

## **The Impact of Twitter during 2019 General Elections in Bauchi State of Nigeria.**

Ameera Hassam Hamma<sup>\*1</sup>, Yusuf Musa Yahaya<sup>2</sup> and Abdulrasheed Adamu<sup>3</sup>

<sup>\*1</sup>Postgraduate Student, Department of Political Science, Sa'adu Zungur University, Bauchi State.

<sup>2</sup>Department of Political Science, Sa'adu Zungur University, Bauchi State.

<sup>3</sup>Department of Political Science, Sa'adu Zungur University, Bauchi State.

\*Corresponding author: [Ameerahassan355@gmail.com](mailto:Ameerahassan355@gmail.com), +234 9130209202

### ABSTRACT

*The growing presence of Nigerians on social media, particularly Twitter, has highlighted the need to explore its role in political communication. This study focused on the influence of Twitter during the 2019 general elections in Bauchi State, Nigeria, examining its effectiveness as a political communication tool and analyzing its implications for the electoral process. The research relied on secondary data sources, including journal articles, book chapters, and other relevant documents, to explore Twitter's role in political communication in Nigeria. The findings revealed that Twitter had a significant impact on the 2019 general elections, demonstrating that active engagement on the platform positively influenced political communication. In conclusion, the study provided valuable insights into the connection between Twitter and the 2019 general elections. It recommended that policymakers and electoral bodies acknowledge Twitter's critical role in shaping the conduct and dynamics of general elections.*

**Keywords:** Communication, Politics, Election, Social Media, Internet and Twitter.

## **Introduction**

Globally, information plays a crucial role in political communication, with recent elections in various countries showcasing the significant contribution of social media. In both developed and developing nations, the importance of social media in political and electoral processes cannot be overstated. The internet has been a transformative medium enabling this shift (Singh, 2016). Social media has dismantled communication barriers by decentralizing information flow, allowing nearly everyone to voice their opinions and participate in societal issues, thereby significantly influencing lives (Liang, 2011; Okolo & Amedia, 2015).

In Africa, social media's growing popularity among the public has attracted significant attention in political and communication literature. While definitions of social media vary, most communication scholars agree on the description provided by Kaplan and Haenlein (2010): "a group of social media applications that build on the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated content." This highlights social media as a transformative communication platform rather than a new one.

The prominence of social media in politics has become increasingly evident, particularly through microblogging services like Twitter, which are believed to positively influence political participation (Stieglitz & Dang-Xuan, 2012). According to Austin (2008), platforms like Twitter are essential tools in political communication campaigns, aiding in securing electoral victories, fostering interaction between political parties or candidates and voters, and portraying candidates positively.

Twitter, a free social networking microblogging service, allows registered users to share short messages or "tweets." Users can broadcast tweets and engage with others using various devices and

platforms, including mobile phones, desktops, or the Twitter website (Ayih & Ngantem, 2018). With over 200 million registered users and 460,000 daily sign-ups, Twitter's information network has expanded rapidly (Lassen & Brown, 2011).

In Nigeria, Twitter played a pivotal role during the 2019 general elections by enhancing transparency and holding the Independent National Electoral Commission (INEC) accountable in the electoral process. Political aspirants leveraged Twitter for campaigns, while NGOs utilized the platform to educate Nigerians on the importance of peaceful elections (Brown, 2011).

In Bauchi State, the use of Twitter during the 2019 elections reflected a broader global trend toward "internet elections" or "e-electioneering." Worldwide, increasing internet access, the proliferation of internet-enabled smartphones, and the evolution of web-based media—such as personal websites, social networking platforms, blogs, and e-newsletters—have redefined political communication methods. This shift underscores the growing reliance on social media for effective electoral engagement (Arthur, 2012).

## **Objective of the study**

The overall objectives of the study are as follows:

- i. To explore the impacts of twitter during the 2019 general election in Bauchi state
- ii. To discover the effectiveness of twitter as a means of political communication in the conduct of 2019 general election in Bauchi state.
- iii. To analyze the implications of twitter on the conduct of 2019 General Election in Bauchi state.

**Metho**  
**dology**

*The Impact of Twitter during 2019 General Elections in Bauchi State of Nigeria.*

The study employed Secondary sources of data among which are Chapters in Books, articles from journals, Government publications and other relevant documents to the study.

## **Literature Review**

### **Political communication**

Political communication is a subfield of both communication and political science that focuses on how information spreads and influences politics, policy makers, the media, and the public (Norris, 2004). According to AALEP (2016), “every act of political communication produced by parties, interest groups, or the media is aimed at citizens, to inform and influence them,” highlighting the powerful role the internet plays in shaping political discourse.

Agudosi (2007) defines political communication as the dissemination of information about the operations of a political entity to influence the behavior of its audience in various ways. He further notes that it involves the interactive process of transmitting information between politicians, the media, and the public. Similarly, Graber and Smith (2005) argue that political communication encompasses the creation, transmission, reception, and processing of messages that can directly or indirectly impact politics. This field has become increasingly significant in communication and media studies. Okoro and Diri (2009) emphasize the media’s role in fostering public awareness and mobilizing participation in the political process.

Rush and Althoff (1972), cited by Akasoro (2011), describe political communication as the transmission of politically relevant information within the political system and between society and the political sphere. It is a continuous exchange of information, involving the expression of societal views and proposals from those in power. These definitions underscore the importance of political communication in

democratic societies, where the media plays a critical role in providing political information and educating voters.

### **Social Media**

The term "social media" was coined in 2007 by Danah Boyd from the University of California and Nicole B. Ellison from Michigan State University (Sherman, 2000). Although often equated with similar concepts like new media and social networking sites, social media and social networking sites are distinct. Boyd and Ellison (2008) define social networking sites as web-based services that enable individuals to create public or semi-public profiles within a bounded system, connect with others, and navigate these connections. This definition forms the foundation for understanding social media, which Boyd and Ellison describe as a platform for individuals to share information with friends. Social media is, therefore, a subset of information and communication technologies.

Chijioko (2013) echoes Boyd and Ellison’s view, defining social media as internet-based platforms that enable users to create and exchange information in a participatory, real-time manner. These platforms serve as online, democratic, and participatory communication channels for unimpeded information exchange.

Arthur (2011) broadly defines social media as tools and services that allow users to engage with each other, generate content, distribute, and search for information online. The collaborative and interactive nature of these tools represents a paradigm shift in web-based communication. Wohlin, Jenkins, and Arthur (2011) describe social media as part of the Web 2.0 generation, emphasizing user participation, openness, and network effects. Social media leverages collective intelligence within social networks, welcoming new participants and integrating their experiences, knowledge, and ideas. Research is emerging that highlights the potential of social

networking sites to facilitate political discourse, suggesting a need for further investigation into their role in political engagement. A 2008 survey by the Pew Internet and American Life Project found that 10% of Americans used social networking sites for political activities.

Carr and Hayes (2015) define social media as “internet-based channels that allow users to interact opportunistically and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences to derive value from user-generated content and the perception of interaction with others.” Their definition provides a foundation for future research in the communication aspects of social media. Social media platforms are accessible on various devices, including smartphones, tablets, laptops, and computers, with features such as messaging, virtual relationships (friends, followers, or connections), and tweeting. Many users remain connected to their virtual identities, often at the expense of face-to-face relationships. The internet has created numerous niches for social communities, where users can gather around common topics, from health issues to security concerns (Didiugwu, Ezeugwu, & Ekwe, 2015).

### **Internet Based Campaign**

The mainstreaming of the Internet has sparked significant debate among political analysts regarding its implications for the political system. Some argue that the Internet has the potential to radically transform the democratic process, making citizen involvement more egalitarian, informed, and participatory. Others, however, contend that the political process will remain the same, only played out in a new media space (Jansen, 2014).

Several studies have concluded that politics on the Internet is essentially "politics as usual," with no substantial change in the conduct of political campaigns (Stanley & Weare, 2018). The Internet

is primarily used by individuals and organizations already active in politics, and while access to information has increased, it has not necessarily led to greater political participation. Anduiza, Cantijoch, and Gallego (2009) argue that Internet usage boosts unconventional forms of participation, such as protests or boycotts. This increase in non-traditional participation is driven not only by Internet-savvy critical individuals but also by those who have historically participated in conventional political activities, now becoming more involved in unconventional activities due to the Internet's influence.

Other studies, such as those by Quintelier and Vissers (2008), DiGenaro and Dutton (2006), and Gibson, Lusoli, and Ward (2005), have highlighted that Internet usage has mobilized traditionally underrepresented groups, such as youth and women, into political engagement. Research by Best and Krueger (2005), Gibson, Lusoli, and Ward (2005), and Anduiza, Cantijoch, and Gallego (2009) further supports the new mobilization thesis, demonstrating that the resources driving online participation are no longer limited to traditional factors like time, money, and civic skills but also include digital literacy and online skills. Baringhorst, Kneip, and Niesyto (2009) explored political campaigning on the web, noting that in the postmodern stage of campaign communication, trends from the modern stage of campaigning are amplified, further advancing the role of digital platforms.

### **Election**

Obiyan & Afolabi (2019) define elections as a series of activities designed to select individuals to hold positions of authority. Elections serve as essential mechanisms for refining the workings of democracy and facilitating leadership turnover. Agbaje & Adejumobi (2018) emphasize that elections represent the people's sovereign will and help legitimize political leadership. Akindele (2019) extends this definition, noting that

*The Impact of Twitter during 2019 General Elections in Bauchi State of Nigeria.*

elections are a process that encompasses activities before, during, and after Election Day. This includes the legal and constitutional framework, party registrations, campaigning, media access, campaign financing, and the involvement of security agencies and the government in power.

On the same note, Onyeka (2017) provides a clear interpretation of elections as a process where citizens select representatives for various levels of government—federal, state, or local. Villalon (2018) argues that in many African nations, elections can be strategic tools for maintaining power, with some elections intentionally designed to preserve the status quo, resulting in quasi-democracies in regions like West Africa. In liberal democratic theory, elections are mechanisms for securing representative government, promoting political accountability, and ensuring citizen participation (Agbaje & Adejumobi, 2016). This concept ties into the broader notion of democracy.

### **Twitter and Elections a Global Perfective**

The use of Twitter as a central platform for public outreach was a notable feature of the 2014 Indian general elections (Rao, 2018). Political parties created a digital presence and shifted their election campaigns online (Prasad, 2019).

However, Twitter has often been used more for promoting politicians' personal traits rather than their policy agendas (Cocker & Cronin, 2017). During the 2014 Indian general elections, political parties increasingly bypassed mainstream media, seeking to connect directly with voters through Twitter (Hindu, 2019). Twitter is expected to play an even more critical role in future political campaigns, facilitating two-way communication and fostering engagement that strengthens the relationship between political candidates and their supporters (Pal & Panda, 2019).

### **Social Media and the 2019 General Elections in Nigeria**

In Nigeria's electoral process, social media tools have become integral to political campaigns, with various institutions using these platforms for engagement and communication. Political parties such as the People's Democratic Party (PDP) and All Progressives Congress (APC), candidates, media houses, and civil society groups have all engaged with citizens through social media. The **Independent National Electoral Commission (INEC)**, as a key player, also conducted its own social media initiatives to communicate with the electorate (Olowokere & Audu-Bako, 2019).

During the **April 2011 general elections**, INEC actively used Twitter, posting almost 4,000 tweets in a month, many of which were responses to voters' queries. Twitter proved to be the most efficient platform for interaction with INEC during the electoral process (Olowokere & Audu-Bako, 2019). Additionally, the relationship between mainstream Nigerian media and social media platforms enhanced citizen participation and professional journalistic practices. Journalists from various media organizations engaged with citizens on **Facebook**, and citizens' contributions influenced journalists' questions during interviews and debates with political candidates and institutions such as INEC (Olowokere & Audu-Bako, 2019).

### **Social Media's Role in Promoting Transparency and Accountability**

Amuchie (2012) supports the view that social media played a significant role in enhancing transparency during the 2011 elections. The use of platforms like Twitter, Facebook, and others made INEC more accountable to the public, facilitating the dissemination of election-related information and fostering greater citizen engagement. The 2011 elections showcased how social media can be a critical tool for citizen

mobilization and participation, increasing the accessibility of information for voters.

### **The 2019 General Elections and Social Media's Evolving Role**

The **2019 general elections** in Nigeria marked a pivotal shift in the use of social media for political communication. Social media became a more dominant tool for political campaigns and engagement, enabling direct communication between political figures, political parties, and voters. This period provided a unique context to examine how specific stakeholders such as INEC, political parties, politicians, civil society organizations (CSOs), and the electorate used social media. The impact of social media during the elections was significant, although it is crucial to explore how these platforms specifically influenced voter behavior and decision-making during the elections.

#### **Social Media as a Tool for Political Participation**

Karpf (2009) introduced the concept of “**Politics 2.0,**” describing how the Internet, particularly social media, lowers transaction costs and creates an environment of information abundance. This condition has allowed for more participatory and interactive political institutions. The concept suggests that social media enables **political deliberation**, facilitating a more engaged and informed citizenry. The role of social media in political communication has grown rapidly in recent years, as demonstrated in global contexts like the **2008 US presidential election**. Social media technologies were vital for political communication and persuasion, allowing candidates to directly contact and engage with voters.

The 2008 US election highlighted how social media could be successfully used to reach voters, disseminate information, and engage them in political discourse. Particularly, **young people** were motivated to discuss political topics and engage in civic activities through social media platforms (Chen et al., 2009; Kushin and Kitchener, 2009). Similarly, the **2019 Nigerian elections** witnessed the effective adaptation of social media to political campaigning, engaging new demographic groups and creating opportunities for interactive dialogue between citizens and political stakeholders.

In conclusion, the use of **social media** in the Nigerian electoral process has evolved significantly from the 2011 to the 2019 elections. Social media platforms not only provided a means for political communication but also played a role in shaping the electoral discourse, promoting transparency, and fostering citizen engagement. The ongoing study of these dynamics offers valuable insights into how social media can continue to influence political participation in Nigeria and beyond.

#### **Twitter and Political Communication in the 2019 General Election in Nigeria**

Machnick (2015) asserts that among the digital tools facilitating political communication, Twitter microblogging has garnered the most attention. Twitter has sparked significant interest in political engagement, with political participation fundamentally revolving around citizens' efforts to influence politics (Segesten & Bossetta, 2017). Research has shown that platforms like Twitter, used by civic services and police departments, can enhance information sharing and public engagement, thereby fostering greater transparency and bolstering public confidence in state and local institutions (Heverin & Zach, 2010).

In light of successful Twitter campaigns, political candidates and parties across the globe now

*The Impact of Twitter during 2019 General Elections in Bauchi State of Nigeria.*

maintain some form of social media presence to engage with the public. Social media also facilitates communication between government institutions and citizens, potentially increasing transparency and openness in the workings of these organizations (Lorenzi, 2014; Bertot et al., 2010).

Another vital feature of Twitter is the use of hashtags, which allow users to tag their tweets with metadata that identifies the topic or target audience. Hashtags help organize information on Twitter, enabling tweets to reach a broader audience than just one's followers. Importantly, hashtags are visible to everyone, even non-users, and can be searched through Twitter, Google, and other trending sites (Small, 2011). Conover et al. (2011) highlight that hashtags help categorize conversations, allowing users to participate in multiple information streams.

### **Twitter Usage in Nigerian Political Discourse**

In Nigeria, voters aged 18 to 34 represent 65% of the voting population, and this demographic also makes up the largest group of Facebook and Twitter users in the country (Gambo, 2012). Okoro and Nwafor (2013) investigated social media's role in political participation during the 2011 Nigerian elections. Their study, grounded in the uses and gratifications theory, revealed that Nigerian youths used social media for political discourse, but also for spreading misinformation, hate speech, and inciting violence, which contributed to the tensions surrounding the elections.

Similarly, Jungherr (2016) notes that Twitter has become a dominant tool in public communication among politicians, government officials, journalists, and non-governmental organizations. As the public increasingly uses Twitter to comment on, interact with, and research political events, the platform's significance in public political communication has drawn more

scholarly attention. However, research in this field is still fragmented, with inconsistent approaches to data collection and analysis (Kobayashi & Ichifuji, 2015). Despite structural challenges, Nigeria has harnessed Twitter's potential in political communication (Odeyemi & Monunsola, 2016). In fact, Twitter gained prominence in the 2011 elections, notably when former President Goodluck Jonathan used it to rally support. Since then, Twitter has increasingly been used by politicians for election-related activities (Policy and Legal Advocacy Centre, 2012; Shehu Musa Yar'Adua Foundation, 2012).

### **Research Gaps**

A review of the literature reveals that much of the existing research focuses on the impact of social media on elections and electioneering campaigns. For instance, Jungherr (2015) examined political communication but did not fully address the implications of social media on political communication itself. In contrast, this study aims to explore the intersection of political communication and social media, specifically Twitter, and analyze the mutual influence between the two.

Furthermore, studies such as those by Ducombe (2019), Silva and Proksch (2024), Kenski and Dan Wang (2015), Skogerbo and Larson (2017), Luiz and Sanchez (2024), and Cook et al. (2014) were conducted in different geographical and cultural contexts, which may lead to differences in findings. Therefore, this study will fill both the geographical and methodological gaps in the literature regarding the role of Twitter in political communication. Specifically, this research will focus on Bauchi State, where there is a scarcity of studies on the impact of Twitter during the 2019 general elections.

### **Theoretical Framework**

The study adapted cybernetics theory.

*The Impact of Twitter during 2019 General Elections in Bauchi State of Nigeria.*

The study employs **Cybernetics Theory**, which was developed by Norbert Wiener in the field of electronics and Walter B. Cannon in biology. The term “cybernetics” is derived from the Greek word *Kybernetes*, meaning “steersman,” chosen to reflect the idea of a steering mechanism, much like the feedback mechanism in systems. Cybernetics focuses on how open systems exchange information with their environment, comparing control and communication processes in both humans and machines. It is critical for two main reasons:

1. It helps us understand the similarities between humans and the machines they create.
2. It provides insight into how humans think, react, behave, and learn.

In cybernetics, the **primitive elements** of a system include the **Detector**, **Governor**, and **Effector**. These components process information, maintain equilibrium (homeostasis), provide feedback, and acquire knowledge of results (McGarry, 1975).

Cybernetics applies to the study of politics by examining the autonomy, steering performance, resourcefulness, power, learning capacity, and self-preservation of political systems. The theory investigates the facilities of communication, memory, and self-steering machinery within a system, as well as the channels of intake and the foci of attention in political entities. In political systems, cybernetics also assesses the availability of operational reserves for decision-making and the patterns of values within the system (McGarry, 1975).

Cybernetics emphasizes **decision-making capacity**, and its approach is especially useful for evaluating political stability and resourcefulness. The theory’s objectivity allows it to be universally applicable, though technological advancements in communication may vary across contexts. Still, the involvement of both social and

technological phenomena ensures its relevance across different systems. The theory underscores the **middle-level power** of communication channels in the decision-making process. This middle level, crucial in all state systems, wields significant influence on both governors and the governed, often without direct physical involvement. Understanding this middle level is essential for comprehending the entire system, whether autocratic or democratic (McGarry, 1975).

The **Cybernetic Theory** is relevant to this study for several reasons:

1. **Political Communication and Information Processing:** Cybernetics serves as a communication channel through which governments obtain and use information about their constituencies. It focuses on the efficiency with which this information is collected, applied, and stored, especially concerning political promises and communication.
2. **Understanding Public Reception:** The theory helps explain how the population might accept information and suggestions as commands, and how politicians can gauge the public’s reception of political leaders’ messages, particularly through social media platforms like Twitter.
3. **Predicting Reactions to Political Decisions:** Cybernetics also aids in understanding how political leaders can predict the reactions of both opponents and passive bystanders to their decisions. By matching these anticipated reactions with real-world feedback, the theory helps assess the quality of political decisions and the feedback mechanism in political communication.

Ultimately, the application of **Cybernetics Theory** in this study allows for a deeper



understanding of how information flows within political systems, how feedback mechanisms shape decision-making, and how social media platforms like Twitter serve as vital tools in political communication and public engagement.

## Discussion of Findings

### The Impact of Twitter on the 2019 General Election in Bauchi State

This research aimed to examine the role of **Twitter** in shaping political communication and engagement during the **2019 general elections** in **Bauchi State**, Nigeria. The findings provide valuable insights into how Twitter influenced political discourse and voter participation in this context.

### Impact of Twitter on the 2019 General Election

The study found a **strong positive relationship** between Twitter usage and the political landscape in Bauchi State. This aligns with previous research indicating that **social media**, especially Twitter, plays a significant role in **political engagement** and **citizen awareness**. Notably, Twitter facilitated the mobilization of voters and encouraged greater participation in the electoral process, a trend also seen in other electoral contexts globally.

The research emphasizes that Twitter's role as a communication platform between **political candidates** and **voters** significantly enhanced political engagement. It enabled more direct and open dialogue, which contributed to greater transparency, particularly in a context like Nigeria, where traditional media outlets often have limited reach or are prone to biases.

## Effectiveness of Twitter as a Political Communication Tool

The study revealed that **Twitter** proved highly effective in fostering political communication during the elections. Participants in the study noted that **active engagement** on Twitter influenced their perceptions of political candidates and issues. This supports existing literature that suggests social media is a powerful tool for disseminating information and mobilizing support.

Twitter's **real-time feedback** feature allows candidates to engage with voters dynamically, enhancing their visibility and reach. This interaction is crucial for building trust and fostering a sense of community between political figures and their constituents.

## Implications of Twitter for Electoral Conduct

The research found that Twitter's use in the **2019 elections** had several key implications for **electoral conduct**:

1. **Informed Decision-Making:** Voters reported that Twitter helped them make more informed choices. This reflects a broader trend in which social media platforms democratize the flow of information, enabling a more engaged and informed electorate.
2. **Enhanced Accountability:** The ability of citizens to interact directly with political candidates on Twitter increased **accountability**. This is especially important in settings where traditional mechanisms for political oversight may be underdeveloped or ineffective.

Overall, Twitter proved to be a tool not only for influencing individual voting behavior but also for shaping broader political discourse, enhancing transparency, and encouraging more civic participation.

## Conclusion

The findings of this research underscore the transformative role that Twitter played in the 2019 general elections in Bauchi State. Twitter's ability to foster **political engagement**, enhance **political awareness**, and increase **voter participation** highlights its growing significance in modern political communication. The platform's capacity to facilitate real-time interaction between citizens and political figures promoted **accountability** and **trust**, which are essential to a healthy democratic process.

In future elections, social media particularly Twitter will continue to play an integral role in political communication, shaping the political discourse, and influencing electoral outcomes. The findings from this study suggest that the **positive impact** of Twitter on political engagement will remain significant in future elections.

## Recommendations

1. **Strategic Use of Twitter in Future Elections:** Given Twitter's positive impact in the 2019 elections, political stakeholders and candidates should **strategically leverage Twitter** as a tool for political communication in future elections. This includes using it to engage with a wider audience and to foster deeper connections with voters.
2. **Training for Political Candidates and Teams:** To maximize Twitter's impact on political communication, comprehensive **social media training** should be provided to political candidates and their teams. This training should focus on the **effective use** of Twitter as a tool for voter engagement, campaign communication, and real-time feedback.
3. **Regulation of Social Media Use:** Policymakers and electoral bodies should *The Impact of Twitter during 2019 General Elections in Bauchi State of Nigeria.*

**acknowledge the growing role of Twitter** in elections and consider implementing guidelines or regulations to ensure **responsible and ethical use** of Twitter during election campaigns. This will help maintain the integrity of the electoral process and foster an informed electorate.

4. **Continuous Monitoring of Social Media Trends:** Electoral bodies should **continuously monitor social media trends**, especially twitter, during election cycles. This will allow them to **adapt strategies** and address any emerging challenges or misinformation in real-time, ensuring that the electoral communication landscape remains dynamic and responsive.

In summary, this research reinforces the importance of **Twitter** as a political communication tool in modern elections. Its ability to enhance political awareness, encourage voter participation, and facilitate transparency positions it as an essential platform in future electoral processes in Nigeria.

## References

- AALEP (2016). *What is Political Communication? Association of Accredited Public Policy Advocates of the European Union*. Available from: <http://www.aalep.eu/what-politicalcommunication>.
- Agudosi, F. I. (2007). Mass media and the promotion of healthcare in rural communities. In *Soola, E. (ed.) Communication conference proceedings*.
- Arthur, C. (2012). Encouraging political participation in Africa. Retrieved March 15, 2014, from <http://www.issafrica.org>.
- Asemah, E. S., Nwammuo, A., N & Kwam-Uwaoma, A. O. A. (2017). *Theories and*

- models of communication*. Jos: Jos University Press.
- Ayih, L. J., & Ngantem, L. M. (2018). Use of Twitter Among Political Office Holders for Public Communication in Nigeria: Prospects and Challenges. *Canadian Social Science*, 14 (9), 1-6.
- Bertot, J. C., Jaeger, P. T., & Grimes, J. M. (2010). Using ICTs to create a culture of transparency: E-government and social media as openness and anti-corruption tools for societies. *Government Information Quarterly*, 27(3), 264–271.
- Boyed, D. M., & Ellison, N. B. (2008). Social networks sites: Definitions, history, and scholarship. *Journal of computer mediated communication*. 5 (2), 210-230.
- Cheng, J., Adamic, J., Ariana, L., Dow, P. A., Kleinberg, J. M., & Leskovec, J. (2014). Can cascades be predicted? WWW '14: *Proceedings of the 23rd International Conference on World Wide Web*, 925–936.  
<https://doi.org/10.1145/2566486.2567997>
- Chih-Hsiung, T. (2012). *The Impact of text-based computer media communication on online social presence*. Available at <http://www.ncolr.org/jiol/issues/pdf/1.2.6.pdf>
- Daşlı, Y. (2019). Use of Social Media as a Tool for Political Communication in the Field of Politics. *Ordu University Journal of Social Science Research*, 9(1): 243-251.
- Eshu, P. & Ogaraku, H. (2013). Social Media and Political Campaigns in Nigeria: A Study of the 2011 Presidential Campaigns. In: *Innovations: A Multidisciplinary Research Journal of the Post Graduate School, University of Uyo* (1): 12-27.
- Garrett, R. K. (2019). Social Media's Contribution to Political Misperceptions in U.S. Presidential Elections. *PLoS ONE* 14 (3): 1-16.
- Golbeck, J., Grimes, J. M., & Rogers, A. (2010). Twitter Use by the US Congress. *Journal of the American Society for Information Science and Technology*, 61(8), 1612–1621.
- Graber, D. A. & Smith, J. M. (2005). Political communication faces the 21st century. *Journal of Communication*, 55 (3), 479-507.
- Heverin, T., & Zach, L. (2010). Microblogging for crisis communication: examination of Twitter use in response to a 2009 violent crisis in the Seattle-Tacoma, Washington, area. *ISCRAM Conference*, 1–5
- Isaac, M. & Wakabayashi, D. (2017). Russia Influence Reached 126 Million Through Facebook alone. *New York Times*. October 30.
- Jungherr, A. (2016). The mediation of politics through Twitter: An analysis of messages posted during the campaign for the German Federal election 2013. *Journal of Computer Mediated Communication*, 21(1), 50-68
- Kobayashi, T., & Ichifuji, Y. (2015). Tweets that matter: Evidence from randomized field experiment in Japan. *Journal of Political Communication*, 2 (3) 1 – 8.
- Lassen, D. S., & Brown, A. R. (2011). Twitter: The electoral connection? *Social Science Computer Review*, 29(4), 1-20.
- Lorenzi, D. (2014). Utilizing social media to improve local government responsiveness. *15th Annual*

- Fane-Fane Int'l Multidisciplinary Journal, Vol. 8, NO.3, December, 2024* <https://fanefanejournal.com>  
*International Conference on Digital Government Research, 236–244.* *Humanities and Social Sciences.* 1(3), 29- 46
- Machnik, B. (2015). Social Media as an Element of European Identity Creation on the Example of the Visegrad Group Representatives in the European Parliament. *In Open Europe: Cultural Dialogue Across Borders. USC Center on Public Diplomacy.*
- McGarry, K.J. (1975) *Communication, knowledge and the librarian.* London, Clive Bingley.
- Norris, P. (2004). *Political Communication.* Available from: [https://sites.hks.harvard.edu/fs/pnorriss/Acrobat/Political\\_Communications\\_encyclopedia2.pdf](https://sites.hks.harvard.edu/fs/pnorriss/Acrobat/Political_Communications_encyclopedia2.pdf).
- O'Connor, B., Balasubramanyan, R., & Routledge, B. R., & Smith, N. A. (2010). From tweets to polls: Linking text sentiment to public opinion time series. *Proceedings of Fourth International AAAI Conference on Weblogs and Social Media,* 122–129. <https://www.aaai.org/Library/ICWSM/icwsm10contents.php>
- Odeyemi, T. I., & Mosunmola, O. O. (2015, July). Stakeholders, ICTs platforms and the 2015 General Elections in Nigeria. *Paper presented at the Electoral Institute, Independent National Electoral Commission, Abuja, Nigeria*
- Okoro, N. & Diri, C. (2009). Public sphere and civic journalism: A fulcrum for effective political communication in Nigeria. *Journal of Political Economy.* 3(1&2), 296- 312.
- Okoro, N. & Kenneth, A. N. (2013). Social media and political participation during the 2011 general elections; The lapses and the lessons. *Global Journal of Arts The Impact of Twitter during 2019 General Elections in Bauchi State of Nigeria.*
- Papacharissi, Z. (2004). Democracy online: civility, politeness, and the democratic potential of online political discussion. *New Media & Society,* 6(2), 1 – 10.
- Segesten, A. D., & Bossetta, M. (2017). A typology of political participation online: How citizens used Twitter to mobilize during the 2015 British general elections. *Information, Communication & Society,* 20(11), 1625–1643.
- Sherman, A. (2010). The problem with social media: Online collaboration. Retrieved October 16, 2014 from <http://www.gigaom.com/collaboration/the-probe>.
- Tumasjan, A., Sprenger, T. O., Sandner, P. G., & Welpe, I. M. (2010). Predicting elections with twitter: What 140 characters reveal about political sentiment. *Fourth International AAAI Conference on Weblogs and Social Media,* 178–185.
- Verjee, A., Kwaja, C., & Onubogu, O. (2019). Nigeria's 2019 Elections: Change, Continuity, and the Risks to Peace. US Institute of Peace. [https://www.usip.org/publications?site\\_keywords=Nigeria%27s 2019 Elections: Change, Continuity, and the Risks to Peace](https://www.usip.org/publications?site_keywords=Nigeria%27s%202019%20Elections:Change,Continuity,andtheRisksToPeace)
- Vonderschmitt, K. (2012). The Growing Use of Social Media in Political Campaigns: How to use Facebook, Twitter and YouTube to Create an Effective Social Media Campaign. Honors College Capstone Experience/Thesis Projects. Paper 360. Available from: [http://digitalcommons.wku.edu/stu\\_hon\\_theses/360](http://digitalcommons.wku.edu/stu_hon_theses/360).

Walther, J., & Burgeon, J. (1992). Relational communication in computer-mediated

interaction. *Human Communication Research*, 19 (1) 1 – 20.