	3.8	Agreed
14	Social media platforms can facilitate copyright infringement and intellectual property theft.	3.8	3.4	Agreed
15	Social media and protest weakened naira (Nigerian currency).	3.7	3.4	Agreed
16	Protests can disrupt businesses, markets, and transportation.	3.1	3.1	Agreed
17	They strained government resources.	3.8	3.4	Agreed
	Aggregate Mean	3.8	3.9	Agreed

Source: Authors survey, 2024.

Table 3, 1-17. The research question aims to discuss the impacts of social media and protest on the Nigeria economy. From table 3 above, it can be deduced that cybercrime and online fraud, decrease work hours and productivity, disruption of economic activities, destruction of public and private infrastructure, spread of misinformation, fake news and propaganda that harm businesses and the economy, reduce job-seeking efforts thereby leading to unemployment and decrease in labour force, reduce consumer confidence and spending, deter foreign investment and undermine economic stability, increase in insecurity thereby harming tourism and business, economic instability and uncertainty, emigration of skilled Nigerians to other countries of the world, facilitate tax evasion and undermine government revenue, facilitate copyright infringement and intellectual property theft, weakened naira (Nigerian currency), disrupt businesses, markets, and transportation and strained government resources are all the impacts of social media and protest on the Nigeria economy. The aggregate mean criterion is 3.8 which is above the mean criterion of 3.0 and the aggregate standard deviation is 3.9 which is above the standard deviation of 3.0 indicating that all the respondents anonymously agreed on the impacts of social media and protest on the Nigeria economy.

Research Question Two

What are the impact of social media and protest on Nigeria democracy?

Table 4 Respondents' Perceptions on the Impact of Social Media and Protest on Nigeria Democracy?

S/N	Factors	Mean	Standard Deviation	Decision
1	Social media platforms can facilitate the spread of false information thereby damaging Nigeria's democratic process.	4.4	4.0	Agreed
2	Protests disrupt government operations and hinder democratic processes.	3.8	3.5	Agreed
3	Social media algorithms create echo chambers, exacerbating divisions within Nigerian society.	3.7	3.4	Agreed
4	Violent protest lead to damaging of property and harming of citizens.	3.8	3.7	Agreed
5	Social media are most times used to intimidate and silence opposing voices.	3.9	3.6	Agreed
6	Protests create divisions within Nigerian society thereby serving as a treat to Nigeria democracy.	4.3	3.9	Agreed
7	Social media perpetuate negative narratives about the democratic institutions	4.1	3.7	Agreed

	of Nigeria.			
8	Protests pose security risks for citizens and government officials which hinders them from carrying out their duties.	4.0	3.8	Agreed
9	Social media are used to manipulate public opinion.	3.8	3.5	Agreed
10	Social media and protests can pose threats to Nigeria's national unity.	3.9	3.6	Agreed
11	Social media and protests can discourage civic engagement.	3.1	3.1	Agreed
12	Social media and protests can increase tensions between different groups.	3.4	3.3	Agreed
	Social media and protests can undermine trust in electoral processes.			
13	Social media-fuelled protests can erode democratic norms and values.	3.3	3.7	Agreed
14		3.8	3.4	Agreed
	Aggregate Mean	3.8	3.6	Agreed

Source: Authors survey, 2024.

Data in Table 4, 1-14. The research question focus to discuss on the impact of social media and protest on Nigeria democracy. Looking at table 3 above, it can be seen that the spread of false information thereby damaging Nigeria's democratic process, disrupt government operations and hinder democratic processes, algorithms that create echo chambers, exacerbating divisions within Nigerian society, damaging of property and harming of citizens, intimidation and silencing of opposing voices, divisions within Nigerian society that serve as a treat to Nigeria democracy, perpetuate negative narratives about the democratic institutions of Nigeria, pose security risks for citizens and government officials, manipulation of public opinion, threats to Nigeria's national unity, discourage civic engagement, increase tensions between different groups, undermine trust in electoral processes and eroding democratic norms and values are all the impacts of social media and protest on Nigeria democracy. The aggregate mean criterion is 3.8 which is above the mean criterion of 3.0 and the aggregate standard deviation is 3.6 which is above the standard deviation of 3.0 indicating that all the respondents anonymously agreed on the impacts of social media and protest on Nigeria democracy.

5 DISCUSSION OF FINDINGS

Responses to the research questions one in table 3 revealed the impacts of social media and protest on the Nigeria economy and democracy using the endsars protests and end bad governance protest in Nigeria as a case study. Nigeria as a country have all witness: fake news and propaganda that harm businesses and the economy which is in line with the findings of Usman and Oghuvbu [10] that social media create more tension in the society and also means of division and destruction due to fake, unverified and amateur presentation of information and over exaggeration of situations etc. and also the finding is in line with the empirical theory of the study. Again as seen in Table 4 (1-14) the findings is against that of Anthony and Edward [2], Chiamogu P. Ameobi [4], Sherman and Rivera [3] and Babaleye et. al [11] that social media, in spite of their excesses play positive roles to ensure and enhance durable democracy in Nigeria. Consequently, through the findings of the research question and the associated empirical literatures evidence, this study has been able to highlight impacts of social media and protest on the Nigeria economy and democracy using the endsars protests and end bad governance protest in Nigeria as a case study.

6 CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Though social media is one of the modern technology enjoyed by man in all works of life but the negative impact must be carefully avoided so as not to disrupt the economic and political system of governance in a country.

6.2 Recommendation

The study recommended that for government of Nigeria to mitigated the negative impact of social media and protest on Nigeria economy and democracy, the following should be put in place and enforce:

1. Develop social media regulations and guidelines.
2. Promote digital literacy and online safety.
3. Encourage responsible social media usage.
4. Address underlying socio-economic issues driving protests.
5. Foster dialogue between government, citizens, stakeholders and democratic reforms.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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