

**Influence of Social Media Messages on Drug Abuse Prevention Among Undergraduates of
Lead City University, Ibadan**

**Chiazor Ayodele. ECHO
LCU/PG/001829**

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Faculty of Communication and Information Science, Lead City University, Ibadan, Oyo,
Nigeria**

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Degree in Mass Communication and Media Technology**

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Certification

This is to certify that Chiazor Ayodele Echo (LCU/PG/001829) conducted this study for the award of Master of Science (M.Sc.) Degree in the Department of Mass Communication and Media Technology, Faculty of Communication and Information Science, Lead City University, Ibadan, Oyo State, Nigeria, under my supervision, and that this has not been previously submitted.

Dr. W. B Busari
Supervisor

Date

Dr. Yemi Kunle Oginni
Head of Department

Date

Dedication

This work is dedicated to God Almighty, the Giver of life.

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Acknowledgement

I am grateful to students of Lead City University, Ibadan, Oyo State, for giving me the opportunity to use their responses for the research work. I also want appreciate Lead City University, Ibadan, for the privilege through the academic citadel for my postgraduate studies. My sincere appreciation goes to God Almighty for His love and mercy, I'm nobody without you.

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Although the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work.

Abstract

Mass media have been a major agent of socialisation and tool for social change especially now that people depend on educative, informative and entertainment message from mass media. The study examined influence of social media messages on drug abuse prevention among undergraduates of Lead City University. The Selective Exposure and Agenda-Setting theories provided the theoretical framework for the study. The survey method was adopted while 369 respondents were randomly selected to form the sample population. A self-designed structured questionnaire was used to source data. The data collected were presented and analyzed using SPSS. Results obtained revealed that 25.8% of respondents mostly accessed WhatsApp. The study revealed 51.5% of respondents have not come across drug abuse prevention messages on Twitter. 39.8% of respondents believed the rate at which social media helps to know what drug is, was very high. 35% of respondents strongly disagreed to drug abuse being reduced drastically as a result of social media messages. The study recommended that there should be more campaigns on drug abuse prevention on different social media platforms.

Keywords: Drug abuse prevention, drug market, internet, mass media, social media messages

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Chapter One

Introduction

1.1 Background to the Study

The issue of drug abuse poses a serious threat not only to institutions of learning but also to our society and nation at large. Drug abuse or substance abuse refers to the use of certain chemicals for the purpose of creating pleasurable effects on the brain. There are over 190 million drug users around the world and the problem has been increasing at alarming rates, especially among young adults under the age of 30¹. Drug substances for a very long time have been used for a number of reasons such as curing of ailments, physical body enhancement, pleasure/ recreation and many other reasons. The effects of these drug substances are numerous depending on the kind of drug and quantity consumed.

Drugs are commonly used by everybody whether young or old. Drugs are not only useful for human beings; they are also useful for animals for good health. Human beings give drugs to their animals when they discovered that they are not healthy. Drug is an effective substance in the life of any living thing to cure sickness and to make life healthy. It is true that drugs are used for beneficent therapeutic purposes, effective substance for good health, but they are being abused by people especially youths. They use it illegally and unlawfully, thus it becomes harmful to the body.

The impact of drug abuse among Nigerian youths may have been considered a moral decadent. Drug abuse has made the face of the Nigerian youths rough and brought shame to our society. The Nigerian youths may or may not be deliberately using drugs illegally, unlawfully and intentionally. Many of our youths ignorantly or knowingly depend on one drug or the other for

their daily activities. According to the statistics provided by World Health Organization (WHO), drug including alcohol and tobacco, have caused a lot of road accidents and have claimed more lives than other sicknesses suffered by mankind². As international drug trafficking is gaining strength, the international cooperation against drug trafficking is steadily losing strength and lacking organization. In Nigeria, this issue of drug abuse may have become a serious concern for the society. In recent times, the rate at which youths abuse drugs may be so alarming and worrisome that much efforts may have been made to eradicate it. As the youths are abusing drugs, the effort being made to eradicate it is losing strength. Drug abuse and addiction have a destructive or devastating consequences but our youths are still into drugs. “Not only that it destroys the affected individual but it has a pervasive effect on all those who know or work with the individual, drug addiction is a tragedy in our Nigerian society³.”

One of the most popular applications among the Internet community is the social networks. Online social networking has expanded exponentially in the last few years and its use has also grown substantially among teenagers⁴. Almost everybody who has access to the Internet will be connected to the world through social network accounts. The terms “social media” and “social networking” are often used to describe the tools, applications, and functions associated with Web 2.0, which make it easier for people to listen, interact, engage and collaborate with each other using the Internet⁵. There are a lot of purposes of why people use the social media. Among the common usage are for connecting with people, networking in business, marketing business products, or for entertainment. Even though it proves a lot of advantages to the growing community, the use of social media should not be taken lightly. Teenagers often use the social media to connect with their friends. They share information, such as personal information, their interests such as music or movies, activities, as well as photos reflecting their lifestyles.

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Social media and social networks are major drivers of public debate and perceptions of marijuana, opioids, and other drugs, including for the youth, and there are numerous messages promoting the acceptability of substance use in these digital networks⁷. This highlights the need for novel interventions that use digital prevention strategies and offer a counternarrative or counterargument. Recent studies have examined exposure to antidrug communications and found that counternarrative strategies may partially explain positive campaign outcomes. Hence, this study examines the role of social media messages in prevention of drug abuse among undergraduates.

1.2 Statement of the Problem

Drug abuse, dependence and addiction problem is a global plague, affecting both developed and developing nations, including Nigeria. Quite disturbing is the rising number of the younger generation particularly secondary school and tertiary institution students who are getting involved in drug abuse. Majority of the Nigerian youths may ignorantly have been depending on one form of drug or the other for their various daily activities. Young ones who are mainly from well-to-do homes may or may not be abusing and experimenting hard drugs like heroin and cocaine. Other substances like Indian hemp, which is illegally cultivated in Nigeria and other

substances like methamphetamine and tablet with codeine capable of intoxicating are mostly found in schools. At the core of the nuisance is the breakdown of societal values and the attendant waste of human capital. These drug abusers according to studies are influenced into the habit through various means. In an attempt to curb this menace which drug abuse has become among undergraduates, previous studies have identified the various means through which undergraduates get into drug abuse and these includes; peer pressure, family, exposure to drug abusers. However, no study has been found to look at the influence of social media on drug abuse prevention.

Interactive platforms such as Facebook and Twitter have become important sources of public information, and are powerful tools to help scientists identify prevailing attitudes and myths and convey accurate information to the public about alcohol, tobacco, and other addictive substances. Researchers can analyze social media interactions to gain insights into patterns of use, risk factors, and behaviors associated with substance use. By providing a platform for communicating science-based, health-related messages, social media may also enhance screening, prevention, and treatment of substance use and addiction. This study examines how social media messages influence the prevention of drug abuse among undergraduates of Lead City University, Ibadan.

1.3 Aim and Objectives of the Study

The aim of this study is to investigate the influence of social media messages on drug abuse prevention among undergraduates of Lead City University. The specific objectives are to:

- i. identify social media platforms accessible to undergraduates of Lead City University, Ibadan.

- ii. identify social media platforms with drug abuse prevention messages available to undergraduates of Lead City University, Ibadan.
- iii. ascertain the extent to which drug abuse prevention messages on social media have educated undergraduates of Lead City University, Ibadan.
- iv. examine the effectiveness of drug abuse prevention messages on social media among undergraduates of Lead City University, Ibadan.

1.4 Research Questions

- i. What are the social media platforms accessible to undergraduates of Lead City University, Ibadan?
- ii. What are the social media platforms with drug abuse prevention messages available to undergraduates of Lead City University, Ibadan?
- iii. What is the extent to which drug abuse prevention messages on social media have educated undergraduates of Lead City University, Ibadan?
- iv. What is the effectiveness of drug abuse prevention messages on social media on undergraduates of Lead City University, Ibadan?

1.5 Significance of the Study

The study in its entirety would be of immense importance to various stakeholders. The research would provide lot of information which would be beneficial to both management and undergraduates of Lead City University, Ibadan, other researchers and the society at large. The management of the institution would be able to use the information provided by this study to effectively combat drug abuse menace, as well as preventing abuse by students who are not abusers yet. Likewise, undergraduates of this institution would understand what drug substances

are, the different types and categories of drug, and its implications if abused. Furthermore, scholars and researchers would find the findings of this study useful because it would provide relevant data on drug and its abuse preventive measures. Finally, findings from this research would provide suggestions for further studies that students and researchers can look into and also carry out intensive study on.

1.6 Scope of the Study

This study will look at social media messages on drug abuse preventions among undergraduate students. This research focuses on drug abuse prevention messages on social media and how it influences the undergraduates of Lead City University, Ibadan, Oyo State, to shy away from drug substances. The undergraduates of Lead City University, Ibadan will be the respondents for the study. The justification for the use of undergraduates of Lead City University, Ibadan as the population of study is because: this institution is the first private institution in the city and as such houses many students from all over the nation.

1.7 Limitation to the Study

The major limitation of this study was getting enough relevant materials in building the literature required for this kind of study.

1.8 Operational Definition of Terms

Campaign - A campaign is defined as an organized course of action set towards achieving a specific goal or purpose.

Depressants - These are drugs primarily used to induce sleep, they are used to calm anxious and restless subjects. Depressants are a kind of drug that, when used as prescribed by a doctor, can help relax muscles or calm nerves. Larger or improperly used doses of depressant drugs can cause confusion, lack of coordination, and shaking. Examples include; Alcohol, cannabis, benzodiazepines, heroin and other opioids.

Drugs - A drug is any chemical substance that when ingested/ injected into the body causes physical and mental change in an individual. However, drug in this context refers to illegal drug substances. Illegal drugs are those that are not prescribed by a doctor or bought at a drugstore. They are sometimes also called "street drugs."

Drug abuse - Drug abuse is the deliberate intoxication of oneself with drug substances which have negative and legal consequences.

Drug abuse prevention – Drug abuse prevention is a process that is employed to prevent the abuse or further abuse of harmful drug substances.

Drug abuse prevention messages – These are basically messages which can come in various forms, and are targeted to cause a change in an individual to decide to not abuse drug substances. In other words, drug abuse prevention messages are messages that help prevent the abuse of drug substances. These messages may be text, video, audio, audio-visual, graphic etc.

Drug Addiction - This is a state of uncontrollable and irresistible use of drug substances regardless of physical and legal consequences.

Hallucinogens – An example of these drugs are lysergic acid diethylamino (LSD). Hallucinogens are a diverse group of drugs that alter perception, thoughts, and feelings. They cause hallucinations, or sensations and images that seem real, but they are not.

Internet - The internet is a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. In simpler words it is the platform on which social media operates.

Mass Media - Mass media refers to media technologies used to disseminate information/messages to a large heterogenous audience at the same time.

Social media - social media is a social networking interface that works on an internet-based platform. They include; Facebook, Twitter, Instagram etc.

Social media campaign - A social media campaign is a series of coordinated activities aimed at achieving a specific goal over a set period of time, with outcomes that can be tracked and measured. It can be limited to a single network, or take place across multiple social media platforms.

Social media message - Social media messages in this context would be specific messages (text, visual, audio-visual) that talk about abstaining from drug related substances.

Stimulants – These are drugs that stimulates the nervous system of an individual to behave extra-ordinary leading such individuals to misbehave. It is a substance that raises levels of physiological or nervous activity in the body. Examples include; amphetamines, cocaine and crack, caffeine, nicotine and ecstasy. They are sometimes called “Uppers”

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Chapter Two

Literature Review

To provide empirical background to this study and also make this work comprehensive, the literature will be reviewed under the following sub-headings:

2.1 Conceptual Review

2.2 Theoretical Review

2.3 Review of Empirical Studies

2.4 Appraisal of Literature Review

Conceptual Review

2.1.1 Concept of Social Media

Mass media have been a major agent of socialisation and tool for social change especially now that people depend on message from mass media. The power of the mass media help solves social problems¹. Television, Radio and Print Advertising can entice people to buy a wide range of products and services, newspaper messages and advertisement influence our ideas, values and behaviour.

Social media has emerged to be one of the most vital communication means. It exists so as to ease communication among people regardless of the expanse, making it open to people to easily share information, files and pictures and videos, create blogs and send messages, and conduct real-time conversations². These systems are referred to as social, simply because they allow communication with friends, course mates, teachers, project supervisors, lecturers so easily and

effectively. Social media which are a form of electronic communication that has become the highest activity on the internet

By suggestion, through social media, individuals can with no much of a stretch trade profitable information which can enhance their profession interest, thoughts and so on. It additionally helps in sending pictorial outlines of thoughts. Scholars point that “social media is a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content”. According to conventional wisdom, it could be possible to use mass media to get people to act on behalf of their own health and well-being or to do right things. Based on this assumption, since World War II, the Federal, State and Local Government, private foundations and other non-governmental organizations have sponsored hundreds of public services campaigns to promote social rather than commercial goods³.

Most media campaign focused on college students drinking which have been campus based, using a mix of posters, flyers, electronic mail messages and college newspaper advertisement. More recently a few regional, state and national media campaigns have begun to address this issue as well⁴. However, the history of the human race has also been the history of drug abuse. In itself, the use of drugs does not constitute an evil. Drugs, properly administered, have been a medical blessing for example, herbs, roots, bark leaves and plants have been used to relieve pain and help control diseases. However, over the past few decades, the use of illegal drugs has spread at an unprecedented rate and has reached every part of the world. According to the United Nations Office on Drugs and Crime (UNODC) report, some 200 million people, or 5 percent of the total world’s population aged 15-64 have used drugs at least once in the last 12 months this implied 15 million people more than the 2004 estimated⁵. The report goes on to say that, no

nation has been immune to the devastating effects of drug abuse. According to the World Drugs Report, the use of illicit drugs has increased throughout the world in recent years.

The report further states that a major world trend is the increasing availability of many kinds of drugs to an over widening socio-economic spectrum of consumers. The report argues that the main problem of drugs at global level continue to be opiates (notably heroine) followed by cocaine for example, for most of Europe and Asia, opiates continued to be the main problem drugs, accounting for 62 percent of all treatment in 2003. Reports from a total of 95 countries indicated that drugs seizures increased four-fold in 2003, and more than half of these were from Cannabis. A report released by the United Nations Drug Control Program (UNDCP) in 2004 estimated that 3.3 to 4.1 percent of global population consumes drugs, but more worrisome is that according to the UNDCP executive director, those who are hooked are the younger generation⁶.

Every country in the world, developed or developing incurs substantial costs as a result of damages caused by substance abuse⁷. The world health organization (WHO), estimates that 1.1 billion people, representing a third of the world population above the age of 15 years, use tobacco principally in the form of the cigarettes. of these smokers, 800 million, 700 million of them males, live in developing countries⁸. The solution described above is true in developed countries that have been experimenting with such drugs for a long period. However, developing countries are not exempted from the dangers all countries, Nigeria inclusive, are vulnerable. It has been noted that Nigeria is one of the developing countries in Africa that has lately been experiencing rapid increase in production, distribution and consumption of multiple drugs of dependence⁹.

Social media is defined as ‘a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content’¹⁰. Furthermore, studies view social media as any digital media that can be used to share messages, photos, news, information, music, and videos with cyber communities¹¹. For this reason, social media heavily relied on mobile applications and websites created for social interactions which allow users to generate, express, and share information about themselves or others. Considering this, social media are numerous, diverse, available, cheap and almost free to use. Wikis, Micro-blogging, Online Forums, Online blogs, and Social Networking Sites (SNSs) are among the most popular social media technologies. Similarly, as some people used these technologies for educational purposes, majority are online for interaction and information sharing. The typical examples of social media are Twitter, Blogs, Facebook, Google+ LinkedIn, Wikis, Pinterest, YouTube among others.

Before the introduction of Web 2.0, Internet communication was mediated through ‘Web 1.0’. Web 1.0 refers to the first stage in the World Wide Web, which was entirely made up of Web pages connected by hyperlinks. Features for Web 1.0 gave a little space for a social platform for communication purposes¹². The development of ‘Web 2.0’ shifted and expanded communication possibilities on the Internet to allow users the ability to send pictures, videos, and other content to as many people at once and this is what is also known as social media. Social media are Web-based tools for communication that allow users to share content such as photos, videos, and link to resources. It takes on forms such as magazines, Internet forums, weblogs, social blogs, micro-blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. All social media platforms have the following fundamental characteristics: participation, conversationality, connectedness, community and openness¹³. The social media in this regard

connect people to make possible diverse forms of communication with little or no restriction on individual views or opinions. In view of this background on the concept of social media, it will not be far-fetched to assert that just as social media have been adopted by businesses and organizations, religious bodies are increasingly employing social media platforms to engage with members and non-members of their congregations.

2.1.1.1 History of Social Media

When we think of social media, we generally think of Facebook and twitter. However, in reality it is more than that. The earliest ways to send messages over long distances were probably both audio and visual. People used to communicate smoke signals by day and beacon fires by night in ancient China, Egypt, and Greece. Drums were used in many parts of the world to extend the range of the human voice for communication as well. The seeds of social media were sown during 550 BC when the regular postal system was established in Iran where horse riders and horse-drawn wagons carried mail. Usually, mail consisted of governmental dispatches and was delivered from one place to another.

The 18th and 19th century were breakthrough period where devices like the telegraph (1792), telephone (1890) and radio (1891) ushered in a new era of the sending and receiving messages over long distances. The increasing number of express messages between businesses, financial and legal offices and banks in growing cities, as well as busy street traffic, gave rise to new methods of telegram and letter transportation. The pneumatic post was introduced to combat the shortcomings of the telegraphic network in Paris. The invention of telephone and radio took the meaning of communication to another level. The 20th century was marked by the growth and development of internet. With the growth and development of internet, there came era of

exchange of messages from one person to another digitally or via web. Email, ARPANET, USENET, BBS (Bulletin Board System), IRC (Internet Relay Chat), Listserv, Blogger, Six Degrees, LiveJournal, Napster were some of the important sites for social interactions and sharing.

The 21st century saw a spurt in the growth of social networking sites by the launching of Friendster, Fotolog, Photobucket, Flickr, Orkut, Facebook, Ning, Digg, Twitter, Netlog, Youtube etc. Social media has come a long way since the days of the telegraph and even the more recent days of Internet-relay chats (IRC), and it continues to evolve. In the last few years, social media has become a convention of the online landscape. Major social networks and social media websites make changes and improvements on a fairly regular basis, so it's sure to keep evolving in coming years.

2.1.1.2 Social Media Classification

Social Networking Sites: A social networking site provides a web-based platform for building social networks or social relations amongst people, e.g., shared interests or activities. They provide a means to interact over the internet, e-mail and now even the mobile phones. The most popular websites offering social networking currently are MySpace (started in 2003), LinkedIn (started in 2003), Facebook (started in 2004) and Twitter (started in 2006)¹⁴. A social networking site would allow a user to create profiles or personal homepages online and build up a social network. The profile page thus created is like the user's personalized webpage and contains profile information of the user like gender, religion, orientation, interests, place of birth, current location, marital status, books liked etc. The page can be customized as the user wants and include video clips, music files or photos on their page. Also included on the page is a list of

friends that form the user's network. Typically, these friends are actual friends, acquaintances, and even strangers, who may have sent a friend request and the user has included them in his/her list.

Blogs: A blog (derived from the word weblog) is an —online journal where an individual, group, or corporation presents a record of activities, thoughts, or beliefs. There are many websites that allow users to create blogs without any paying any fee like Wordpress.com, Blogspot.com, and blogger.com. Anyone can create a blog on these websites and these blogs can be accessed by anyone by typing the web address or URL (Uniform Resource Locator). Another popular sub category of blogs is microblogging. A microblogging site is like any blog except for it limits the number of words that can be published in one message. Twitter.com is an example of microblogging.

Content Generating and Sharing sites: These sites serve as sources of information for various topics. Photo-sharing sites like Flickr.com, picasaweb.google.com, Video sharing sites like youtube.com, slide sharing sites like slideshare.com, document sharing sites like docstoc.com etc. all fall under this category. These sites serve as free content for all users of internet. Users can search for content, download and use the content available on these sites without any fee. The content is also generated by the users. This type of user generated content is also known as crowdsourcing. Video and PowerPoint presentation can be shared and uploaded in YouTube and SlideShare. This is a major advantage to most of the people who are unable to get access to the educational resources.

User Appraisal Sites: User appraisal sites serve as a platform for appraisals of various products and services. Though it is possible for consumers to express their view in any of the medium,

user appraisal sites mainly deal with such reviews. Sites like www.mouthshut.com, www.pagalguys.com are prime examples of such websites. These websites serve as a starting point of consumer's decision-making model for gathering information about products or services they are contemplating of buying. As such these sites serve as important word of mouth for consumers and a source of expressing post purchase feedback.

2.1.1.3 Social Media as a Tool of Communication

Social media offers a variety of avenues through which we can communicate with people. In fact, social media is known to have been used widely in educational field also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Email has had a profound effect on the way people keep in touch.¹⁵ Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like Twitter transform these short bursts of communication from one-on-one conversations to little news (or trivia) programs: which we can tune in whenever we want an update or have something to say.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts. Twitter, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson, named after the physical quality of proprioception that tells a creature where its extremities are by the reception of stimuli produced within the organism. Social proprioception tells us where the nodes of our community are and provides a sense of

connectedness to and awareness of others without direct communication. Internet is the third place where people connect with friends, build a sense of togetherness¹⁶.

Increasingly, a computer with an Internet connection is the locus of a range of interactions in a variety of media and a gateway to an array of social spaces for work and play. Social networking sites like Facebook and MySpace and virtual environments like Second Life and World of Warcraft have become online meeting spaces where users—members, residents, or players—can interact and express themselves. They offer a way to keep in touch with existing communities that users belong to offline, such as social and professional groups. They also make it possible for people who would not normally communicate more than a few times a year to keep in touch—colleagues met at conferences, for instance, or friends met through the online community itself. Sites like YouTube and Flickr represent another forum for online communication that is centered on sharing, preference, and popular culture. Visitors can browse movies (in the case of YouTube) or photos (in the case of Flickr), express personal preferences, add commentary, and upload their own creative work. YouTube is also a repository of popular culture in the form of newscasts, television shows, movies, or music videos that are of current interest. The kinds of interaction that occur on these sites center around shared interests and include not only verbal commentary, but commentary in the form of original or derivative works based on popular pieces.

One of the reasons people prefer such form of media is because of the interactions they can have there, both social and professional. Whether it is as simple as checking back to see what other comments have been added to yours or as involved as attending a workshop or presentation in a virtual world, the nature of the attraction lies in the connections between people that these online spaces afford¹⁷.

2.1.2 Social Networking Platforms

Facebook

Facebook is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004 by Mark Zuckerberg with his college roommates and fellow Harvard University students, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes¹⁸. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high school students. Since 2006, anyone who is at least 13 years old is allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws. The name 'Facebook' came from a colloquialism for the directory given to it by American universities students¹⁹. Being part of the social network is simple. An individual would be required to register in order to have an account. After registering to use the site, users can create a user profile, add other users as "friend", exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends"²⁰. Facebook had over 1.18 billion monthly active users as of June 2015. Because of the large volume of data that users submit to the service, Facebook has come under scrutiny for their privacy policies. Facebook Inc. held its initial public offering in February 2012 and began selling stock to the public three months later, reaching an original peak market capitalization of \$104 billion. As of February 2015, it reached a market capitalization of \$212 Billion²¹. Ethnographic sources revealed that Facebook is the most popular social networks used in Nigeria²².

Twitter

Twitter is an online social networking service that enables users to send and read short (240 characters) messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device application. Twitter Inc. is based in San Francisco and has more than 25 offices around the world²³. Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched in July 2006. The service rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013, Twitter was one of the ten most-visited websites, and has been described as the 'SMS of the Internet'. As of May 2015, Twitter has more than 500 million users, out of which more than 302 million are active users²⁴.

There are many ways to use and/or search on Twitter. You can find Tweets from friends, local businesses and everyone (ranging from well-known entertainers to global political leaders, sports men and women and other high-profile personalities). By searching for topics, keywords or hashtags, you can follow ongoing conversations about breaking news or personal interests.²⁵ Follower is the name of the game on Twitter, you need to get as many followers as possible, so you need to start interacting with other people for them to notice and follow you. To be active in Twitter, you need to:

i. Follow Other People: Search for people that would like to follow you and what you provide and start following them. As with every other social network, they will receive a notification and most will check you out, if they like what they see, some will follow back. This is true for all the other social networks. Some accounts are used rarely; some are redundant, while some people

may not just be interested in what you offer. Therefore, not all notifications will be accepted to check you in and follow you back. After a certain period of time (5-10 days), it is a good idea to un-follow the ones that did not follow you back so you keep your followers/follows ratio in a good balance.

ii. Follow People Back: Just like you follow other people and want to be followed back in return, other people will follow you with the same idea in mind. Although, these might not be the people you want to target, in the beginning, it's a good idea to follow everybody back so you have a nice-looking profile with a decent number of followers. If you don't follow them back fast, they might un-follow you, so keep that in mind.

iii. Re-tweet Other People's Tweets. It is important that one should find tweets that are in line with his/her area(s) of interest(s) and re-tweet them. There are lots of interesting things on twitter that one can find and re-tweet. Once you re-tweet, the user that made that tweet will get a notification and might follow back. A new user might find people that are 'high up' with great accounts and re-tweet and interact with them often. They will eventually notice you and will help if you ask nicely or at least re-tweet some of your tweets for all their followers to see. To have a recipe for a great growing twitter handle, it is recommended that you schedule post, get other posts from other people on twitter, and get some post from different other feeds that are highly relevant to you based on your interests. This will make your account active on the social website²⁶.

Instagram

Instagram is an online mobile photo/video sharing and social networking services that enables its users to take pictures and videos, and share them on a variety of social networking platforms,

such as Facebook, Twitter, Tumbler and Flickr²⁷. Its distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile application²⁸.

Instagram rapidly gained popularity, with over 100 million active users as of April 2012 and over 300 million in December 2014. The service was acquired by Facebook Inc. in April 2012 for approximately US\$1 billion in cash and stock. In 2013, Instagram grew by 23%, while Facebook, as the parent company, only grew by 3%²⁹. It is a powerful social media site that can drive amazing traffic to websites. A lot of powerful brands are using it successfully and they are reporting that it works better for them than Facebook and Twitter combined. The only downside of this platform is that, because of the way it was designed, one can only post images on it from ones' smartphone; thus, one cannot post images online from a computer or by any other means.

To become an active user of Instagram is very simple. The first thing to do is to create an account; thus, creating Instagram account can be done from a phone in order to get accustomed with the way it works. These include setting up the account like details of the user, a Uniform Resource Locator (URL) and good profile images. It is important for one to make his account look good so that when people see it, they will be attracted to follow you without thinking twice. For an account to look good images of attractions and social/current issues (up to 15-20 pictures) are recommended and people will actually begin to take a look at it. It is advisable that after the initial posting, additional 5-10 new images should be uploaded on a daily basis. This trick is to attract many followers as possible. Thus, to get many followers, you need to:

i. Start Following Other People: Use the search “function” and find people of like mind with their interests alien to yours. One also needs to be creative and target other users in order to entice them to follow you back. Once you start following people, they will receive a notification and in turn will follow you back if they like your account, and in some cases, some may follow back without going through your account³⁰.

ii. Start Liking Other People’s Images: People like to be appreciated and liked, and they will receive a notification when you do this. For these reasons many will be grateful and follow you in start noticing you after a while and will want to reciprocate.

iii. Start Commenting on Other Peoples’ Images: This can help to create connections that could help you to further grow your account. One final thing you can do on Instagram in order to boost your follower’s growth is to talk with other people on Instagram with big accounts and ask them to post one or two images from you to their followers. Posting interesting images grows one’s account and leads to steady increase in traffic.

WhatsApp

WhatsApp was developed as an alternative to standard messaging. Currently, it meets the communication needs of more than one billion people. At present, WhatsApp supports voice and video calling, and the sending and receiving of many different types of media such as text, photos, videos, documents, and locations. It also provides the ability to create stories as social media applications. WhatsApp and other messaging applications make it easier for individuals to communicate more readily and better fulfill the fundamental need for relatedness. In this context, it can be said that WhatsApp supports communication with the existing neighborhood and does

not have the uses to help make new friends. Studies connect the use and gratification theory with maintaining existing relationships as well as informational and educational motives³¹.

Snapchat

Snapchat is an instant messaging application that allows its users to send photos or short videos (called snaps). Users can determine how long the submitted snapshots can be viewed, and can create unlimited stories for 24hrs (Snapchat is known to have more than 100 million users, and is the third most popular SMS after Facebook and Instagram. The use of Snapchat is often seen as fun and it is used to communicate with the immediate community. Previous studies investigating Snapchat use from the Use and Gratification Theory perspective have reported different motivations such as entertainment, convenience, medium appeal, self-expression, modality, agency, interactivity, navigability, and privacy³².

YouTube

YouTube is ranked second in the ranking of all websites visited on the Internet, and ranked first among video sites. It serves a very broad audience, both amateur and professional. Every user can rate (like/dislike), upload videos, and can comment on and share them. It allows users to interact with the site using methods such as rating, video uploading, commenting, and sharing. There are also numerous videos based on the self-promotion and self-broadcasting culture. YouTube offers a wide variety of opportunities for individuals in the form of active and passive participation, and has achieved previously unthought of levels of social interaction and participation. Previous studies investigating YouTube use from the Use and gratification theory perspective have reported different motivations such as content creation and viewing, social gratification, relaxing entertainment, social interaction, and information seeking³³.

Google+

Google+, an SMS operated by Google, offers instant messaging, video-conferencing, grouping friends to allow content sharing, and engaging people with similar interests. Google+ is viewed as a mix of the features of Facebook and Twitter, but it is more akin to Twitter because of the unidirectional flow. Naturally, Google+ finds it difficult to compete with many popular social networking sites, and little research concerning SMSs has focused on Google+. Nevertheless, studies pointed the wide usage of Google+ for education and information³⁴.

Viber

Viber was founded by four Israeli and Belarusian partners: Talmon Marco, Igor Magazinnik, Sani Maroli and Ofer Smocha, with Marco as its CEO. It was initially launched for iPhone on December 2, 2010, in direct competition with Skype. Viber is a mobile application that allows phone calls and text messages to all other users, whether mobile or landline, for free. It is available over WiFi or 3G with sound quality much better than a regular call with mobile carrier charges applicable when used over a 3G network. Once the application is installed, calls can also be made to numbers that do not have Viber at low rates using ViberOut. Viber works on most android, iphone, blackberry, windows, mac, nokia and bada devices. Once Viber has been downloaded on a mobile phone an access code is received via SMS or a callback to activate it.

This ensures that only the real owner of the phone number can get it registered and prevents others from obtaining the access code and placing calls with the caller ID. Viber first requires installation on a phone in order to work on a desktop operating system environment. Viber has over 100 million monthly active users from its 280 million global registered users³⁵.

Tango

Tango was developed in September 2009 by Uri Raz and Eric Setton of TangoMe Inc. and is based in Mountain View, California. It is a third party voice over internet protocol (VoIP) social media platform which offers video calls, voice calls and text messages over 3G, 4G and Wi-Fi networks. Tango is free except when used over 3G and 4G networks where data plan charges by the mobile carrier apply. Tango can be deployed using iphones, ipads, windows, and android devices. As at March 2014, there were over 200 million user and it was rated the twelfth most downloaded android phone app by PCMag³⁶. It has a simpler interface and does not require usernames and passwords and once installed the app searches through existing phone contacts to pinpoint contacts already using Tango and highlight them as those reachable via the app. On the other hand, there are some key issues with Tango as it has poorer voice and video quality especially when video calls are being made. To use this app, both the sender and receiver must be registered on the social media platform with no possibility of calls to non-Tango users and landlines. Unlike the situation with some popular VoIP social media apps, Tango has no integration with other social media platforms, no conference calling and no instant messaging capability. These are some of the disincentives to the mass acceptance of Tango.

LinkedIn

This social media platform was launched in 2003 in Mountain View California and was founded by Reed Hoffman, Allen Blue, Konstantin Guericke, Eric Ly and JeanLuc Vaillant. Available in twenty-four languages, LinkedIn has been described as the most popular tool for professional networking. It is a social networking tool available to job seekers and professionals where users can invite other users and even non-users to connect. Inviters who get several rejections from invitees' risk having their accounts restricted or closed. On this platform, users can get

introduced to networks of contacts, new job and business opportunities, display products and services in their company profile pages, list job vacancies and search for potential candidates³⁷.

Myspace

Chris DeWolfe and Tom Anderson founded Myspace, which is headquartered at Beverly Hills, California, in 2002. It is a social networking website offering an interactive, user submitted network of friends, personal profiles, blogs, groups, photos, music and videos. It was the biggest social media platform up till 2008 when it was overtaken by Facebook. Its influence on pop culture and music was widespread and is credited with the creation of unique URLs for companies and artistes. A major issue leading to the loss of popularity of Myspace was the inability to build an effective spam filter which led to vandalism, phishing, malware and spam. Myspace was re-launched in 2013 and has bulletin, instant messaging and access to radio stations as some of its features³⁸.

Blackberry Messenger

Blackberry Messenger (BBM) was launched by blackberry manufacturer Research in Motion in 2006. It is a proprietary internet-based pin instant messenger, video and telephony application included on blackberry devices, that enables messaging and voice calls between one or several users on the platform. Developed initially for only blackberry devices, by 2013 it became available to android and ios phones. With the release of BBM 5.0, users can send a QR Code to add each other to their respective contact lists rather than using an alphanumeric pin or an email address associated with the users' blackberry³⁹.

Skype

First released in August 2003, Skype was created by Dane Janus Friis and Niklas Zennström in partnership with Ahti Heinla, Priit Kasesalu, and Jaan Tallinn, who developed the backend. It is

an IP telephony service provider that can be used to make free voice and video calls over the Internet to any Skype subscriber or to any other non-user at low calling rates. It is relatively simple to download and install the software, which works on most computers and phones. A dedicated Skype phone can be used on desktop computers, notebooks, tablets, mobile phones and other mobile devices fitted with a headset, speakers, microphones or USB phone. Skype also enables file transfers, texting, video chat and videoconferencing. In September 2005, eBay acquired Skype for \$2.6 billion.

2.1.2.1 Student's Addictiveness to Social Media

On the internet, students engage in a variety of activities some of which may be potentially addictive⁴⁰. The mass appeal of social media on the internet could be a cause for concern, particularly when attending to the gradually increasing amount of time students spend online. Undergraduates spend more time on Facebook, Twitter and other social media through smartphones that are now in abundance among these youths. Many students cannot go for two-three hours without checking and updating their profiles on these social networks even at the detriment of other activities such as educational and career pursuit. Scholars explain social media addiction as the excessive use of the internet and the failure to control this usage which seriously harms a person's life⁴¹.

In an article on the Daily Trust newspaper, It was posited that there seem to be an alarming rate of social networking obsession among students today; a trend that could affect their academic, social and spiritual lives negatively if not properly controlled⁴². Many concerned parents have expressed grave concern that they could hardly get the attention of their children and wards, as

they seem to have been carried away by the fascinating world of social networks. Some youths are such social freaks that they have now carved out for themselves a world of fantasy and illusion for detached from reality.

An article in the Sunday Observer observes that if the dangerous trend of social media network “obsession” if left unchecked could further affect an already collapsing education system in Nigeria⁴³. The reason students are performing poorly in school these days might not be farfetched. While poor quality of lecturers can quickly take the blame, one might think harder if the phrase “Facebook frenzy” has not been heard of. It is a common sight to see a youth chatting in sensitive and highly organized places like church, mosque and lecture venues. Some are so carried away that even as they are walking along the high way, they keep chatting. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition. Research shows that internet addiction is significantly and negatively related to students’ academic performance, as well as emotional attributes.

In a study of 884 students of different universities in Nigeria, it was indicated that students in Nigeria are spending too much time on social networking sites at the detriment of other necessary things such as their studies⁴⁴. They explained that Youths’ use of these social networking sites even points towards obsession. The youths have made the social media their top priority and continued to need more usage in order to feel satisfied.

2.1.2.2 Students Exposure to Social Media

It has been observed in recent times that students have unlimited access to the internet as well as the social media. Students connect with computer to send and receive information’s anywhere on

the globe⁴⁵. The manufacturing and distribution of equally sophisticated cellular phones has complicated the situation, as students no longer need to visit a cybercafé before they send and receive messages. Some schools are so equipped that there is internet connection made available within the school premises as well as in the library. Online Wikipedia and blogs are the main resource centers for students as attention have been shifted from making research in the library to overall dependence on these social platforms. It is a common thing to see a student reading in the library and putting the books aside on hearing the sound of a ping on the phone.

According to a joint study by Campus2Careers and Study Breaks on the use of mobile devices among students discovered that, an average undergraduate spends 3.6 hours a day with their cell phones and smartphones, while spending less time with computers, TV's, handheld gaming devices and e-readers.

2.1.2.3 Influence of Social Media Network on Student Academic Performance

Though there have been many social, economic, and environmental factors that have added to the pressure of university students in the past ten years, the drop-out rate for students is still a major national problem⁴⁶. Current statistics show that university students in Nigeria are under increased pressure due to higher academic standards in other countries, and it has become more important than ever for educators to encourage graduation and further education. However, with more and more students being preoccupied with social media networks and technological social lives, how will this affect their studies? It is estimated that even those students who do graduate high school, one out of three does not have possess the knowledge and skills that would lead him or her to the next level, such as college or an advanced trade school.

The top academic areas that many school professionals are concerned about are English (ELA) and advanced literacy. The current generations of teens live in a fast-paced technological world with many different types of communication happening all at the same time. For example, he or she may be on the computer on a SNS, while also talking on the phone, sending instant messages to a friend, and emailing someone else all at the same time. While there may be some advantages to this, such as the teen learning how to type faster and multi-task many things at once, there may also be a breakdown in much of that communication.

Literacy has also taken a dive in the past decade, which has caused many educators to question what can be done to help students improve their reading, writing, speaking, and thinking- all of the most basic skills for a successful future. As one researcher stated, “Literacy is, in reality, the cornerstone of student achievement, for any student, in any grade”. The question that many school professionals have with regards to communication is whether or not a tertiary institution student is able to follow school curriculum in courses like English or Language Arts. Also, will it be possible to teach them without the use of multi-tasking and using new forms of technology.

2.1.2.4 Usage of Social Media and Students’ Academic Performance

The social media engages students and have to be examined as entrepreneurs of understanding. The medium of internet is marketing with increase in its programs. The interactive character of online conditions has extended with social networking. Hooking up through social networking began as being a niche activity, though time it's a phenomenon. The web sites are employed in many ways like developing metropolitan areas, speaking, blogging etc. Additionally different institutions even nowadays are developing groups on several Websites.

The improved usage of Websites has become a worldwide phenomenon for quite some time. What began out as being a hobby for several computer literate people has converted to a social norm and existence-style for individuals from around the globe. Teens and teenagers have especially recognized these internet sites to be able to contact their peers, share information, reinvent their personas, and showcase their social lives. While using the increase of technology helpful for getting together with others along with the recognition on the internet, Internet sites are now being an activity that's done mainly on the web, with Websites Vaughn, Coyle⁴⁷.

According to studies, social media users often time experience poor performance academically⁴⁸. Similarly, other scholars posit that social media is negatively associated with academic performance of student and is a lot more momentous than its advantages⁴⁹. Internet addiction consequently gave rise in internet usage within the last couple of decades. It was recommended that addicted users prefer using internet setting back their personal and professional responsibilities which ultimately leads to poor academic performance. In the same vein, studies pointed out that social media users devoted lesser time to their studies in comparison to nonusers did and subsequently had lower GPAs⁵⁰. Among various unique distractions of every single generation, social media remains a major distraction of current generation.

2.1.2.5 Social Media in the Classroom

Having social media in the classroom has been a controversial topic for the last several years. Many parents and educators have been fearful of the repercussions of having social media in the classroom⁵¹. As a result, cell phones have been banned from classroom and schools have blocked many popular social media websites. However, despite adult's apprehensions, students are using social media. Schools have realized that they need to incorporate these tools into the classroom

and rules are changing. The Peel District School Board (PDSB) in Ontario is one of many school boards that has begun to accept the use of social media in the classroom. In 2013, the PDSB introduced a “Bring Your Own Device” (BYOD) policy and have unblocked many social media sites.

In early 2013, Steve Joordens, a professor at the University of Toronto, encouraged the 1,900 students enrolled in his introductory psychology course to add content to Wikipedia pages featuring content that related to the course. Like other educators, it is argued that the assignment would not only strengthen the site’s psychology-related content, but also provide an opportunity for students to engage in critical reflection about the negotiations involved in collaborative knowledge production. However, Wikipedia’s all volunteer editorial staff complained that the students’ contributions resulted in an overwhelming number of additions to the site, and that some of the contributions were inaccurate.

Facebook represents a potentially useful tool in educational contexts. It allows for both an asynchronous and synchronous, open dialogue via a familiar and regularly accessed medium, and supports the integration of multimodal content such as student-created photographs and video and URLs to other texts, in a platform that many students are already familiar with. Further, it allows students to ask more minor questions that they might not otherwise feel motivated to visit a professor in person during office hours to ask. It also allows students to manage their own privacy settings, and often work with the privacy settings they have already established as registered users.

Facebook is one alternative means for shyer students to be able to voice their thoughts in and outside of the classroom. It allows students to collect their thoughts and articulate them in

writing before committing to their expression. Further, the level of informality typical to Facebook can also aid students in self-expression and encourage more frequent student and-instructor and student-and-student communication. Twitter also promotes social connections among students. It can be used to enhance communication building and critical thinking. Research utilized Twitter in a graduate seminar requiring students to post weekly tweets to extend classroom discussions. Students reportedly used Twitter to connect with content and other students. Additionally, students found it “to be useful professionally and personally”. a study of 132 students to examine the link between social media and student engagement and social media and grades. They divided the students into two groups, one used Twitter and the other did not. Twitter was used to discuss material, organize study groups, post class announcements, and connect with classmates. They found that the students in the Twitter group had higher GPAs and greater engagement scores than the control group⁵². In another study, it was concluded that Twitter allowed students to participate with each other in class (back channel), and extend discussion outside of class⁵³. They also reported that students used Twitter to get up-to-date news and connect with professionals in their field. Students reported that microblogging encouraged students to “participate at a higher level” Since the posts cannot exceed 140 characters, students were required to express ideas, reflect, and focus on important concepts in a concise manner. Some students found this very beneficial. Other students did not like the character limit. Also, some students found microblogging to be overwhelming (information overload). The research indicated that many students did not actually participate in the discussions, “they just lurked”.

YouTube is the most frequently used social media tool in the classroom⁵⁴. Students can watch videos, answer questions, and discuss content. Additionally, students can create videos to share with others. It was claimed that YouTube increased participation, personalization

(customization), and productivity. YouTube also improved students' digital skills and provided opportunity for peer learning and problem solving. Research found that videos kept students' attention, generated interest in the subject, and clarified course content.

2.1.3 Social Networking and Nigeria

Social networks are increasingly gaining momentum in the world of information and communication. It has without doubt alerted the conventional method of news gathering and dissemination, a confirmation of what seems to be paradigm shift from print and broadcast media to the more effective and efficient rave of the moment. Social networking played a pivotal role in information and communication in Nigeria six years, event that will forever stick to our memories.

It all started with the removal of fuel subsidy on New Year's Day in 2010/2011. This event showed the overwhelming power of networking. Daily protest was organized and sustained for about a week on social network. It was a powerful tool that it rumored that the president considered suspending their operations. Another incident was the case of Cynthia Okojie who was murdered by "Facebook's friends. The role of social network is quite over whelming in this scenario considering the very faction that this ordeal started and ended on Facebook, it wowed everyone. It proved the social networks are becoming tools in the hands of government and weapons for criminals. One of the most shocking and angering thrillers ever was the video and pictures of the "Aluu 4. It was a horrible site to behold, inhumanity at its peak. It was evidently one of the biggest news that rocked 2002. It wasn't the first "criminals" were butchered and burnt alive by angry uncivilized barrack mobs. The difference between Aluu 4 and other similar

occurrences was simply the presence of social networking which led to empathy from the public and resultant involvement of the government.

Also, at the last edition of general election through the help of social networking people were able to followed up the election perfectly. Because through the social networking people were mobilized and carried along on how to get and registration for their Permanent Voter's Card (PVC), and; and also, been educated on how to vote during the election all the procedure were posted at different social networking. Social networking played a vital role in the last edition of election in Nigeria nit make the election transparent and serve as watchdog for the people of Nigeria. Likewise, in that same year the issue of virus called Ebola that rampant within African countries. This virus has caused a lot of death because it killed faster than HIV/AIDS and any other diseases or virus. When this virus got it way to Nigeria through a man that had the contracted the virus it spread immediately within Nigeria. And during that period there is no a drug or vaccine that can cure this virus; in this case the virus killed many people. But through the help of social networking people of Nigeria are been educate on how they can protect themselves from this deadly virus and also the symptoms of this virus in order for them to known the necessary steps to take and this information was posted to different social networking sites for the benefit of Nigeria people.

Fortunately, people of Nigeria were freed from this deadly disease because after several research on this virus Nigeria were able to provide a vaccine that cure the disease but before that people of Nigeria are been taken to precaution of that virus. So, through the help of social networking people are able to known the virus.

Unlike most other news media, social networks allow and survive on feedback and public effort, this ensuring effective communication which has no doubt brought us this far and hopefully, will aid our journey towards the “New Nigeria”⁵⁵.

2.1.3.1 The Benefits of Social Media Use in Nigeria

Social media offer great benefits in our nation. Research has proven that people from virtually all walks of life in Nigeria make use of the social media to connect, enhance their businesses, broadcast news, relax and it has promoted political participation. Empirical studies have observed that “social media are new communication technology which are used as channels of information dissemination to heterogeneous audiences without the constraints of time, space or distance”⁵⁶. With the social media, one can conveniently send or receive information to or from anyone and at any time irrespective of geographical location.

With the rise of digital and mobile technologies, interaction on a large scale became easier for individuals than ever before; and as such, a new media age was born where interactivity was placed at the center of new media functions.⁵⁷ The devices of social media currently serve as easy, quick and reliable sources of information. Studies also revealed that social media “provides near limitless possibilities of increasing the quantity and enhancing the quality, speed and availability of information in a complex but increasingly interdependent world”

Through the use of social media, people are kept updated on issues or events taking place anywhere in Nigeria on a minute interval. This is particularly possible because these social websites are interactively accessible with mobile phones. The use of WhatsApp and Facebook on phones for instance, makes this easier, as one can send either images or snapped shots alongside information on the most current event or issues as the case may be, on minute interval. News and

events alongside with pictures are mostly being circulated all over Nigeria, within a twinkle of an eye, through social networks and mostly by WhatsApp users who are probably presents at scenes of occurrences.

Apart from this, social media serve as easy source of information for academic purpose. For instance, there are a lot of articles on Wikipedia that students can make use of to do researches. It is used for other collaborative and content communities too. Additionally, social media have contributed immensely to the enhancement of social bonds and relationships among citizens. According to research, “the potentials of the new media are seamless and boundless in terms of interactions, interrelationships, and information sharing and exchanges”⁵⁸.

In the same vein, Scholars have noted that; the fundamental aim of social media sites is to enhance communication through the act of socializing. These sites enable users to interactively communicate, share images, audios and videos with friends online. They offer users opportunities to meet lost friends, make new ones, meet family members who might be in different locations and generally stay connected. Hence social bonds and relationship are maintained and enhanced. With the social media in Nigeria, people communicate, keep in touch, through sharing experiences, pictures, audio, videos and all manner of information, without having to see each face to face⁵⁹.

Social media also contribute in the enhancement of work efficiency in the office and business centers. Studies have observed that social media “possess the capability to increase work efficiency and speed as well as reduce cost”⁶⁰. Some of the social media sites that aid in businesses include LinkedIn, companyloop, DoMyStuff, etc, while the “Business wiki” are employed in carrying office tasks. As noted earlier, social media offer great and seemingly

limitless benefits. Social media by their very nature have been drivers of social change, organizational and national development in Nigeria⁶¹.

Generally, the benefits of using social network according to research, include: encouraging greater social interaction through electronic media; providing greater access to information and information sources; encouraging creativity among individuals and groups; creating a sense of belonging among users of common social media tools; providing more choices to promote engagement among different individuals and groups; reducing barriers to group interaction and communication such as distance and socio-economic status; and increasing the technological competency level of users of social media. All these have been what Nigeria has witnessed since the advent of the social media⁶².

Social media have changed the landscape of citizenship and leadership, mass mobilization, governance and politics, and the way people can hold their leaders accountable. Youths, who engage actively in social media, have moved from the level of just entertainment and interaction with family and friends, to that of involving actively in issues relation to politics, governance, leadership, corruption and security. The social media's inherent potentials provide for great freedom of expression, submission of ideas, surveillance of the political/governance sphere to identify those who are being involved in negative acts, and through public outcry, expose them. Many times, outcry against public office holders has led to such cases being investigated and offenders sanctioned in different ways. Another important finding from her research is the fact that though many people can get involved online in socio-political issues, it is only a fraction that may actually go on to get involved in live demonstrations or activities. However, that does not change the fact that the internet has remained a powerful tool for political participation

2.1.3.2 Drawbacks of Social Media Use in Nigeria

Potential drawbacks identified with the use of social media include risks of psychological disorders and health problems such as anxiety, depression, poor eating habits, and lack of physical exercise; increasingly short attention spans and subverted higher-order reasoning skills like concentration, persistence, and analytical reasoning among frequent users of social sites, a tendency to over-estimate one's ability to multitask and manage projects; seeing technology as a substitute for the analytical reasoning process⁶³.

Studies expanded these negative effects of social media sites as follows;

Risk of Addiction: It has been shown that many students make extensive use of social media sites which has actually led to addiction to these sites. Throughout their day, they feel to post something on their pages or check others' post because it has become an important part of their lives.

Risk of Isolation: Extreme use of social media sites has reduced the level of human interaction. This is because interaction on the social sites with other people has become effortless and people isolate their lives behind their online identities. These sites have reduced face to face communication and meetings through its online meetings thus, the flavor of physical meeting, togetherness and interactions among people are getting lost.

Negative Effect on Productivity: Not only have face to face communication among people get lost, there is also a negative effect of this loss on businesses. Recently, most businesses connect and communicate with their clients through the social media, this also brings a distraction to

employees who instead of checking on their clients via their social sites, would prefer to check out on what their friends have posted on their sites, thereby using the time for work for pleasure⁶⁴.

Furthermore, social media sites have been abused as they have promoted the peddling of rumors and spread of erroneous and untrue comments as well as information about government policies, lifestyle of celebrities and public figures and happenings in Nigeria. Due to the fact that these sites have given everyone the privilege of being content creators and developers, sometimes news are disseminated without any form of censoring and gatekeeping. What this does at times is to incite unnecessary fear in the minds of Nigerians. Earlier this year, some people through the social media had declared that President Buhari died at the London hospital. The whole nation went agog with this news for some time, until the old media confirmed that the message was false.

In the same vein, research on the moral implications of social media phenomenon in Nigeria' posit that the social media have given rise to issues such as; Sexual promiscuity, Internet crime, Indecent dressing and sexual harassment, Loss of sense of sacredness of human life and neighbor lines, Impatience and quick syndrome.

2.1.4 New Emergence of Media

New media most commonly refers to content available on-demand through the internet, accessible on any digital device, usually containing interactive user feedback and creative participation. Common examples of new media include websites such as online newspapers, blogs, or wikis, video games, and social media. A defining characteristic of new media is dialogue. New media transmit content through connection and conversation. It enables people

around the world to share, comment on, and discuss a wide variety of topics. Unlike any of past technologies, new media is grounded on an interactive community.

Most technologies described as “new media” are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some examples may be the internet, websites, computer multimedia, video games, augmented reality, CD-ROM, and DVDs. New media are often contrasted to “Old media”, such as television, radio, and print media, although scholars in communication and media studies have criticized rigid distinction based on oldness and novelty.

New media does not include television programs (only analog broadcast), feature films, magazines, books, or paper-based publication -unless they contain technologies that enable digital interactivity. Wikipedia, an online encyclopedia, is an example, combining internet accessible digital text, images, and video with web-links, creative participation of contributors, interactive feedback of users and formation of a participant community of editors and donors for the benefit of non-community readers. Facebook is an example of the social media model, in which most users are also participants. Wikitude is an example for augmented reality. It displays information about the users’ including image recognition, 3D modeling and location-based approach to augmented reality.

2.1.4.1 History of New Media

New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Most technologies described as new media are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive. Some

examples may be the Internet, websites, computer multimedia, video games, CD-ROMS, and DVDs.

Until the 1980s media relied primarily upon print and analog broadcast models, such as those of television and radio. The last twenty-five years have seen the rapid transformation into media which are predicated upon the use of digital technologies, such as the Internet and video games. Scholars argue that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources". Research suggests that whilst the new media have technical capabilities to pull in one direction, economic and social forces pull back in the opposite direction⁶⁵.

2.1.4.2 Interactivity and the New Media

The convergence of new methods of communication with new technologies shifts the model of mass communication, and radically reshapes the ways we interact and communicate with one another. Interactivity is present in programming work, such as video games. It's also viable in the operation of traditional media. In the mid 1990s, filmmakers started using inexpensive digital cameras to create films. It was also the time when moving image technology had developed, which was able to be viewed on computer desktops in full motion. This development of new media technology was a new method for artists to share their work and interact with the big world. Other settings of interactivity include radio and television talk shows, letters to the editor, listener participation in such programs, and computer and technological programming. Interactivity can be considered a central concept in understanding new media, but different media forms possess different degrees of interactivity and some forms of digitized and converged media are in fact not interactive at all. New media have created virtual realities that

are becoming virtual extensions of the world we live in and it changes continuously because it is constantly modified and redefined by the interaction between users, emerging technologies, cultural changes, etc.

2.1.5 Concept of Drug Abuse

Drug abuse is also known as substance abuse, and can be defined as a patterned use of a drug in which the user consumes the substance in amounts or with methods which are harmful to them or others. And when an individual persists in use of alcohol or other drugs despite problems related to use of the substance, substance dependence may be diagnosed. Thus, compulsive and repetitive use may result in tolerance to the effect of the drug and results in withdrawal symptoms when use is reduced or stopped. Drugs are chemical substances and pharmaceutical preparation or a naturally occurring substance used primarily to bring about a change in the existing process or state (physiological, psychological or biochemical) can be called a drug. In other words, any chemical that alters the physical or mental functioning of an individual is a drug. Drugs, by interaction change the biochemical systems of the body. If a drug alters sensory perceptions, mood, thought process, feelings or behavior it is known as a psychoactive drug. Pharmacology is that branch of science, which investigates drug actions. Certain drugs are legally permitted and at the same time others are illegal. Alcohol and tobacco are legally permitted as certain drugs for medication. However, medically used drugs can also be abused. It can be used too much, too long, too often, with wrong combinations etc. As a result, tolerance and dependency is produced illegal drugs like Heroin, Cocaine, etc. are detrimental to both body and mind. These drugs are taken for reasons other than medical, in an amount, strength, frequency manner that damages the physical or mental functioning of an individual and is called

as 'Drug abuse'. Its use leads to addiction, which develops tolerance and dependence while others cause both physical and psychological dependence.

Drug abuse has increased worldwide, drug abuse and addiction play no favorites whether it what we call street drug cocaine, heroin, methamphetamine and marijuana or prescription drug. Ten of Millions of people around the world have given up control of their lives in favor of addiction⁶⁶. In every case, it was not a willing surrender but an insidious and gradual overwhelm in form of a pull pipe, an injection or a line of powder. In the last couple of decades, prescription drug has shown themselves able to subvert as many live as illicit drugs. Many people start using these drugs legitimately then progress to abuse and many others start using them recreationally then are not able to quit.

The World Drug Report 2013, which was issued by the united nation office on drugs and crime (UNODC). The UNODC report states that 167 million to 315 people between the age of 15 and 64 have used illicit substances during the past years. In 2011 it increased from 3.6 to 6.9 percent of the global population, this number had increased by 18 percent from the year before. The UNODC estimates that between 102,000 and 247,000 people died from drugs related causes in 2011 which is a mortality rate ranging from 22.3 to 54.0 death per million people. In essence these figure show that death attributed to drug Abuse account for 0.54 percent to 1.3 percent of all deaths worldwide⁶⁷.

Awareness of the facts about drugs abuse from around the world can help drive home. Just how important it is for people with addiction to make the decision to recover. When relatives and friends take the time to learn about the problems of alcohol and drug abuse, they will get better urgency of the situation. Drug abuse affects people from all walk of life, young and old, poor and

rich. Whenever people have an inclination to abuse substance, a market will emerge to sell them these dangerous products.

2.1.5.1 Classification of Drugs

Nowadays different classification systems of drugs exist. Broadly speaking it can be divided into two major groups –

- Legal drugs
- Illegal drugs

Legal Drugs

Legal drugs are those drugs which are manufactured, produced, bought and sold within the confines of the law. Drugs like aspirin cough syrups, laxatives, antacids, vitamins and certain contraceptives etc. are legal drugs, which can be obtained without a prescription from the physician. These non-prescription drugs are used for hunger control, sedation, stimulation, dandruff, constipation, relief etc. and are produced and marketed for billions of dollars throughout the world⁶⁸.

Drugs and medications dispensed by pharmacists on prescriptions given by doctors and dentist are called prescription drugs. They include analgesics, contraceptives, antibiotics, medicated shampoos, stimulants, sedatives, anti-depressants, anesthetics etc. At the same time many psychoactive prescription drugs like amphetamines, barbiturates, narcotics etc. are abused to alter the state of consciousness and sensitivity to pain etc. Huge quantities of alcohol, tobacco,

coffee, and tea are used, abused and misused as social drugs. They are legally available psychoactive drugs. Thus, these are divided into 3 categories:

- Non-prescription drugs
- Prescription drugs
- Social drugs – nicotine, caffeine and alcohol

Illegal drugs

Illegal drugs are those, which are not used legally but are abused. Largely it can be further divided into two according to its potentiality to produce high and low dependence:

- The amphetamines, cocaine, the depressants and the narcotics etc. produce high dependency.
- Marijuana and other hallucinogens produce low dependency.

Illegal drugs are varying in nature according to their ability to produce clinical dependency. Heroin, cocaine, amphetamines, barbiturate etc. are strongly dependence producing drugs. At the same time Marijuana, LSD, Psilocylin etc. are weekly dependence producing drugs.

2.1.5.2 Classification of Addictive Drugs

Addictive Drugs are divided according to its nature, origin, mechanism of action and effects. They are studied under various categories, viz.

Narcotic Analgesics

In Greek, the prefix 'narco' means to deaden or to be numb. Analgesic means 'pain killing' or 'pain relieving'. These drugs slow down a person and create feelings of euphoria. Dentists and doctors mostly prescribe these as painkillers. Codeine, Morphine, Percodan etc. are important among them. Some illegal drugs like Heroin and Brown sugar are narcotics. Medically the term 'narcotic' signifies opium and opium derivatives or synthetic products that have opium-like effects⁶⁹. They are rather painkillers with high addictive nature.

Stimulants

Chemicals and drugs which temporarily stimulate mind and body and excite or speed up the central nervous system, are called stimulants. Substances that people take to attain extraordinary powers of mind and body are called "pep" pills. These are called "uppers" because they lift the person up from despair and despondency and give them mental balance, exhilaration and a super sensual feeling of happiness. Stimulants are available in the form of pills and are prescribed by doctors. But young men misuse them for getting a kind of intoxication and ecstasy feeling. Commonly used stimulants are Nicotine and Caffeine. The active and powerful stimulants are Cocaine and Amphetamines. The younger generation may be badly attracted to these drugs. They reach the brain through blood and upset the nervous system.

Depressants

Depressants at times called "downers", depress or slow down the functions of mind and especially the central nervous system, the heart beat and respiration⁷⁰. People resort to chemicals to have relaxation, calmness and proper sleep.

Cannabis

Cannabis is the term, which refers to marijuana and other drugs, produced from Indian hemp plant, *cannabis sativa*. It has been cultivated for centuries in different parts of the world for its tough fiber of the stem, for the oil in its seed, and for its psychoactive properties. More than 60 cannabinoids can be prepared from cannabis plant, the important drug under this category are charas (Hashish), Ganja (Marijuana), Bhang etc⁷¹.

2.1.5.3 Signs and Symptoms of Drug Addiction

Addiction to any drug may include these general characteristics:

Feeling that one needs the drug on a regular basis to have fun, relax or deal with your problems. Giving up familiar activities such as sports, homework, or hobbies. Sudden changes in work or school attendance and quality of work or grades. Doing things, one normally wouldn't do to obtain drugs, such as frequently borrowing money or stealing items from employer, home or school. Taking uncharacteristic risks, such as driving under the influence or sexually risky behavior. Anger outbursts, acting irresponsibly and overall attitude change. Deterioration of physical appearance and grooming. Wearing sunglasses and/or long sleeve shirts frequently or at inappropriate times. No longer spending time with friends who don't use drugs and/or associating with known users. Engaging in secretive or suspicious behaviors such as frequent trips to storage rooms, restroom, basement, etc. Needing to use more of the drug of choice to achieve the same effects. Talking about drugs all the time and pressuring others to use with him. Feeling exhausted, depressed, hopeless, or suicidal⁷².

2.1.5.4 Risk Factors for Drug Abuse

Certain factors predispose teenagers to drug abuse. These include

Family history of substance abuse, history of depression and low self-esteem, feelings of not fitting in, and dropping out of the mainstream, a smoking habit has likewise been correlated with substance abuse. Teens who smoke are eight times more likely to use marijuana, and twenty-two times more likely to use cocaine⁷³.

2.1.5.5 Warning Signs of Drug Abuse

The physical signs include; Fatigue, repeated health complaints, red and glazed eyes, lasting cough. Emotional signs of drug abuse include; Personality change, sudden mood changes, irritability, irresponsible behavior, poor judgment, general lack of interest. Also, family dynamics such as; Starting arguments, negative attitude, breaking rules, withdrawing from family, secretiveness, are signs of drug abuse. School Behaviors' like; decreased interest, negative attitude, drop in grades, many absences, truancy, and discipline problems and social problems which include; New friends, problems with the law, changes to less conventional styles in dress and music, sudden disregard in physical appearance and requests for money that are out of the ordinary are also signs of drug abuse⁷⁴.

2.1.5.6 Implications of Drug Abuse

The implications of drug abuse are; Risk to personal safety (danger of death or injury by overdose, accident or aggression); Damage to health (including brain damage, liver failure,

mental problems etc.); Legal consequences (risk of imprisonment, fines and criminal record); Destructive behaviour (harm to self, family and friends); Drug dependency is also a common cause of financial problems and difficulties at work or school; People may lie or steal in order to continue using the drug, as a result, and may lose the trust of their friends and family; They may feel shame and guilt, due to repeated failures in trying to control their drug intake⁷⁵.

2.1.5.7 Preventive Measures for Drug Abuse

The preventive measures of drug abuse are: Teaching and awareness programs; Resist peer pressure; Manage stress and anxiety; Increase taxes on addictive materials like cigarettes; Campaigns to appeal youth against it; Control on OTC medication; Role of parents is imperative⁷⁶.

2.1.5.8 Ways to Help Drug Addicts

Easy and affordable access to Rehabilitation centres; Employment opportunities; Widespread education; Entertainment avenues; Mandatory physical fitness classes in the schools and colleges; Individual contribution in the society to spread awareness about drug-abuse⁷⁷.

2.1.6 Drug and Substance Abuse from a Global Perspective

Drugs are said to be as old as man himself. Use and abuse of drugs had had a long history in many cultures and societies⁷⁸. Natural plants like opium, coca and cannabis among others have been in use for many years.

Priests in religious ceremonies have used cannabis, healers have used opium for medicinal purposes and the general population has used nicotine and caffeine in socially approved ways. In Colonial America alcohol was not only widely available as a beverage but also served as value

remedy for many medicinal purposes. The Incas of South America took cocaine which had a central role in their religious and social systems throughout civilization which stretched from around AD 1200 to AD 1550⁷⁹. Immigrant Mexican laborers introduced marijuana during the 1920s to the South Western United States. During the Vietnam War, a high rate of heroin use by American military personnel occurred due to the almost pure supply of inexpensive heroin in Southeast Asia. All alcoholic beverages contain the same active ingredient ethyl alcohol or ethanol'. Ethanol's % ranges from low levels around 3% to 4% in beer, 12% to 14% for wines, 45% to 50% for distilled spirits such as liquor.

The earlier man explored the properties of every plant, fruit, root and nut he would find. The use of these products therefore would be determined by their pharmacological effects due to the experiences that were new and also by a particular group's pattern of living. In one territory a substance might be used as a love potion, in another as a sacred food or drink for religious ceremonies⁸⁰.

By 20th century mass addiction had spread to other countries including the US. Poverty, crime and disorderly public conduct created by excessive use of alcohol led to reform movements for example the American Temperance Society in 1833. Some substance abuse may have been the effect rather than the cause of poverty and oppression. Thomas Szass, a prominent Psychiatrist and critic of many social policies restricting choice contended that drugs served as a convenient scapegoat for the social ills of urban life⁸¹.

The development of medicinal Chemistry resulted in several synthetic compounds such as barbiturates, benzodiazepines and amphetamines. These were originally proposed for use as therapeutic compounds for restoration of health. Later the compounds were refined to more

potent compounds and faster routes of administration were devised which favor most rapid transport of central nervous system contributing to abuse. The attitude of society and pattern of use of psychoactive substances have changed over time.

The global context in the use of drugs indicates the erosion of traditional theoretical boundaries which also affect the beliefs, value systems and perceptions towards use of drugs⁸². The issue of drug and substance abuse is a major headache to societies and authorities from the cities of North America, Latin America and Asia.

Psychoactive substances pose a significant threat to the health, social and economic status of families, communities and nations. The number of drug users especially alcohol is aged between 15 and 29. These die from alcohol-related cases resulting in 9% of all deaths. 15.3 persons have been associated with drug use and injecting drug use reported in 148 countries of which 120 report HIV infection among this population. It is estimated that 10% of the adult population of the US has alcohol abuse or dependence. Morphine constitutes 10% by weight of opium, the samples used by drug abusers can vary from 2.6% to 9.9%⁸³.

In Africa, youth and adults, rich and poor, rural and urban people abuse drugs⁸⁴. They add that drug abuse is more common among men than women but the situation is changing rapidly as substance abuse among women is less visible and more private. It is noted that beer is preferred by younger males but wine is preferred by women, younger drinkers, educated people and those with low illness. Liquor is preferred by males, heavier drinkers, less educated people, middle aged and older people and those who are at a higher risk for major diseases.

2.1.6.1 Social Media and Drug Market

Social media affect drug markets in two ways. The first is on the supply of drugs where opportunities are provided for the buying and selling of drugs (direct impact). The second impact is on the market itself. This is done by influencing the demand for drugs in general and for individual drugs, for example, the impact of drug-related experience sharing, drug-themed photo and video sharing, and drug-focused opinion forming (indirect impact). There are, nonetheless, a small number of research studies exploring social media and drug markets. Where research on social media does address drugs, it tends to be in the fields of behavioral health, epidemiology and public health. It has been discovered that the traditional media coverage of drugs can increase interest in buying drugs. There however, remains insufficient evidence to provide us with a good understanding of the impact of drug-related content on social media and the attitude of young people towards the demand for drugs.

As noted, at present, research studies looking at a specific social media application are more common in peer-reviewed journals (as well as in 'grey' literature). These often focus only on the existence of drug-related content rather than its impact, generally on the premise that this content increases the demand for drugs. However, a more recent study has discovered that beyond the influence of the drug-related content, the social media environment is an environment conducive for several other activities (either on the surface or in the deep web). Social media can facilitate the initiation into substance abuse in diverse ways. One way is that users can directly advertise drugs for sale. In 2014 for instance, drugabuse.com published an infographic documenting drug dealer activity on the picture-and video-sharing service Instagram. By searching for hashtags relating to drug sales, the researchers were able to identify 50 drug dealer accounts in a day. Many contained photographs of drugs for sale. Social media were used to advertise the drugs for sale, but the transactions took place through other communication channels, such as mobile

phones or messaging apps, which often allow users to remain anonymous. However, the researchers found that more than one-third of the drug dealers identified displayed a photograph of their face. There have also been numerous media reports of dealers caught by law enforcement agencies after posting details of their drug dealing activities through personal social media accounts, for example through Facebook accounts. Some researchers have begun to use web analytics to discover the presence of drugs for sale on social media.

Nevertheless, it was recorded that on social media, some psychoactive substances were supplied but labelled as “not for human consumption” and sold as plant fertilizers, incense, bath salts, or with other aliases in order to avoid legislative controls”. The deep web or dark net plays a pivotal role in ensuring super safe drug dealing as buyers and sellers anonymously engage in business transaction in the provision of drugs and the payment via virtual wallet. Essentially, a few clicks are enough to supply highly psychoactive substances, cheaply and in a low-risk way. It was also detected that there is a mobile application known as Cannabis Mobile Apps which are designed for the transaction of cannabis. This therefore suggests there is an open access to the purchase of psychoactive substances especially amongst the young people who easily find their way around smartphone applications, in complete anonymity and easily avoiding law enforcement.

Besides that, in order to understand the activities going on diverse social platforms about psychoactive substances, a study on Marijuana related posts on Facebook and Instagram. They found out that a simple look through the Facebook is possible to grant curious youth the information sufficient enough to link him to a seller or join groups where purchasing decisions are influenced positively. They also noted that the picture- and video-sharing service Instagram, notwithstanding its different use compared to the most famous Facebook, is used to search for new possible customers.

2.1.6.2 The Social Network and Its Influence Towards Substance Abuse

One of the most popular applications among the Internet community is the social networks. Online social networking has expanded exponentially in the last few years and its use has also grown substantially among teenagers. Almost everybody who has access to the Internet will be connected to the world through social network accounts. The terms “social media” and “social networking” are often used to describe the tools, applications, and functions associated with Web 2.0, which make it easier for people to listen, interact, engage and collaborate with each other using the Intern. There are a lot of purposes of why people use the social media. Among the common usage are for connecting with people, networking in business, marketing business products, or for entertainment. Even though it proves a lot of advantages to the growing community, the use of social media should not be taken lightly. Teenagers often use the social media to connect with their friends. They share information, such as personal information, their interests such as music or movies, activities, as well as photos reflecting their lifestyles. Studies have shown that an individual substance use is associated with, and perhaps causally linked with, substance use by their friends. When it comes to alcohol and drug use, peers can be just as influential online as they are in person. The use of social network sites will make it easier for the teenagers to share explicit experiences of their activities, be it in a good, or a bad way. In an article mentioned according to Columbia University’s National Center on Addiction and Substance Abuse (CASA), teens who spend time on Facebook, MySpace, Twitter, and other social networking sites may be more likely to smoke, drink alcohol, and use drugs. CASA polled more than 2,000 teens, and the results show that, compared to teens who do not visit social networking sites daily, those who do are five times more likely to use tobacco, three times more likely to drink alcohol and twice as likely to use marijuana. This report shows the association

between the usage of social network and drug and alcohol abuse. The teens in the survey said they have seen images of intoxicated kids, including some who are passed out, as well as pictures of peers using drugs. This shows that the information these youngsters are getting from the Internet will not always make them scared or exclude themselves for these substances, but in a way will make them more interested to know about it and started to discover about it themselves. Especially with today's 3 unhealthy or unaccommodating environment, of where these teens are exposed to always have somebody they know (a friend, sibling, relative, neighbor) who uses drugs or other substances, or an alcoholic. Most of the times, these teenagers will be more interested to know about these so called „problematic“ people and start to get to know them, their activities, and this curiosity will often lead to the use of the substances itself, as a part of discovery activities.

2.1.6.3 Social Media and Substance Use among Young People

Studies have shown that there exists a relationship between social media use and substance abuse among young people. In a report in 2011 study by the National Center on Addiction and Substance Abuse at Columbia University showed that teens who use social media were more likely to use tobacco, alcohol, and marijuana than teens who do not use social media, and risk was higher for those who had seen pictures of kids using or passed out from alcohol or drugs⁸⁵. It was also reported that related studies show that undergraduate students with disordered online social networking use were more likely to have problematic drinking, and difficulties with emotion regulation. The study for instance, takes this area of inquiry a step further by demonstrating a pathway from social media use to increased drinking. Their findings show that peer injunctive norms serve as a mediator between social media exposure and the initiation of drinking behaviors. Research indicates that substance abuse “has become a major problem at

different level: personal, national and indeed global levels and lack of research has set back progress in trying to address this public health concern. It is a major problem because the celebrities and personalities who accept to be used for advertisements or promotions for industries may not understand the long-term effect of substance abuse such as depression, queer behavior, sexual and domestic violence. Meanwhile, Scholars that substance use is rampant and often glorified by celebrities on social media⁸⁶. There have been reports of social media being used as a strategy for selling drugs, with hashtags facilitating the process of pairing buyers with sellers.” It was upheld the above view that “social media is used as strategy to advance the sale of illicit drugs, with hashtags facilitating the process of bringing buyers and sellers together. It is believed that because celebrities promote drugs and alcohol use on social media sites by making smoking and drinking seem like fun, young people who see such messages are often encouraged to experiment with the same products⁸⁷.

This is further supported by different scholars that social media have become a source of exposure to two different sources of influence associated with youth alcohol use and peer alcohol behavior and advertizing. According to him, some young people prefer to be drunk in order to be high, perform creditably on the stage or dare certain actions without fear or favor. Scholars concur with this proposition that drinking to achieve drunkenness was seen as a ‘default’ choice for peer socialization. This is to say that consumption of local substances could have relationships with social media platforms which engage the youths in such behaviors through advertising and marketing. According to scholars, global studies have shown that the major alcohol brands operate social media accounts of Facebook, Twitter and YouTube in the United Kingdom and the United States of America where they exhibit and market their products⁸⁸. The excessive drinking of alcohol leads to increase in heart-beating, weakening of the nervous system,

causing indigestion and can interfere with a person's sense of judgement. Studies define alcohol as drinks such as beer, wine, etc., that can make people drunk. This means that all alcoholic drinks – spirits, gin, hot drinks, beer, local palm wine and gin contain both carbon and hydrogen compounds which intoxicate after drinking some quantity of any of them. In addition to alcohol, young people also abuse drugs. It was explained that drugs as any substance that affects the structure or functioning of a living organism. Drugs are expected to be taken as a curative measure or diagnosing any type of illness or disease in the hospitals, clinical, medical laboratories and pharmacy shops, but in the contrary, many young people use them as stimulants. Also, the highest levels of drug use are recorded among people aged 25-39 years, with cannabis being the most widely used drug. The side effects of substance abuse had been so bad that from the UNESCO report which showed that the behavior caused by abusing drugs and alcohol are the causes of suicide and depression among youngsters across the world. It is added that for others, it can depress them to the point that they turn to drugs or alcohol for solace.

2.1.6.4 The Role of School and The University in the Reduction of Drug Abuse

The role of the school comes in second place after the family to educate and guide the youth in order to create a warning generation to the risk of delinquency and idleness, where the teacher comes as a second observer after father and mother, and even the school has more affect than the family does due to the teacher impact over the hearts of his students. The teacher might extend his influence on his students to their future and the school can guide the students honestly and sincerely through providing preaches and providing useful scientific summary experiments; the teacher's role in providing advices comes from the heart and the surplus of love, mercy, and kindness. The school is a social institution created by the community in order to teach children,

raise them up and provide them with education and cultural heritage. Education in the school is for the support of life theory for the nation; school can play a role in the prevention of drug abuse through the functions it carried out, through the curriculum so students can study the effect of drugs abuse and its impact on health, social, psychological and economic situations. School can through parents' committees and other communities warn of the harmful effects of drugs and how to face this dangerous phenomenon, which is spreading in the society in a frightening manner. After that comes the role of the university in guiding and identifying the hazards of addiction and identifying prevention ways through generalizing curriculum and useful programs that influence on the motivation of young people and their attitudes regarding the use of psychotropic substances; and that requires experiences and skills in developing the skills of self-confidence and attachment to the higher values and explain the importance of self-respect for their bodies and the importance of healthy life by developing the capacity of young people to confront through an integrated educational programs about drugs in the curriculum and following a programmed educational approaches, and following psychological and healthy programs which their primary purpose is the protection of young people and strengthening their psychological defenses and support the correct principles that minimizing their chances of getting addicted. According to that, university is responsible for everything related to education and scientific researches carried out by its colleges and institutes for the sake of the community, giving attention to the contribution in promotion of knowledge and the progress of science and the development of positive values, and provide the country with specialists, technicians and experts in various fields, and preparing a human who is provided with assets of knowledge, advanced research methods and high values, to contribute in building and strengthening the community, as well as encouraging scientific research through the work of MA and PhD dissertations on this

phenomenon to show its risks, and the Anti-narcotic department works to take the advantage of the results of these studies and recommendations that come out of each researcher. Anti-narcotic department facilitates the study procedures to the researcher and the usage of information in accordance with the ethics of scientific research and confidentiality, the use of such information or access it is only for the purpose of scientific research.

2.1.6.5 The Media's Role in The Prevention of Drug Abuse

Media is an important element in the lives of people, and communities cannot do without it, even media has become an essential source of information, culture, education and changing attitudes and behavior in modern societies. The seriousness of the role played by the media on the lives of people is in the enormous impact it does on the lives of people, and the big and growing confidence that is given to media by the audiences, and we can say that the risk is contradictory in two-ways, the first is the role that can be played in persuading the public to amend their behavior and changing trends and their point of views for the benefit of society, which is reflected in the use of media effectively in various development campaigns carried out by the state, such as the combat against drugs and other campaigns.

The second trend is in the negative values that are shown in the media, particularly television drama, radio and movies, whether it is intentional or unintentional, and this is reflected as a serious impact on the public, particularly teenagers and non-intellectuals who rush to emulate the heroes of the drama and imitate them. So, media has an important role in educating young people about the seriousness of this problem and the enormous harm on the society, family and individual, also it highlights the role of media in reducing the negative models in drama, which caused the spread of this phenomenon. Media has an important educational role in warning the

youth about the hazards of it and its great damages on the community, family and individual. Also the role of media is prominent minimizing negative patterns offered by drama and causes the spread of this phenomenon. Medias as educational institutions have a high ability to attract people of all ages and sexes, which is an important tool to rising up societies. If we accept the role of the media in shaping an individual's personality and guiding him, and its influence on the formulation of his thinking by what these media institutions have of printings, such as books, newspapers, magazines, brochures, posters, or audio-visual means: such as radio, television, cinema, theater, festivals and exhibitions, so we must recognize the role of these means and institutions in the prevention of drug abuse. To combat drug abuse through the media we need a well-planned plan avoids not publicizing of information and facts relating to the phenomenon of drug use with complete objectivity, without exaggeration or underestimation, which would require the employment of all energies and creative competencies to address this phenomenon through various programs and dissemination of scientific awareness for all categories of the society.

2.1.6.6 Drug-themed Apps

There are a large number of drug-themed apps available from app stores such as Google Play and Apple's App Store. These include apps designed to prevent drug use such as Your Face on Meth, which allows users to upload a picture and see the physical degradation that would result over time from using methamphetamine. Other apps promote drug use. Research focused on apps promoting illicit drug use, with the author observing an increase in these types of apps over a three-month period. By the end of the study, 410 drug-promoting apps were identified, the majority of which (98 %) were found to promote cannabis, with many providing a forum for like-minded drug-users⁸⁹. Some examples of the types of apps that were found included drug-

themed ‘wallpaper’ apps; apps that provided information on drug use; drug-themed gaming apps; drug use simulations; drug-themed clock widgets; a drug-themed battery icon widget; drug related stickers; and apps that were used to share substance use stories. Others, such as the How to Sell Weed app, provide instructions for the production and selling of cannabis. The authors of the study voiced public health concerns, particularly in relation to young people, and suggested government intervention as a means ‘to enforce [the] proper standardization of app-rating processes. In the United States, where the sale of cannabis in licensed outlets has recently become legal in some states, news reports have highlighted the existence of apps related to the cannabis trade.

2.1.7 De-marketing of Drug Abuse

Demarketing is the mixing of the four Ps of the marketing mix, as well as legislative changes aimed at nudging and sustain better and more socially responsible behavioral choices and a better understanding of the individuals we want to serve, the circumstances in which they make decisions, market research, and the initiatives we put in place. Sellers can employ de-marketing to intentionally manipulate purchasers' quality perceptions, according to Thal and Juanjuan. They discovered a pattern in ostensibly demarketing. Humans have a psychological inclination to seek out items that are not readily available. When products are restricted, it's found that buyers are satisfied by the uniqueness of the few they can obtain. Research showed that resource scarcity can translate into higher quality.

Many alternative ways for adopting demarketing have evolved since its inception in the 1970s. The 4 Ps are product, pricing, place/distribution, and promotion in traditional marketing, which aims to expand the consumer base and generate demand for a product or service. As a result,

demarketing would be rational to alter this structure in order to increase the consumer base while decreasing demand for a product or service. Instead of expanding a product's or service's availability, a demarketing campaign would limit its availability. Demarketing would also shift the attention of the consumer to other possible alternatives by emphasizing the demerits of a product or service. In order to demarket in the pricing arena, demand must be reduced by increasing taxation or pricing. Advertising can be reduced or deleted entirely. To lower the chance of consumption, the positioning of a product/service or the size of the consuming space can be strategically modified. Another technique would be to encourage behavior that does not necessitate the demarketing of the product or service. As we progress from private firms to government entities, demarketing tactics may change. Social marketing tactics have been frequently used to demarket items or services that are deemed to be detrimental or costly to society. The classic marketing principles of social marketing can be used to advance or depress a social notion, cause, or behavior. Instead of discussing items, social marketing provides an offer. Rather of detailing the location of a service or product, it focuses on how to get to such services or items.

Instead of advertising, social marketing spreads ideas through social media. Rather of focusing on price, social marketing emphasizes the costs of participation in ways that promote their marketing or demarketing message, according to Peattie. Among the programmes emphasized by social marketing in Nigerian society are Smoking, drinking, drug abuse, and overeating are all targets of public health campaigns. Environmental efforts to promote wilderness protection, clean air, family planning, human rights, racial equality, reduction in societal corruption and conservation are among the others. Because social marketing is concerned with the reduction of social ills and promotion of efforts by individuals, groups, the government, institutions, interest

groups and other stakeholders in the society, demarketing of drug abuse in Nigeria is a component of marketing on social media. Demarketing is the use of marketing principles, concepts, and methods to temporarily or permanently lower the number of customers or shift their demand. Demarketing results from overall demand. This is a situation in which demand surpasses the marketer's ability or motivation to meet it. Demarketing drug abuse in Nigeria is therefore the application of marketing principles, concepts and strategies to reduce or shift temporarily or permanently drug abuse in Nigeria by all stakeholders in the campaign.

2.1.8 Drug Use and Trends

According to the Canadian Addictions Survey 2005, roughly 62.3% of youth aged 15-17 engaged in early use of alcohol and 29.2% in early cannabis use in the 12 months prior to the survey. The survey also shows that compared to earlier studies, the age of first use tends to be lower. Conversely, recent data from provincial student drug use surveys suggests that age of first use has risen in recent years⁹⁰. Nevertheless, early drug and alcohol use and later problematic use are known risk factors for future delinquency among youth. In fact, subsequent problematic substance abuse can lead to individuals engaging in criminal activity in order to support their addiction. Individuals most commonly engage in shoplifting, prostitution and breaking and entering as a method to obtain alcohol and illicit drugs. Preventing substance abuse among youth will not only provide health benefits, but will also reduce the risk for future delinquent and criminal behavior as several risk and protective factors are common to both substance abuse and criminal behaviour.

The Alberta Youth Experience Survey measured alcohol, tobacco, and illicit drug use among Alberta students in grades 7 through. This survey states that 26.7% of students self-reported

cannabis use within the twelve months prior to the survey. Also, 25.4% reported using any illicit drug (including cannabis) in the past year. The most commonly used illicit drugs were hallucinogens such as magic mushrooms followed by ecstasy, cocaine, solvents, stimulants, glue and crystal methamphetamine, in descending order. TAYES and other regional surveys on adolescent drug use tend to confirm and substantiate the national prevalence findings on youth drug use (both licit and illicit).

Research indicates that the Yukon, Northwest Territories and Nunavut have a large number of isolated Aboriginal communities, which have disproportionately high rates of illicit drug consumption when compared to the national average⁹¹. In general, Aboriginal offenders in Canada report more serious substance abuse problems than non-Aboriginal offenders with 38% of male Aboriginal offenders having serious problems with alcohol versus 16% of non-Aboriginal males. The 2002-2003 First Nations Regional Longitudinal Health Survey, indicates that the highest risk group for both drinking and drug use among Aboriginal people was young males aged 18-29. Regarding youth in custody, Justice Canada found that 57% of Aboriginal youth in custody had a confirmed substance abuse problem.

Using data from the Canadian Addiction Survey it was estimated that 26.7% of youth were using tobacco in the twelve months prior to the survey⁹². While the health risks of cigarette smoking are well known, what is not common knowledge is the finding that the use of tobacco by youth is associated with more frequent use of alcohol, cannabis and other illicit drugs, relative to youth who do not smoke. Among those under age 20, smokers were 14 times more likely to consume alcohol than were their non-smoking peers and were also more likely to engage in binge drinking (five or more drinks on one occasion). It is claimed that tobacco smoking in youth is a good indication that youth may be engaging in other risky behaviour.

2.1.8.1 Drug Use and Delinquency

It is important to understand the issues facing youth at risk of using or already using drugs and alcohol because of the association with other antisocial and violent behaviors. The criminological literature is replete with studies that correlate drug involvement with criminal activity. The black box in this area is not *whether* drug-related crime occurs, but rather the mechanics of *how* it occurs. For this, there is no ready answer. Rather, research findings reveal a gamut of responses which vary depending on the kind of drugs in question, individual factors, cohort demographics, psychological predispositions, economic circumstances, biological markers and environmental influences. However, these links will not be addressed as it is beyond the scope of this paper.

Onset of delinquency typically peaks in mid-adolescence and then declines dramatically after age 18. On the other hand, illicit drug use usually begins in mid-adolescence, and initiation of some substances continues into young adulthood. Studies found that rates for serious delinquency decreased by 70% as their sample aged from adolescence to young adulthood, but rates for polydrug use increased by 350% during this same period. They also reveal the most typical trajectory, namely that among subjects who initiated delinquency and polydrug use, minor delinquency almost always came first and, in fact, no one initiated marijuana or polydrug use before minor delinquency. All this to say that the relationship between drugs and crime is complicated but relevant.

The exact nature of the link between drugs and crime remains unclear and should be examined among different types of populations. However, common risk factors between drugs and crime

as well as how crime and substance abuse can precipitate each other are the strongest known links. It is documented that the proportions of crimes associated with alcohol and other drugs in Canada, and confirmed the close association between the use of psychoactive substances and criminal behaviour. Research suggests that substance use/abuse and involvement in crime, including drug, gun, and gang violence, have similar risk factors. These risk factors create different degrees of pressure on the individual and may give rise to high-risk behavior, which, in turn, lead to levels of substance use/abuse and crime that can be categorized according to a continuum of severity. As these actions progress along the continuum, substance use/abuse and antisocial behaviour become more firmly entrenched, with one problem reinforcing the other, and vice versa.

Research in the trajectories of young delinquents has also established that early, persistent delinquent behavior accompanied by substance abuse, is a strong predictor of an adult criminal trajectory. Social surveys have demonstrated an increase in the rates of self-reported problem use of illegal substances since 1990 and higher levels of acceptance of drug use among youth. In a recent study of self-reported delinquency of youth in Toronto, alcohol and drug abuse was more widespread among delinquent youth. Those who reported never engaging in delinquent behaviour were less likely to have used alcohol (34%) and to have gotten drunk (23%) than those who stated they had engaged in one or more types of delinquent behaviour (73% and 48% respectively).

In addition, jurisdictions with a high youth population may also have elevated rates of drug-related offences as youth are disproportionately more likely to engage in substance abuse compared to adults. Rates per 100,000 people for drug-related violations in 2002 were highest for individuals between the ages of 18 and 24 in 2002 followed by 12-17 year-olds. It is also

found that for Toronto youth who were not attending school regularly, and for youth who were in custody, selling drugs significantly increased the odds of committing gun violence against others.

Substance abuse, particularly alcohol, may be a precipitating or aggravating factor in the commission of an offence by either impairing an individual's ability to respond appropriately to difficult situations or by rendering individuals more vulnerable to victimization. The 2004 General Social Survey on Victimization reports that in roughly 52% of violent incidents, the victim believed that the incident was related to the offender's use of alcohol or drugs. Moreover, multiple studies have documented the strong link between consumption and sexual assault. In fact, more than half of offenders have consumed alcohol or drugs before committing a sexual assault. Factors that may explain both drug use and criminal activity include poverty, lack of social values, personality disorders, association with drug users and/or delinquents, and loss of contact with agents of socialization.

2.1.8.2 Drug Use and Victimization

Another important dimension of substance abuse is its link to victimization, particularly its negative impacts on family life. Parents who suffer from substance dependency are often implicated in negligence, maltreatment and sexual or physical abuse of their children. Data from an American National Youth Survey found that childhood physical abuse proved a strong predictor of young adults' current substance use. Indeed, children who suffer these abuses are more likely to develop a dependency on alcohol or drug. In fact, 10-83% of children who were victims of sexual assault developed an addiction to alcohol.

2.1.9 Preventing Drug Abuse in Nigeria

The Family

Charity begins at home just like they usually say. The fight against drug abuse in Nigeria can never be successful if the process is not birthed from the primary place [the home]. This is because parents, in one way or the other, have a direct influence on their children. If you fail to educate or enlighten your kids on certain issues, including drug abuse, their friends might mentor them wrongly at the school, on the street, or they might even be exposed to it while surfing the internet. This is why parents are often advised to take enough time to mentor their kids at the earliest stage of their life so that they can be deeply rooted in the truth and equip them against social vices that come via peer pressure and other related factors. Here are some practical ways parents can prevent drug abuse in Nigeria: Parents should talk to their kids and educate them on drug abuse its consequences, and side effects. Also, they should give zero tolerance for drug/alcohol use in and outside the house. Lead by example; they should avoid indulging in anything that has to do with drug abuse [be it the distribution, cultivation, exchange, etc. Expose their children to programs, videos, and publications that preach against drug abuse. Avoid exposing their kids to programs, videos, and publications that promote drug abuse.

The Government

The government is yet another entity that can help prevent/eradicate the abuse of drugs in the country as it has higher jurisdiction and influence than most other entities. To prevent drug abuse in Nigeria, the government should:

Empower the relevant agencies [NDLEA and the likes] by funding them adequately and allowing them to discharge their duties appropriately; Sanitize the drug distribution system in the nation and restrict access to dangerous drugs; Stimulate the economy so as to create employment opportunities for the teeming population joining the labor market every year; Provide educational

opportunities to the youths so as to make them productive rather than idle; Expand, equip, and upgrade the facilities in charge of treating people with a drug use disorder; Restrict access to over the counter drugs that may lead to abuse; Make public awareness campaign via the print, social and electronic media through the Federal Ministry of Health; Ensure great collaboration among the regulatory agencies, such as NDLEA, NAFDAC, and PCN; Review the drug laws and ensure that everybody [specialists, individuals, cultivators, and couriers] involved in drug-related offenses are served with stiff penalties; Establish more rehabilitation centers and employ capable staffs to assist people with addiction to rehabilitation centers.

National Drug Law Enforcement Agency [NDLEA]

NDLEA is among the major regulatory agencies, and the sole aim of establishing it is to oversee the elimination of the growing, processing, manufacturing, selling, exporting, and trafficking of hard drugs in the nation. Here are some actionable steps the agency can take in preventing drug abuse in Nigeria: they should:

Invest more on technological devices that make it easier to detect hard drug traffickers and consumers so as to make their efforts futile; Organize a regular advertisement campaigning against drug trafficking; Employ only the right caliber of people, i.e., only the adequately trained, experienced and armed should be allowed to occupy various positions in the agency; Launch and maintain public enlightenment campaign using the major media, including billboards, radio/TV jingles, fliers, banners, pamphlets, to mention but a few; Liaise with the government and other concerned authorities to add subjects/courses campaigning against the use of hard drugs to the academic curriculum, ranging from the primary to secondary and tertiary institutions.

National Agency for Food and Drug Administration and Control [NAFDAC]

NAFDAC was established in January 1993, and it operates under the Federal Ministry of Health with the sole objective of regulating and controlling the importation, exportation, manufacturing, advertisement, distribution, sale and use of drugs as well as cosmetics, medical devices, packaged water, and chemicals. Although the impact of the agency is being felt, yet below are some preventive measures NAFDAC can take to reduce the use of hard drugs in Nigeria further: they should:

Abruptly restrict access to hard substances and drugs, and then start issuing certificates by certified medical practitioners; Organize open campaign rally in youth-populated gatherings, including motor parks, schools, youth camps, etc. Continually regulate the distribution of pharmaceutical products and shut down some illegal drug selling channels, including roadside drug markets, kola nut sellers, unaccredited mobile and local drug sellers, etc. Establish a company that will be saddled with the even distribution of safe, effective and affordable drugs throughout the country; Establish and maintain an alliance with other strategic agencies, including Nigeria Custom Services, Pharmacists Council of Nigeria, NDLEA, CPC, SON, NIPRD, PSN, AFBTE, PPMDA, and the likes; Ensure that each and every controlled medicine is duly registered

Non-Governmental Organizations

We have some NGOs in Nigeria, including the African Council on Narcotics (ACON), Christ Against Drug Abuse Mission (CADAM), among others. But it will be of immense benefit to the nation at large if some other NGOs can also arise and help organize campaigns and grassroots

mobilization while also supporting rehab centers in the nation. That's not all; these NGOs can as well render effective counseling services for youths on drug-related matters. This will go a long way in preventing drug abuse in the country.

The Community/Religious Groups

The religious/community groups also have a significant role to play in preventing/eradicating drug abuse in Nigeria, especially when considering the fact that they have a direct influence on the people under them. They should educate and enlighten their members and followers on the adverse effects of drug abuse on both the society and the individuals who engage in it. They should also make every effort to make sure that each family unit under them is kept intact. Additionally, community/religious groups can also help prevent drug abuse in the nation by setting up 'Drug abuse groups' that will oversee the early detection and containment of drug abuse. They could as well set up a team of advisers and counselors to be counseling people caught or suspected to be practicing drug abuse.

Celebrities

Celebrities are of great influence in the life of most youths; in fact, they are considered as role models in society. These are popular figures, ranging from musicians, footballers, actors and actresses, entertainers, etc. Due to this high level of influence, celebrities are capable of eradicating widespread drug abuse in Nigeria. They can do so by organizing/participating/sponsoring campaigns that are against the use of hard drugs. They should also be an exemplary leader; they should avoid indulging in anything that has to do with the distribution, trading, or use of hard substances so that the audiences can easily grasp their message and shun drug abuse. Another way celebrities can help prevent/reduce drug abuse in

Nigeria is by donating funds to organizations and agencies that advocate against the use of hard substances.

Youth Groups

Youth groups exist virtually in every community in the nation, and thus they might be of immense help when it comes to the prevention of drug abuse in Nigeria. These groups should regularly organize programs that educate and enlighten on drug abuse and its ugly sides. They can also invite people from relevant agencies to help deliver lectures on the subject matter so that their members may have a full understanding of it and shun it totally.

Individuals

Individuals can help minimize drug abuse in Nigeria. For instance, people should: Read and understand the adverse effects of using hard drugs; Associate with the right persons; Learn to handle life's pressures rather than resorting to hard substances; Don't Give in to Peer Pressure; Voice out to people that can help you overcome addiction to hard drugs; Distract yourself from taking drugs

2.1.9.1 Determinants of Drug Abuse Among Students

The impact of drug and alcohol use among adolescents poses a threat to the health and safety of students, family and community. It is also a threat to the peaceful co-existence in our contemporary society. It is a means of seeking inner peace when faced with life challenges such as inability to cope with failures in examinations, love, forgetting worries, hardship and bad experiences, boredom towards schools and school activities, loneliness pressure, and lack of

commitment to education. These determinants are discussed under the following subheadings of age, peer pressure, education, family and community.

1) Age

Adolescents is positively associated with curiosity and experimentation coupled with the desire to be accepted into a peer group. These place them in a high-risk behavior. Scholars commented that across ethnic and social-class lines, many young adolescents aged 12 to 14 used drugs, drove while being intoxicated, and are sexually active⁹³. They further argued that these behaviors increased throughout the teenage years.

2) Peer Pressure

The influence of peer pressure and inadequate self-confidence is strong during formative years of youth, that is, a friend can be greatly influenced to be a drug addict if allowed to interact with the group⁹⁴. One may attempt to have a test for the fun of it and gradually ruin his career in life. However, getting hooked to particular drug is a gradual process that will reach a climax. Research has shown that peer influence is synergistic, with the highest rates in marijuana, cocaine, and inhalants⁹⁵. These affect their behaviour and impair their health leading to frustration, poor academic performance, zest for future career prospects regression and may eventually drop out of school. It leads to increased crime, lawlessness, and rape among the group. At this stage, the adolescent loses interests in his health, family and community.

3) Education

Adolescence is a time for developing a person's sense of self-identification, a process that involves separating from parental attachment and values thus establishing new social ties, values

and ideas in school. However, the effect of drugs and alcohol may influence social relationship, ideas and self-identities. Research concluded that drug can decrease cognitive operation, making it difficult for youth to develop a functional set of values and ideas⁹⁶. These placed their education in danger which may affect the economy of the country in future, since they are physically and mentally dependent, accompanied by violent behaviour, aggressive acts, chronic anger, and lack of respect for elders.

4) Family

The parental background of a child such as a genetic predisposition to alcoholism, parental use or acceptance of drugs, poor or inconsistent parenting practices can affect adolescent. Family problems such as broken homes, poverty, parental neglect, cultural influence, lack of parental affection and not meeting up responsibility could pose major determinant of drug abuse. These problems impair family life and may threaten survival that would contribute to substance abuse from parents to the children⁹⁷. As these youth drink and use illicit drugs, they get involved in criminal and violent lifestyles, become social miscreants, armed robbery among others.

5) Community

Local communities which produce, and distribute illicit drugs are bound to have drug and alcohol abusers among them most especially adolescents. However, such community faces problems of insecurity such as social violence among the youths, crime such as armed robbery, rape, '419' syndrome fraud, mental disorder, teen pregnancy and social miscreants among others⁹⁸. A community with drugs and alcohol abusers are likely to be in low socio-economic status, since the youths, who formed the majority of drug traffickers and abusers would not be able to do any constructive work. These lead to low production, poor quality education, and poor social services.

2.1.9.2 Strategies for Curbing Drug Among Students

Drug intervention strategy is a structured, solution-oriented process undertaken to persuade youth who may be abusing drugs to seek help in overcoming the addiction. A successful intervention strategy is not a confrontation but an opportunity for an addicted student to accept help in taking the first step toward recovery. In curbing drug, intervention strategy should involve school, peer education, family, non-governmental organization (NGO), health and social marketing.

i) School Drug Intervention Strategy

Schools can play a crucial role during intervention programme through drug free club, drama, role play, involving home and community partnership. Scholars noted that educational programs either by focusing on promotion of knowledge of the students about addictive drugs and their adverse effects, or on improvement skills such as decision-making or resisting peer pressure⁹⁹. These educational programs would play an important role in decreasing the prevalence of drug abuse among adolescents.

ii) Peer Education Intervention Strategy

Peer education is a carefully planned and implemented strategy to train representative adolescents, providing them with information on issues relating to adolescents and hopefully, this will allow them to share information with their immediate peer group and others¹⁰⁰. Peer educator can discourage advertising of cigarettes, alcohol, and proprietary drugs that are responsible for adolescent exposure to drug use. The educator should give comprehensive health education on drug addiction and proffer solution to rehabilitation. It encourages the adolescent to focus more directly and effectively on learning behavior to promote their health needs.

iii) Family Intervention Strategy

Family influences such as a genetic predisposition to alcoholism, acceptance of drugs, family conflicts, and distant family relationships may influence adolescent use of illicit drug. Therefore, parents should be part of the intervention strategy programme, through building awareness and educating families about the ill effects of drug abuse. Preventive measures should be designed to include training parents in appropriate ways of dealing with children and providing a friendly and safe environment in family. Children should be discouraged from buying or patronizing cigarettes, alcohol, and proprietary drugs that are responsible for adolescent exposure to drug use.

iv) Non-Governmental Organization (NGO) Drug Intervention Strategy

The primary mission of NGO is to promote, prevent and reduce harm related to chemical dependency on alcohol and drugs through advocacy, networking, collaboration and by treating people for their dependency problems, in order to limit the negative impact of substance abuse known to be a major cause of premature death, interpersonal violence, disability and poverty, throughout the world¹⁰¹. Their function includes the following; creating and nurturing ties between organizations concerned with harm related to chemical dependency, influencing policy makers by advocating effective and evidence-based policies and treatment of chemical dependency and monitoring policy initiatives and marketing strategies of the alcohol and pharmaceutical industries.

v) Health and Social Marketing Intervention Strategy

Social marketing is widely used to influence health risky behavior. They use a wide range of health communication strategies based on mass media; they also use role models such as popular music and movie celebrities and mediated through a healthcare provider, interpersonal, and other modes of communication. Other marketing methods such as message placement, promotion,

dissemination of information through mass media, and community level outreach to discourage drug and alcohol addiction.

2.1.10 Implication for Health Promotion on Drug Abuse

i) School Implication

Skilled health educators in schools should develop positive school climate and diminish incidences of bullying and harassment. They should enhance norms associated with help-seeking and decision making to be boldly displayed such as 'say no to illicit drug'. They should be given opportunities for participation with others in arts, leisure, sports, civics, environment, education or cultural activity to improve their health.

ii) Peer Pressure Health Implication

Some of the students' abuse drug as a result of peer pressure therefore, it should be appropriate to discourage favorable attitudes towards risky drug use. Students should be oriented to realize that they do not need to take drugs to have a sense of belonging among their peers. They should be persuaded to realize the detrimental effects of drug taking.

iii) Family

Parents should be encouraged to communicate effectively with their children about issues related to learning, social life, health and well-being including drug-related issues. Parents should be aware of harm minimization strategies to employ in relation to their children's exposure to

situations involving potential drug-related harm. Thus, rebuilding the protective nature of caring relationships in the family is important.

iv) Non-Governmental Organization (NGO)

These charitable organizations provide services to adolescents that are affected by alcohol and other drugs. The centers provide immediate, basic needs such as a safe place to stay, food, clothing and showering facilities¹⁰². Specialized staffs should assist clients to look for long term rehabilitative programs

v) Social Marketing Implication

Social marketing practices can be useful in behavioral modification of adolescents. During social marketing campaigns, such as anti-smoking campaigns, drug free drama, the health educator should reinforce media messages through brief counselling against addiction. Health educator can make a valuable contribution by providing another communication channel to reach the target audience in terms of advice and rehabilitation.

2.1.11 An Overview of Nigeria Mass Media

In discussing the history of Nigeria mass media, we will refer back to the growth of periodic publications in Nigeria dating back to when IWE IROYIN came into being back in 1859 by Bnton REV. Henry Townsend also how Dr Nnamdi Azikiwe and Chief Obafemi Awolowo used their own publications to fight for freedom until Nigeria gained independence in 1960 despite all the odds⁸⁰. The attack by the nationalists and other newspapers contributed to this achievement.

However, in trying to stop the newspapers from publishing reports so that they will not use their publications to attack the government, this also forced the federal government to establish its own medium of information, “The morning post” the publication did not last after revolve by the

people who claimed the paper was just working for the government and not really serving its people, that made the government to acquire 60% of Daily Times¹⁰³. The Daily Times was seen as a fair paper then and the government may have felt acquiring the paper will allow them to get to the people again. The activities of the press also include battling the military government of Gen. Olusegun Obasanjo, Gen. Ibrahim Babangida and the late Gen. Sanni Abacha, it was made known that the press played a lead role in chasing away the unitary leaders, although, many people died as many journalists lost their lives during the course of fighting for democracy in Nigeria Mr. Dele was assassinated by letters bomb and up till this moment, the killers have not yet been identified. The press also played a major role in “sustaining” the country’s democracy by fighting corruption in the country and the case of ex-speaker of the house of assembly, Salisu Buhari, who was ousted after his true identify was revealed by the press he was trial and jailed thereafter.

Broadcasting proper started in 1936 when the first Radio Distribution service (RE-diffusion) was opened in Lagos and distributed the British Broadcasting corporation (BBC London) programmes. Then in May, 1960, the former western region established its own radio station and on August 28th 1961 witnessed the passage of a bill which gave the federal government complete control of the Nigeria Broadcasting corporation (NBC) many decrees were set up by the federal government including the one which forbids the federal government from establishing radio stations outside the four national stations and that the state-owned radio stations transmitters should not exceed 10 Kdowatts¹⁰⁴. Many private radio stations were created including Ray power 100.5 FM which happened to be the first private radio station to go on air in 1993 and today we have over 25 private radio station in Lagos alone.

In May, 1977 the Nigeria television authority was inaugurated and was empowered with the sole responsibility of undertaking television broadcasting in Nigeria. Individuals were not allowed to operate television station as at then as the government believed that it could be dangerous for individuals to run it. In 1992 however, the government of Gen. Ibrahim Badamosi Babangida bowed to the cries of proponents of private broadcasting in Nigeria, who have repeatedly clamoured for the chance for private broadcasting stations. They have argued that job opportunities would be created, boost freedom of expression especially as there was no source where the public could express themselves since the broadcasting stations were all government owned hence the cynicism of government was not allowed on the government owned stations. After all the agitations general Babangida bowed to the public and when the decree 32 of 1992 was promulgated, it brought and to about sixty years of government monopoly of broadcasting in Nigeria.

The national Broadcasting commission was established to oversee the affairs of broadcasting in Nigeria and its responsibility includes issuing, of licenses to new broadcasting stations renewal of old ones and also lately, the NBC have been strict. About the contents of TV stations and Radio stations. Therefore, they also supervise and monitor what goes on air many private broadcasting stations were then given the green light which saw the emergence of 11 private new televisions including clapperboard, which is now known as supersede television was the private television station to go on air, after that, many TV stations have gone on air too notably African independent television (AIT) and channels television.

Competition is also getting fighter as television stations compete with each other to ensure quality programming to beat off competition from other television stations. However, on the negative side, some televisions station, most notably the government owned ones, allow

proliferation, preferring to use the greenhorns instead of employing the services of young professionals and also, the number of NTA- owned station is getting too much daily and it's not as if they are bringing to the homes quality programmes, nearly all the 36 states in the country has its own federal government owned stations and the states also have theirs study shows that the government (both the federal and the state) control about 90% of the television station we have in the country.

The news agency of Nigeria (NAN) which was established as a result of the domination of the world's air waves by western media in the wake of the advances in information and communication technology with their ethnocentric and Eurocentric reportage, analyses and comments. The western world focused all its reports on Europe alone not minding what was going on in Africa. This is what informed the African leaders to establish news agencies that would disseminate imbalance in international news flow. Hence the news agency of Nigeria was established in 1976 by General Olusegun Obasanjo's military administration. The decree at which the body was established empowers NAN to seek, obtain and receive through subscription, payment or exchange, international, regional, local and other news features. Like the saying goes, he who pays the piper dictates the tone, NAN focuses its reports on the federal capital, state capitals and other urban area in Nigeria than from rural areas just as they also focus on the third world countries than the developed countries today, the agency provides good percentage of the news and news features which are used by radio and television stations, as well as newspapers and magazines in the country.

The success of Broadcasting and journalism in any country cannot be achieved without certain bodies controlling or overseeing the affairs of press in a country which prompted the government to establish the national Broadcasting commission (NBC) and all other regulatory bodies being

mentioned include the Nigeria press council, the Nigeria guild of editors, Newspapers Prospectors' Association of Nigeria (NPAN) etc.

The deregulation of the Broadcasting industry in Nigeria started with how the Nigerian Broadcasting commission decree was established and how they failed to live up to its billings and the example of the Bellview plane crash of 2005 when Africa independent television (AIT) was shut down by the NBC because of offensive broadcast of the scene of the plane crash at Lisa village in Ifo, an outskirt of Ogun state because the commission felt they should have been the first to broadcast such national tragedy, they decided to wield the big stick on AIT who did their work professionally ahead of them not too serious government officials. The NBC was heavily criticized by stakeholders in the broadcasting industry for not really performing its role but acting as the watchdog of the federal government for instance, when the NBC should be fully in charge of looking into granting new television/Radio stations licenses they leave the duty for the presidency via the ministry of information and only serve as advisors to the government, this doesn't make the commission an independent body. Besides thus, many broadcasting outfits complain of high price fees charged for the granting of licenses and renewals as against the fees charge against the government owned stations.

However, deregulation also faces its own obstacles as many of the privately owned television stations never showed professionalism in terms of quality reporting, there were too many radio stations and television stations not necessarily operating professionally as far as they make their money through commercials. In a nutshell, the Nigerian Broadcasting commission just focused on giving licenses to the stations without thinking of whether to show professionalism or not. Many theories were looked at including the authoritarian theory, the libertarian, the social responsibility, soviet communist's theories, development media theory, democratic-participant

media theory. These theories were said to be more or less concepts of what the press should be and do, which informed the explanation of the philosophical foundation of Nigeria mass media. Press freedom in Nigeria was looked at, the need for it and why it should be encouraged. The case of Nigeria was looked at, the clamouring for the freedom of information bill in Nigeria which had dated back to many years until now when it has been passed.

2.1.11.1 Function of the Mass Media

Mass media is the means of public communication reaching to the large, scattered heterogeneous and anonymous audience at the same time. Mass media have been proved to be a part of human society. Nothing has influenced the lives of modern men as the media have. Mass media is the powerful means that may not only influence today world but also shape the globe of tomorrow. In this case, mass media medium performs essential task in order to cast its effect to the audience and maintain the society. Many scholars have argued different functions of mass media even so, we can classify the functions of mass media into two categories; general function and specific functions.

Under the general functions of mass media, following points are incorporated.

Information: Dissemination of information is the major function of mass media. Since information is knowledge and knowledge is power, media after authentic and timely facts and opinions about various event and situations to mass audience as informative items informative functions of mass media also lets the audience knows about the happening around them and come to the truth.

Education: Media provide education and information by side. It provides education in different subjects to people of all levels. They try to educate people directly or indirectly using different forms of content distance education program for example is a direct approach. Dramas, documentaries, interviews, feature stories and many other programs and prepared educate people indirectly.

Entertainment: The other important function of mass media is the entertainment. It is also views as the most obvious function of media. Actually, entertainment is a kind of performance that provides pleasure to people. Mass media fulfil this function by providing amusement and assist in reducing tension to large degree. Newspaper and magazines, radio, television and online medium offer stories, films serials and comics to entertain their audience.

Persuasive: It is another function of mass media persuasion involves making influence in other mind. Mass media influence audience in varieties of ways. Media content builds opinions and set agenda in the public mind. It influences voters, changes attitudes and moderates' behaviour. Along with the above-mentioned general functions, mass media performs some specific function which are:

Surveillance: Surveillance denotes observation. Here observation means to watch the society closely. The function of mass media is to observe the society closely and continuously and warn about threatening actions to the mass audience that are likely to happen in future modern to decrease the possible loss.

Linkage: The function of mass media is to join together different elements of society that are not directly connected for instance media advertising attempts to link the needs of buyers with the

products of sellers similarly. By broadcasting news of those suffered from the disease or natural disasters media can help in collecting aids and provide the collected amount to the victims.

Socialization: This is the transmission of culture, media and the reflectors of society. They socialize people, especially children and new-comers. Whenever a person reads newspaper or watches television, individual knows how people react on matters and what types of norms and value they perceive on particular event issue or situation.

2.1.11.2 Awareness Creation by The Mass Media in Nigeria

There is a wide agreement that awareness leads to knowledge and knowledge leads to behaviour modification. It means making something known to the public. Mass media have been a major agent of socialization and tools for social changes especially now that people depend on message from mass media. The potential power of the mass media is to help solve social problems. Television, radio and print advertising can entice people to buy a wide range of products and services, television entertainment programs and movies exert enormous influence over our ideas, values and behaviour. Therefore, according to conventional wisdom, it should be possible to use mass media to get people to act on behalf of their own health and well-being or to do right” by important social causes. Based on this assumption, since World War II, federal, state and local governments, private foundations and other non-governmental organizations have sponsored hundreds of public service campaigns to promote social rather than commercial “goods” Scholars observed that the mass media educate, inform and entertain. Beyond these functions, they also persuade and catalyse social mobilization¹⁰⁵. In other words, the mass media can be regarded as powerful sources of information because they have the capability to penetrate every

segment of the society. Furthermore, the mass media have the capacity to create awareness and knowledge about issues of national interest.

Prevention advocates would look to the mass media as an important aid in addressing the problem of high risk drinking in the Nigerian society. Some advocates have pushed for reform or other restrictions on Alcohol Advertising¹⁰⁶. Others have sought to influence entertainment producers to and the glorification of, high-risk drinking in television and in the movies more recently; prevention advocates have produced a small number of media campaigns to change the society's knowledge, attitude and behaviour¹⁰⁷. Three types of mass media, campaign produced are:

Information Campaigns: These try to raise awareness of the problem, usually with the intent of motivating the citizen to avoid high-risk alcohol use.

Social Norms Marketing Campaigns: Here try to correct misperceptions of current drinking norms, based on the idea that if the citizens no longer have an exaggerated view of how much alcohol their peers are consuming fewer of the society will be led to engage in high-risk drinking.

Advocacy Campaigns: Attempt to stimulate support for institutional, community or public policy change.

2.1.11.3 Challenges of The Media in Covering Drug Abuse Related Matters in Nigeria

Ownership and Control: since most of the mass media outlet in Nigeria are owned by Government, rich and influential people in the society, then with no doubt in mind it is surely the ideas, views, opinion, aspiration and programmed of these set of people that are mainly fed to the generality of the populace, just as we have the saying, "he who pays the piper dictates the

tune” which means that it is whatever these owners who own and control the mass media wants will determine whatever form information the populace will received from the media.

Lack of Adequate Technology and Appropriate Personnel: This is another serious challenge facing the coverage of drug abuse in Nigeria. We can all tell that most of the technology equipment been used by the media outlet in Nigeria are either too old or obsolete¹⁰⁸. On the contrary a situation where this technological equipment are available the right and appropriate personnel will be of shortage.

Unprofessional/ Unethical Attitudes of Journalist: It is a known fact that journalists in Nigeria usually engage in number of unprofessional and unethical journalistic practices. For instance, it has become a life style of some journalist to demand gratification from clients to color the news to suit the one who gave the bribe.

Threat to Personal Safety: this is a common phenomenon in developing nation like Nigeria many journalists are usually threatened, their lives, their means of livelihood are all threatened. Many of these journalists in Nigeria do go through traumatic experience when searching for information on issue concerning drug abuse.

Lack of Fund: this is one of the biggest challenges facing the mass media in Nigeria due to inappropriate policies by the federal government. The dissemination of information is not widely spread to the rural area due to lack of fund by the government and private own station¹⁰⁹.

2.1.11.4 Solutions to Drug Abuse in Nigeria

Seminar and Workshop by the Nation Drug and Law Enforcement Agency (NDLEA): Seminars and workshop should be organized in various secondary schools and institutions of

higher learning in the country on drug free education. The curriculum for drug education should be developed and made to be taught at all level of our educational system. Also, drug addicts should be produced with necessary counseling service and socially rehabilitation to enable them quit the ugly habit and relies into normal life.

Reduction of Target Market: This involves bringing about a decline in the consumption of these substances thereby reducing demand. This will in turn cut down on the revenue of the drug traffickers, hence making the business less lucrative. This would entail counseling, rehabilitation and reintegration of drug dependent individual into the society in order to help them stay off drug.

Adequate Funding and Training of Security Operative: In as much as the government has done well by setting up the NDLEA, the agencies involved with the war in drugs should be adequately founded both by government and concerned citizens. Added to funding, they also have to be routinely trained to enable them keep up with the ever-changing war. If necessary, adequacies legislation should be put in place to further punish those involved in the sale of these drugs.

Orientation and Education of the Youth: The majority of those associated with drug abuse are youth, this mean that if the youths are kept away from drugs, the entire problem is almost solved. The Nigerian youth need to be further oriented on the dangers involved in taking hard drug. This orientation should not be left only to be done by the government or educational institution but parent and guardians should also step up and play their role in this.

2.2 Theoretical Framework

This study will have its theoretical framework on selective exposure theory and agenda setting theory.

2.2.1 Selective Exposure Theory:

Selective exposure is a theory within the practice of psychology, often used in media and communication research, that historically refers to individuals' tendency to favor information which reinforces their pre-existing views while avoiding contradictory information. Selective exposure has also been known and defined as "congeniality bias" or "confirmation bias" in various texts throughout the years

According to the historical use of the term, people tend to select specific aspects of exposed information which they incorporate into their mindset. These selections are made based on their perspectives, beliefs, attitudes, and decisions. People can mentally dissect the information they are exposed to and select favorable evidence, while ignoring the unfavorable. The foundation of this theory is rooted in the cognitive dissonance theory which asserts that when individuals are confronted with contrasting ideas, certain mental defense mechanisms are activated to produce harmony between new ideas and pre-existing beliefs, which results in cognitive equilibrium. Cognitive equilibrium, which is defined as a state of balance between a person's mental representation of the world and his or her environment, is crucial to understanding selective exposure theory. According to Jean Piaget, when a mismatch occurs, people find it to be "inherently dissatisfying".

Selective exposure relies on the assumption that one will continue to seek out information on an issue even after an individual has taken a stance on it. The position that a person has taken will be colored by various factors of that issue that are reinforced during the decision-making process.

According to Scholars, theoretically, selective exposure occurs when people's beliefs guide their media selections.

Selective exposure has been displayed in various contexts such as self-serving situations and situations in which people hold prejudices regarding outgroups, particular opinions, and personal and group-related issues. Perceived usefulness of information, perceived norm of fairness, and curiosity of valuable information are three factors that can counteract selective exposure.

Selective exposure can often affect the decisions people make as individuals or as groups because they may be unwilling to change their views and beliefs either collectively or on their own, despite conflicting and reliable information. Recent studies have shown relevant empirical evidence for the pervasive influence of selective exposure on the greater population at large due to mass media. Researchers have found that individual media consumers will seek out programs to suit their individual emotional and cognitive needs.

Most people prefer to expose themselves to entertainment news rather than political news. Now even after exposing yourself to a particular kind of content, it's not everything you listen to in the entertainment news they might be talking about fashion and the music industry and you choose to listen to only the fashion news, that is you selectively putting your attention to the fashion news and for the selective retention you chose to remember few things mentioned in the fashion news. Every other thing said is regarded as noise to you. How this theory relates to this study is basically that not everyone exposes themselves to mass media messages on social media and even among those who use social media, not everyone gets to see the campaign messages on drug abuse awareness and for those who do see the messages only a few choose to retain what they saw and act upon it. On selective exposure you have to be seeing messages or advert on

drug abuse and for the selective attention and not every message will catch your attention and the few that catches your attention and you choose to act upon is the one you selectively retain.

2.2.2 Agenda Setting Theory:

The agenda setting theory is a theory that discusses on how the mass media influences in making a certain issue as a public agenda. The public agenda is the main focus or prime issue which the members of the society or public concern about. The term agenda setting theory is first used by McCombs and Shaw. This theory elaborates the connection in term of relationships between the emphasis that the mass media put as an issue and the media audiences or the public's reaction or attributes to such issue.

The agenda setting theory begins as an explanation on how the mass media affects to change the pattern in political behavior during elections. Subsequently, the theory has inspired and developed hundreds of latter explorations on how the mass media primes and frames issues for their audiences. Not only limited to such, the discussion also covers on how the mass media colors a particular event for their media audiences. Therefore, the mass media can be considered as responsible in influencing and shaping the public opinion and agenda. Such influence of mass media on the public agenda or opinion can happen intentionally or unintentionally

This substance of this argument further opens the windows for the appreciation of the concept of priming and framing. In agenda setting and by implication opinion formation, priming denotes the idea that “media draw attention to some aspects of political life at the expense of others” while framing, as related as it is to priming assumes that subtle changes in the wording of the description of a situation might affect how media audience members think about the situation¹¹⁰.

It therefore suggests that the media use words to create perspectives and direct understanding in

that context. Hence, what media audience members think of an issue when exposed to only a particular aspect (one sided) of the information on a particular issue may not be the same when exposed to all relevant aspects of the event or issue. Simply put the media choice of words and the way such words are framed determines people's perception of such reality.

2.3 Empirical Review

A study on perception of drug abuse among Nigerian Undergraduates asserted that while it is useful to identify competing explanations for why substance proliferation and informed consumption is on the increase, it is important to observe that student behavior may be daily modified at the detriment of achieving a fulfilled life. Substantiating this assertion, Study on drug abuse among Nigerian students avers that there is a maladaptive pattern of use which results in significant impairment leading to failure to fulfill social obligations. Cannabis or marijuana makes it hard to keep track in time and concentration in class work. Students who use it have difficulty in memory, and find it hard to solve problems and most times have difficulties in learning, to some. Marijuana is as tough as cigarette in the lungs, therefore steady users suffer coughs, wheezing, frequent colds, and respiratory (airway and lung) infections, like bronchitis and this can stop a student from attending class. Marijuana raises heartbeat rate and blood pressure. Research shows that substances such as alcohol depresses the central nervous system, and leads to accidents, bad conducts and cause distortion of perception¹¹¹. Its abuse is a major factor contributing to the rising incidents of crimes and largely to the social malice, which are becoming too rampant in contemporary society. It is pointed out that when a man or woman smokes twenty sticks of cigarette a day for 25 years, there will be reduction of 21.5% of his/her life and that the risk of lungs cancer is between 8 and 15 times higher in cigarette smokers than the non-smokers. Studies show that, the reasons put forward for indulging in substances

proliferation may include wanting to feel on top like adults, to feel good, to get excited, to be like friends and to be like stars.

Similarly, identified are numerous negative effects of substances on the body chemistry as follows:

- Physical problems e.g., liver cirrhosis, pancreatic, peptic ulcer, tuberculosis, hypertension, neurological disorder.
- Mental retardation of the fetus in the womb, growth, deficiency, delayed motor development.
- Craniofacial abnormalities, limbs abnormalities and cardiac deficits.
- Psychiatric e.g.; pathological drunkenness, suicidal behavior
- Socially-broken homes, increased crime rate, sexual offences, homicide and sexually transmitted diseases.

A study on the internet as one factor influencing substance abuse reveal that with the government being unable to create jobs for the teeming unemployed youth population in order to make life bearable, many have, out of frustration, resorted to the wild consumption of these substances, particularly marijuana which has reached an epidemic level in the present Nigeria society creating a lot of implications on the health status of students¹¹². It is observed that aggressive, violent and destructive activities that are common with substance abusers could threaten the safety of family and nation. Some become insane, maladjusted to school situations and eventually drop out of school.

Substance is said to be abused when its consumption causes disorder and is characterized by a destructive pattern leading to significant problem or distress¹¹³. It is also seen that substance abuse as the scenario when it is taken more than it is prescribed. It could also be seen as the use of illicit substances, or the abuse of prescription or over-the-counter substances. The consumption of hard substances by adolescent students in Nigerian universities may have become one of the most disturbing issues in the society nowadays. Since the constant abuse of substances is known to cause psycho-social problems in society, and one only hopes that this intolerable practice and its associated evils will not go ahead to breed deranged generation of youths going by the frequent and rampant substance crises in the Nigerian society. While the frequent and rampant substance proliferation and addiction modify behavior, producing red eyes or dry mouths or becoming sleepy or very hungry has become an embarrassing phenomenon when one views our youths talking aimlessly as they walk down the streets. In addition, cannabis, aside being linked to mental health problems such as schizophrenia, and when smoked, into the lung, also causes diseases including asthma, among others.

A study on the using social networks to understand and prevent substance use showed that in contemporary Nigeria, vis-à-vis most parts of the globe, education has come to be regarded mainly as a vehicle for economic, social and political development. There has also been a growing commitment to education by government, individual communities and missionary bodies. This commitment on the part of government and other non-state actors has extended to ensure that students are properly groomed and tutored on how best to effectively manage themselves in an ever-changing world. From the empirical evidence gathered from study of proliferation of substance among Nigerian youths, there is a significant relationship between the proliferation of substances and poor academic performance of students¹¹⁴. In a nutshell, students

who persistently abuse substances often experience an array of problems, including academic difficulties, health-related problems, poor peer relationships and involvement with the juvenile justice system. Additionally, there are consequences for family members, the community, and the entire society like conflict between friends, family breakdown, violence, gangs, drug trafficking etc. Declining grades, absenteeism from school and other activities, and increased potential for dropping out of school are problems associated with adolescent substance abuse. Research findings show that low level of commitment to education and higher truancy rates appear to be related to substance use among adolescents.

These changes are maladaptive and inappropriate to the social or environmental setting therefore may place the individual at risk of harm. Research findings show that the problem of substance proliferation and addiction knows no boundaries or social class. It impedes the development of any society as it is a threat to life, health, academic performance and dignity of the adolescent. Also, decreasing the ability to concentrate in studies as a result getting oneself addicted to alcohol and substances are known to have some detrimental effects on pupils' cognitive abilities. As earlier observed, it undermines students' progress by making them less likely to attend classes or keep up with their studies. It is in line with this strand of thought that psychologists argue that heavy drinking may lower individuals' expectations about their academic performance. In a nutshell, the consensus of opinion therefore seems to be that students are seriously involved in substance abuse. This, obviously, calls for an in-depth study and analysis aimed at drawing the attention of parents, guardians and all stakeholders on how their actions and inactions have individually and collectively contributed to the ever-increasing problems of substance abuse and addiction in the Nigerian society. Admittedly, the Federal Government established an agency to combat the substance virus with a view to reducing it to the barest minimum, but it is unfortunate

that the agency nowadays exists only in name unlike when it was newly established. Consequent upon this, these substances have continued to interfere with the awareness of students' unique potential and interest thus affecting their career development¹¹⁶.

Substance proliferation and addiction may have in recent times been influenced by social media. Research on the effect of social media on drug abuse among youths in Nigeria, it was found that, to an extent drug abuse has become an embarrassing occurrence in Nigerian universities since that sense of feeling good, elation, serenity and power have developed into a problem of dependence and abuse. Writing on substance proliferation, abuse and addiction, scholars say it is the consumption, without medical supervision, of medically useful substances which alter mood and behavior for a purpose other than that for which it is prescribed, or the consumption of any mind changing substances which have no legitimate medical or socially acceptable use.

Contributing to these views, A study on the influence of online platforms on the use of drugs, it is opined that the information youngsters get from the social media has not been able to make them get scared or exclude them from these substances, but rather has made them more interested in wanting to experiment with it themselves. Furthermore, to demonstrate the extent to which social media has made substance proliferation a lot easier and simpler. It was gathered that Columbia University's National Center on Addiction and Substance Abuse (CASA) has found that, teens that spend time on Facebook, MySpace, Twitter, and other social networking sites are more likely to smoke, drink alcohol, and use substances. CASA polled more than 2,000 teens, and the results show that, compared to teens who do not visit social networking sites daily, those who do are five times more likely to use tobacco, three times more likely to drink alcohol and twice as likely to use marijuana. Surprisingly, the teens in the survey said they have seen images of intoxicated kids, including some who are passed out, as well as pictures of peers using

substances. Erroneously, the images of intoxicated kids portray the fact that substance proliferation and addiction is a norm. By implication, it is no big deal for teens to take substances and started indulging in it earlier than expected. This wrong impression has caused serious harms leading to and including substance addiction, risk-taking behaviors, and even death. While it is useful to advance explanations why it is not enough to simply teach youngsters about the negative consequences associated with substances, it is also important to make them understand how the media convey information as well, and making it harder for them as young people not to be manipulated. Substantiating these findings, research also submits that peer pressure influences youth to use substances under the false impression that some substances increase strength and give wisdom as well as courage to face life.

Substance use is rampant and often glorified by celebrities and others on social media. There have been reports of social media being used as a strategy for selling drugs, with hashtags facilitating the process of pairing buyers with sellers Tobacco, electronic cigarette, and alcohol industries have widely integrated social media platforms into marketing strategies that are fully accessible to teens. In this way social media has opened up doors for these industries to market to youth even when direct marketing to minors is against the law or supposed to be internally regulated. The burgeoning cannabis industry is opening up even more opportunities for teens to have exposure to advertising through social media. Exposure to substance use imagery is associated with subsequent onset in use, which is why drinking alcohol and using drugs in movies warrants an R rating.

A study on youth, substance abuse and social media reveals that Social media is harder to regulate. Questions remain about the nature of the relationship between exposure to substance use on social media and subsequent use. A study by the National Center on Addiction and

Substance Abuse at Columbia University showed that teens who use social media were more likely to use tobacco, alcohol, and marijuana than teens who do not use social media, and risk was higher for those who had seen pictures of kids using or passed out from alcohol or drugs. Another study found that undergraduate students with disordered online social networking use were more likely to have problematic drinking and difficulties with emotion regulation. A study on social media use and substance Abuse takes this area of inquiry a step further by demonstrating a pathway from social media use to increased drinking. Their finding that peer injunctive norms serve as a mediator between social media exposure and the initiation of drinking behaviors points toward intervention targets of peer influence and normative behaviors.

Overall, physicians have cited patient privacy, standard of care, increased litigation and higher costs as barriers to utilizing social media for communication with patients¹¹⁷. Healthcare has traditionally been seen as a private-sphere topic. However, social media allows individuals a public forum to meet and connect with others who are struggling with the same health concerns. While this is great for sharing advice and experiences, it does create confidentiality concerns for physicians looking to engage in social media dialogue. Global laws about patient privacy varies, but the World Health Organization recognizes that it is an inherent right for all patients around the world the right to confidentiality of their personal health information¹¹⁸. It is much easier to secure these conversations when they are held face-to-face in the privacy of a healthcare practice than it is to secure an online conversation.

One critical health concern is the quality of health information consumed and diffused on the web, especially as the process becomes more social in nature. The internet is a largely unregulated space, where anyone is able to post anything on a designated topic. There are many sites with public health misinformation, some promoting products, and others as outright

scams¹¹⁹. Each day, the amount of misinformation is ever growing. Some physicians worry about deadly consequences of spreading blatant misinformation online¹²⁰.

Decreased privacy and increased misinformation are recipes for physician litigation. High numbers of malpractice lawsuits have resulted in many healthcare costs, both financially and in practice. Research demonstrates that litigation is responsible for over \$30 billion dollars in American healthcare costs. Often this fear of getting sued results in physicians taking fewer risks and getting less personal with patients during care.

Another concern as the healthcare industry moves towards the digital age is the increase in technology costs. Face-to-face communication and paper records are less expensive than new communication technologies. 81% of economists believe that the increased cost of healthcare is due to the process by which medical technologies are developed, adopted, and integrated into the delivery of health care services¹²¹. These factors combined make many physicians uneasy about incorporating social media into their health communication plan, despite its many benefits.

To date, most health communication research has been focused on the benefits of patients accessing health-centered Web 1.0 websites. These sites have traditionally been the number one resource for users interested in being more proactive with their personal healthcare management. They are still designed as a one-way model where users access information that is diffused in a top-down manner. However, social media allows users to share these more Web 1.0 oriented websites with their social networked Web 2.0 community.

There are many benefits of a more social online health experience. This freedom of information access increases audience knowledge, awareness and empowerment regarding personal health issue, equalizing information access. Social media is instant, borderless and elevates electronic

communication to near face-to-face, changing diagnoses into dialogue. Social media is also found to result in greater patient happiness and a more patient-centered health care system.

Research demonstrates how patients who are more proactive in personal health management are more willing to follow treatment advice. Social media prompts more action from users. While it may be easy to dismiss what a physician has prescribed, it is less likely that one will ignore information sought through his or her own efforts.

By shifting the locus of control to the patient, relations are altered into more knowledgeable and empowered patients. Social media allows for user communities to share experiences about niche healthcare decisions. Blogs and online journals help provide patients with self-expressive tools to publish their own experiences and prompt treatment dialogue among niche communities. Social media allows consumers to become creators and co-creators in the social marketing process by allowing for more public reporting, a key strategy in the effort to improve health care quality. These types of social media provide another method for patients to provide feedback and obtain information about physician performance before making healthcare decisions. Individuals are no longer limited to the expertise of the one or two physicians in their hometown. It is clear that the Internet is advancing more equal access to health communication across all populations. Patients who may otherwise hold limited access to healthcare providers are now using the technology for personal healthcare regiment advice. The same is true for other constraints, such as time, money or insurance. Online health dialogue has provided an opportunity for these individuals to seek health advice without physically making a trip to the doctor. In fact, the number of people seeking health information online is currently higher than the number of people seeking medical care in person. It is imperative that physicians around the world are accessible and an intricate

part of these conversations. However, many cultural differences may influence physicians' willingness to do so.

There is currently a global recognition of the power of digital media in transforming various sectors of society, especially public health delivery. Advances in digital technology have resulted in the application of new media technologies for diverse health problems. However, this paper focusses on the use of digital media for health communication purposes, which is sometimes referred to as E-Health communication.

As argued, the use of electronic communication for health purposes predates current advances in digital media. Early efforts to use information technology for health delivery involved didactic patient communication through websites, telemedicine, and participant-center approaches such as blogs, wikies, mobile phones, emails and podcasts. Technologically-enabled solutions were also intended to provide alternative sources of information in the health sector, including sharing of data and creating opportunities for interaction among media personnel. Nevertheless, developments in internet technology and an unprecedented growth in mobile infrastructure have expanded the deployment of social media devices for health communication and education globally.

Social media platforms have now become indispensable for health literacy and an overall improvement of health outcomes. Furthermore, some forms of E-Health interventions include data collection and disease surveillance, health information management and point of care, treatment compliance and emergency response. Other areas of application include health information dissemination, health care monitoring, training of health care workers, tracking of disease outbreak and diagnostic support. In their study, state that mobile telephony can reach

more people with health information, facilitate interactivity, and promote confidentiality of use. Such transformative effect of mobile technology in health care in developing countries is affirmed¹²².

Mobile health is often described as a ‘game-changing’ technological platform. Unlike other mass communication platforms such as television and radio, mobiles cannot only be used to provide information and enable people to interact with that information, but also to deliver services and strengthen health systems. In other words, “mobile telephony can unite both the educational and clinical functions of mHealth in one device”.

Specifically, a study on the role of digital technology for social marketing, suggests that advancement in information technology offers major opportunities for health promotion in engaging health professionals with their patients, and the mobilization of new clients¹²³. The author hypothesizes that the new media signals a shift in thinking about traditional methods of social marketing and communication for development. This assertion is consistent with who contend that more than any other time in history, social media offers timely and credible health information, critical for improving public health outcomes quickly and directly¹²⁴.

Against the backdrop of the defining impact of computer and internet technologies affirms that using social media for health communication will eliminate some of the inherent limitations of traditional health communication through improved customization, contextuality, interactivity and mixed media utilization. One could also argue that digitally enabled social media interventions such as mobile phones, instant messaging, chat room forums and social networking sites are also particularly relevant for communication of sexual and reproductive health issues¹²⁵.

2.4 Conceptual Framework

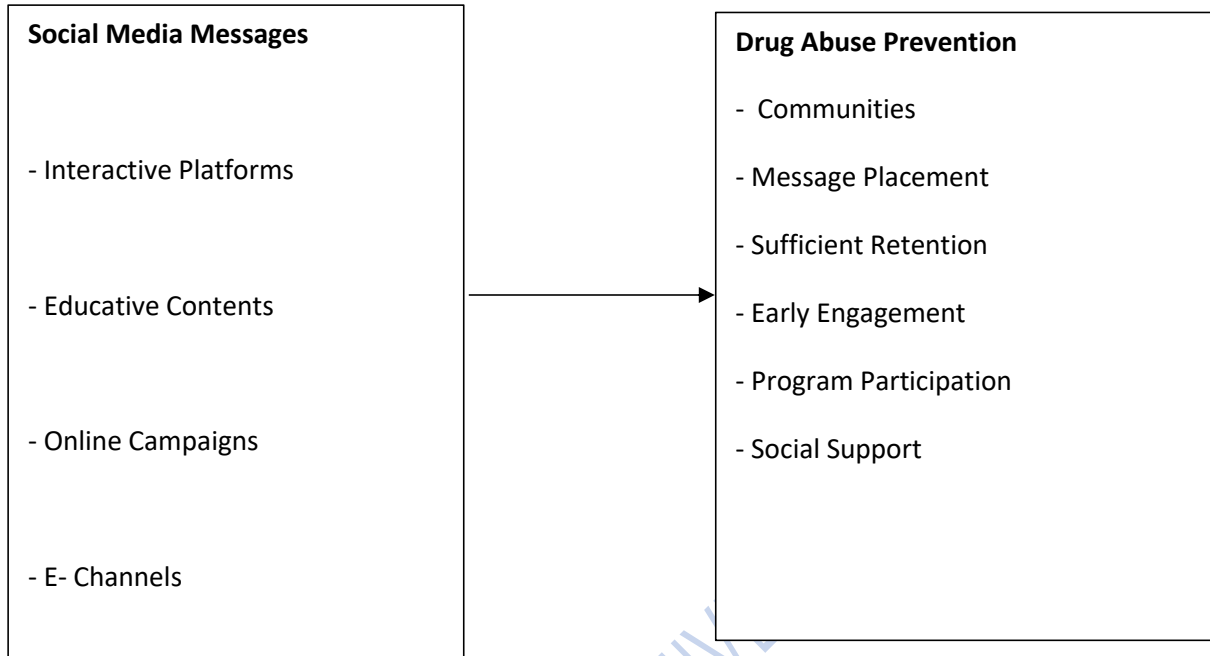


Fig 2.1: The model above shows the conceptual framework on the influence of social media messages on drug abuse prevention.

Source: Researcher (2022)

Drug abuse prevention is the independent variable, while social media messages is the dependent variable.

Social media messages are disseminated on drug abuse prevention through interactive platforms such as Facebook, WhatsApp, Twitter, Instagram, among others. These messages come in the form of Educative contents and could also be seen in creative online campaigns. These mediums are e-channels through which these messages are passed across whereby communities are created in which drugs abuse prevention messages are placed for sufficient retention. With social messages on drug abuse prevention would provide early engagement through program participation thereby giving social support at the same time.

2.5 Summary of Gaps in Literature Reviewed

There is an increasing concern among contemporary scholars from various areas of study that the renaissance and frequency of drug abuse in the nation is not only affecting the image but also substantial health care burden and increased mental disorder. In this study, it was stressed by different scholars that Drug abuse is inevitable phenomena in a nation like Nigeria with more of youth population. Literature reviewed in this study stresses the fact that Drugs are said to be as old as man himself and the use and abuse of drugs had had a long history in many cultures and societies. Natural plants like opium, coca and cannabis among others have been in use for many years. Literatures reviewed in this study indicate that the causes of recurrent drug abuse in Nigeria in the past decades to this era are due to one factor or the other, showing that the factors are multi-dimensional.

Some of these factors are peer pressure, education, community among others. The literature reviewed in the study, suggests revealed that the ways out of drug abuse is by peer education, government and NGO's interventions strategy. Drug abuse has led to poverty, distortion interpersonal relationships, violence among others.

Literature reviewed further show that among the core responsibilities of the media is the surveillance function takes a critical role. The media are expected to bring to the consciousness of the public impending dangers; this function places a demand on the media to cover, analyse and report impending dangers that are threats to lives and properties of a given society. Writing on media surveillance, some scholars have said is a process of collecting and distributing information about local, national and international events and conditions.

It is further revealed that the the problem of substance proliferation and addiction knows no boundaries or social class. It impedes the development of any society as it is a threat to life, health, academic performance and dignity of the adolescent. Also, decreasing the ability to concentrate in studies as a result getting oneself addicted to alcohol and substances are known to have some detrimental effects on pupils' cognitive abilities. Also, it is revealed that, social media allows individuals a public forum to meet and connect with others who are struggling with the same health concerns. While this is great for sharing advice and experiences, it does create confidentiality concerns for physicians looking to engage in social media dialogue.

The reviewed works, so far have among other things suggested various ways of reducing drug abuse, but not much has been done on the role of social media as an institution in spreading awareness on the problems of drug abuse. An appraisal of these works highlighted so far reveals also methodological "affinity" among most of them in the area of causes and effects of drug abuse. The main limitations noticed in some of these works, positions, theories and perspectives on drug abuse reviewed so far are that most of them only attempted to expose the causes of these crisis. Others chronicled the root of drug abuse, while some touched on the adverse consequences of drug abuse. Some of the scholars have tended to lay emphasis on a single factor for explanation without recognising the role of social media messages in spreading awareness on the crisis.

From the foregoing, one would observe that, not much attention has been given in a comprehensive manner to social media role in spreading awareness on drug abuse. Also, not much attention is given to the effectiveness of social media campaigns on drug abuse and the need to develop a new approach to effectively tackle drug abuse using social media. There is therefore, the need for research on social media messages in spreading awareness on drug abuse.

This work therefore, greatly contributes to the understanding of the relationships between social media messages and drug abuse in a digital era.

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Chapter Three

Methodology

This chapter presents the procedures adopted for the research study. It discusses the research design, population of the study, sample, as well as sampling techniques, data collection and data analysis.

3.1 Research Design

The study adopted the survey research design of quantitative approach. It was adopted design was considered to be the most suitable for this type of study due to the fact that the results obtained could be generalised among the study population.

3.2 Population of the Study

The population of the study comprised all undergraduates of Lead City University, Ibadan. Four thousand, seven hundred and thirty (4730) students were registered for the 2021/2022 academic session of Lead City University, Ibadan. This data was gotten from the office of the Director of Registration of the university. Students were registered across seven faculties of the university, viz: Basic Medical and Applied Science, Communication and Information Science, Law, Engineering, Management and Social Sciences, Environmental Design and Management, and Arts and Education.

3.3 Sample and Sampling Techniques

The study employed purposive sampling technique. This is because it enabled the researcher to obtain a sample that best represents the entire population being studied. Also, it gave the

researcher the opportunity to pick from the population, which gave way for convenience. However, the sample for this research was determined by employing the Taro Yaman 1967 formula for obtaining sample.

$$n = N / 1 + N (e)^2$$

$$n = 4730 / 1 + 4730 (0.05)^2$$

$$n = 4730 / 1 + 4730 * 0.0025$$

$$n = 4730 / 1 + 11.825$$

$$n = 4730 / 12.825$$

$$n = 368.8$$

$$\therefore n = 369$$

Therefore, the sample for the study was 369.

3.4 Description of Research Instrument

The instrument for the research study was a self-designed structured questionnaire. The questionnaire items were drawn from the research questions formulated for the study. The questionnaire was divided into five sections: the first section (Section A) contained a demographic profile of the respondent, while the rest of the sections (Section B to Section E) contained structured questions aimed at getting useful information from the respondents about the research study. It sought to provide answers to the research questions.

3.5 Validity of the Research Instrument

The validity of a scale refers to the degree to which it measures what it is supposed to measure. Unfortunately, there is no one clear-cut indicator of a scale's validity. The validation of a scale involves the collection of empirical evidence concerning its use or verification of the scale by a number of professionals in the area of research. Hence, to validate the scales of the instrument used, the researcher gave the questionnaire to the supervisors and three lecturers in the Department of Mass Communication and Media Technology, Lead City University for review and to verify the validity of the instrument. After the questionnaire was reviewed and returned, necessary corrections, as suggested were made to the instrument.

3.6 Reliability of the Research Instrument

The reliability of a scale refers to the degree to which the items that make up the scale hang together and measure the same underlying construct. One of the most commonly used indicators of reliability is Cronbach's alpha coefficient. Ideally, the Cronbach alpha coefficient of a scale should be close to 0.7. Cronbach's α (alpha) as a coefficient of reliability was used to measure the internal consistency for all variables in this study. Hence, α Social Media Platforms with drug abuse prevention messages was 0.86; drug abuse prevention among undergraduates of Lead City University, 0.52 and Social Media messages on drug abuse prevention among undergraduates of Lead City University, 0.51. Coefficients ranged between 0.51 and 0.86. According to studies, with short scales (e.g., scales with fewer than ten items), it is common to find quite low Cronbach alpha values (e.g., 0.5). In this case, it may be more appropriate to report the mean inter-item correlation for the items. An optimal range for the inter-item correlation of 0.2 to 0.4

is recommended. Hence, the inter-item correlation of the scales for influence of Social Media messages and drug abuse prevention among undergraduates of Lead City University was done.

3.7 Data Collection Procedure

The methods of obtaining the data needed for this study was by distributing the questionnaire to the population of this study. The questionnaire was administered through face-to-face approach to the respondents. Therefore, the administration and retrieval of the questionnaire was done by the researcher and two research assistants over a period of three weeks. The research assistants were trained by the researcher in order to ensure a smooth process of the administration of the instrument. The questionnaire was administered to the respondents within the time the respondents were less occupied with their academic activities. A total of 357 (96.7%) questionnaire was returned and found valid for analysis.

3.8 Data Analysis

After collection, the data were coded and cleaned before being analysed. Since the analysed data were categorical in nature and in Likert format. Percentages were used for the descriptive analysis. Statistical Package for Social Sciences version 20 (SPSS v.20) was used to analyse the data obtained for the study.

Chapter Four

Results and Discussion of Findings

This chapter deals with the presentation, analysis and test of hypothesis of data collected through the questionnaire administered on undergraduates of Lead City University, Ibadan.

4.1 Demographic Data of Respondents

This section presents the demographic information of the respondent. It shows information on sex, age distribution, religion, level of study and programme of study of the respondents.

Table 4.1: Distribution Based on Gender

Sex	Respondents	Percentage
Male	153	42.9
Female	204	57.1
Total	357	100

Source: Researcher's Field Survey (2022)

Table 4.1 shows the information of respondents based on gender. The female respondents were 204 (57.1%) while the male respondents were 153 (42.9%). This implies that majority of the respondents were females.

Table 4.2: Distribution Based on Age

Age	Respondents	Percentage
15-17 years	81	22.7
18-20 years	115	44
21 and above	161	45.1
Total	357	100

Source: Researcher's Field Survey (2022)

Table 4.2 discloses the distribution of respondents based on age. It reveals that 81 (22.7%) are within the age bracket of 15-17 years while 115 (44%) falls within 18-20 years. A further look at the table discloses that 161 (45.1%) of the respondents were 21 and above.

Table 4.3: Distribution Based on Religion

Religion	Respondents	Percentage
Christianity	181	50.7
Islam	102	28.6
Others	74	20.7
Total	357	100

Source: Researcher's Field Survey (2022)

Table 4.3 discloses the distribution Base on Religion. It reveals that 181 (50.7%) were Christianity while 102 (28.6%) were Islam. A further look at the table discloses that 74 (20.7%) of the respondents were other religion.

Table 4.4: Distribution Based on Level of Study

Level of Study	Respondents	Percentage
100	51	14.3
200	65	18.2
300	98	27.5
400	100	28
500	43	12
Total	357	100

Source: Researcher's Field Survey (2022)

Table 4.4 discloses the distribution Base on level of study. It reveals that 51 (14.3%) were in 100 level, 65 (18.2) were in 200 level, 98 (27.5) were in 300 level. A further look at the table discloses that 100 (28%) of the respondents were in 400 level while 43 (12%) were in 500 level.

Table 4.5: Distribution Based on Faculty

Faculty	Respondents	Percentage
Basic Medical and Applied Science	79	22.1
Mass Communication & Media Technology	82	23
Law	31	8.7
Engineering	23	6.4
Management and Social Science	54	15.1
Environmental Design and Management	16	4.5
Art and Education	72	20.2
Total	357	100

Source: Researcher's Field Survey (2022)

Table 4.5 shows the distribution of respondents based on their faculties. It reveals that 79 (22.1%) were Basic Medical and Applied Science, 82 (23%) were Communication and Information Science, 31 (8.7%) were Law. A further look at the table discloses that 23 (6.4%) of the respondents were Engineering, 54 (15.1%) were Management and Social Science, 16 (4.5%) were Environmental Design and Management while 72 (20.2%) were Art and Education.

4.2 Presentation of Data

Research Question One: What are the social media platforms accessible to undergraduates of Lead City University, Ibadan?

Table 4.6: Descriptive analysis of response on Social Media Platforms

Social Media Platforms	Respondents	Percentage
Facebook	69	19.3
Twitter	41	11.5
WhatsApp	92	25.8
Instagram	52	14.6
YouTube	33	9.2
TikTok	70	19.6
Total	357	100

Source: Researcher's Field Survey (2022)

Analysis in Table 4.6 shows that 92 (25.8%) of the respondents accessed WhatsApp, 70 (19.6%) accessed TikTok, 69 (19.3%) accessed Facebook, 52 (14.6%) of accessed Instagram. The table further revealed that 41 (11.5%) of respondents accessed Twitter, while 33 (9.2%) access YouTube.

Research Question Two: What are the social media platforms with drug abuse prevention messages available to undergraduates of Lead City University, Ibadan?

Table 4.7: Descriptive analysis of response on social media platforms with drug abuse prevention messages

Drug Abuse Prevention Messages	Level of Agreement (n=357)					
	SA	A	SD	D	Mean	SD
I have seen videos of drug abuse prevention on YouTube	71 19.8%	129 36.1%	68 19%	89 25%	2.5	2.7
I have come across messages of drug abuse prevention on Twitter	58 16.2%	32 9%	83 23.2%	184 51.5%	1.9	2.2
I haven't seen any drug abuse prevention message on Facebook	68 19%	110 30.8%	76 21.3%	103 28.9%	2.4	2.6
Messages on ways to overcome drug abuse have been forwarded to me on WhatsApp	73 20.4%	82 23%	91 25.5%	111 31.1%	2.3	2.6
No message of drug abuse prevention has appeared on my Instagram feed	82 23%	98 27.5%	67 18.8%	110 30.8%	2.4	2.7
I have viewed videos of drug abuse prevention on TikTok	116 32.5%	61 17.1%	31 8.7%	149 41%	2.4	2.7
I haven't come across any of such messages on social media platforms	33 9.2%	79 22.1%	83 23.2%	162 45.4%	2.0	2.2
Grand Mean					2.3	2.5

Source: Researcher's Field Survey (2022)

Analysis in Table 4.7 depicts that 129 (36.1%) agree to seeing videos of drug abuse prevention on YouTube, 89 (25%) disagree, 71 (19.8%) of the respondents strongly agree while 68 (19%) of the respondents strongly disagree. Respondent's opinion on coming across messages of drug abuse on twitter had 184 (51.5%) disagree, 83 (23.2%) strongly disagree, 58 (16.2%) strongly agree and 32 (9%) agree. Respondent opinion on haven't seen any drug abuse prevention message on Facebook had 110 (30.8%) agree, 103 (28.9%) disagree while 76 (21.6%) of the respondents strongly disagree and 68 (19%) strongly agree. 111 (31.1%) of the respondents disagree to messages on ways to overcome drug abuse forwarded to them on WhatsApp, 91 (25.5%) strongly disagree whereas 82 (23%) agree and 73 (20.4%) strongly agree to the statement. The table also reveals that 110 (30.8%) disagreed to no messages of drug abuse prevention appearing on their Instagram feed, 98 (27.5%) agreed while 82 (23%) strongly agreed and 67 (18.8%) strongly disagreed. 149 (41%) disagreed to have viewed videos of drug abuse prevention on TikTok, 116 (32.5%) strongly agreed whereas 61 (17.1%) agreed and 31 (8.7%) strongly disagreed. Also, 162 (45.4%) disagreed to haven't come across any of such messages on social media platforms, 83 (23.2%) strongly disagreed while 79 (22.1%) agreed and 33 (9.2%) strongly agreed. The result of findings shows an average of the respondents who agreed to those that disagreed. Hence, majority of the population disagreed with financial and non-financial incentives promoting maximum workers' productivity. This was subjected to SPSS mean and standard deviation test which also corroborates the claim with the total average mean score of (\bar{x} = 2.3, Std Deviation = 2.5 which is below the pegged 2.6)

Research Question Three: What is the extent to which drug abuse prevention messages on social media have educated undergraduates of Lead City University, Ibadan?

Table 4.8: Descriptive analysis of response on extent of prevention of drug abuse through social media messages

Extent of Prevention	Level of Agreement (n=357)					
	VHE	HE	LE	VLE	Mean	SD
Social media helps to know what drug abuse is	142 39.8%	71 19.9%	43 12%	101 28.3%	2.7	3.0
Social media is capable of inducing students to learn how to prevent drug abuse	93 26.1%	119 33.3%	32 9%	113 31.7%	2.5	2.8
Social media is capable of influencing student participation in online programmes that talk about drug abuse	83 23.2%	52 14.6%	99 27.7%	123 34.5%	2.3	2.5
Social media can educate students on what narcotic drugs are	78 21.8%	100 28%	96 26.9%	83 23.2%	2.5	2.7
Students are capable of learning anything on drug abuse through social media platforms	117 32.8%	109 30.5 %	53 14.8%	78 21.8%	2.7	3.0
Online programs can enlighten students on drug abuse often	122 34.2%	92 25.8%	87 24.4%	56 15.7%	2.8	3.0
Social media is capable of teaching students how to use drugs	191 53.5%	31 8.7%	72 20.2%	63 17.6 %	3.0	3.2
Social media is able to engage students in interactive online sessions more often than before	41 11.5%	106 29.7%	100 28%	110 30.8%	2.2	2.4
Grand mean					2.6	2.8

Source: Researcher's Field Survey (2022)

Analysis in Table 4.8 shows that 142 (39.8%) of the respondents opined very high extent and 101 (28%) opined Very Low extent to social media being helpful in knowing what drug abuse is, while 71 (19.9%) of the respondents opined high extent and 43 (12%) low extent. Respondents opined that social media can educate students on what narcotic drugs are, 119 (33.3%) high extent, 113 (31.7%) very low extent while 93 (26.1%) very high extent and 32 (9%) low extent. On social media capable of influencing student participation in online programmes that talk about drug abuse, 123 (34.5%) very low extent, 99 (27.7%) low extent, 83 (23.2%) very high extent and 52 (14.6%) high extent. 110 (28%) of respondents opined high extent on social media educating students on what narcotic drugs are, 96 (26.9%) low extent, 83 (23.2%) very low extent, and 78 (21.1%) very high extent. On students capable of learning anything on drug abuse on social media, 117 (32.8%) very high extent, 109 (30.5%) high extent, 78 (21.8%) very low extent and 53 (14.8%) low extent. 122 (34.2%) opined very high extent that online programmes can enlighten students on drug abuse often, 92 (25.8%) high extent, 87 (24.4%) low extent and 56 (15.7%) very low extent. On social media teaching students how to use drugs, 191 (53.5%) very high extent, 72 (20.2%) low extent, 63 (17.6%) very low extent and 31 (8.7%) high extent. 110 (30.8%) are very low extent on social media being able to engage students in interactive online sessions more often than before, 106 (29.7%) high extent, 100 (28%) low extent and 41 (11.5%) very high extent. This was subjected to SPSS mean and standard deviation test which also corroborates the claim with the total average mean score of ($\bar{x} = 2.6$, Std Deviation = 2.8 which is above the pegged 2.6)

Research Question Four: What is the effectiveness of drug abuse prevention messages on social media on undergraduates of Lead City University, Ibadan?

Table 4.9: Descriptive analysis of response on effectiveness of drug abuse messages on social media

Message Effectiveness	Level of Agreement (n=357)				Mean	SD
	SA	A	SD	D		
There is a positive change of attitude towards the use of drugs as a result of social media messages	61 17.1%	88 24.6%	115 32.2%	93 26.1%	2.3	2.5
Social media messages on drug abuse are not effective	97 27.2%	102 28.6%	74 20.7%	84 23.5%	2.6	2.8
Drug abuse has reduced drastically as a result of social media messages	76 21.3%	81 22.7%	125 35.0%	75 21.0%	2.4	2.6
Social media messages on drug abuse prevention only prevents the abuse of certain drug substance	122 34.2%	65 18.2%	93 26.1%	87 24.3%	2.7	2.9
More students get informed through social media than traditional media	89 25.9%	117 32.8%	55 15.4%	96 26.9%	2.6	2.8
More students get to see those messages through social media platforms	23 6.4%	86 24.1%	191 53.5%	57 16%	2.2	2.3
There are little changes in the way people use drugs now due to social media messages	73 20.4%	88 24.6%	107 30%	89 24.9%	2.4	2.6
Grand Mean					2.5	2.6

Source: Researcher's Field Survey (2022)

Analysis in table 4.9 depict that 115 (32.2%) of the respondents strongly disagree and 88 (24.6%) agree that there is positive change of attitude towards the use of drugs as a result of social media messages while 93 (23.5%) of the respondents disagree and 61 (17.1%) strongly agree.

Respondents' opinion on social media messages on drug abuse are not effective had 102 (28.6%) agree, 97 (27.2%) strongly agree, 84 (23.5%) disagree and 74 (20.7%) strongly disagree respectively. Opinion on Drug abuse has reduced drastically as a result of social media messages, 125 (35.0%) of the respondents strongly disagree, 81 (22.7%) agree while 76 (21.3%) respondents strongly agree and 75 (21.0%) disagree. Also, on respondents on social media messages on drug abuse prevention only prevents the abuse of certain drug substance had 122 (34.2%) strongly agree, 93 (26.1%) strongly disagree, 87 (24.3%) disagree and 65 (18.2%) agree. 117 (32.8%) of the respondents agree to More people get informed through social media than traditional media, 96 (26.9%) disagree whereas 89 (25.9%) strongly agree and 55 (15.4%) strongly disagree to the statement. Respondents on More people get to see those messages through social media platforms, 191 (53.5%) strongly disagree, 86 (24.1%), while 57 (16%) disagree while 23 (6.4%) strongly agree. On respondents that there are little changes in the way people use drugs now due to social media messages had 107 (30%) strongly disagreed, 89 (24.9%) disagreed while, 88 (24.6%) agree and 73 (20.4%) strongly agree. The result of findings showed an average of the respondents who agreed to those that disagreed. Hence, majority of the population agreed with effectiveness the of non-financial incentives and workers' productivity. This was subjected to SPSS mean and standard deviation test which also corroborates the claim with the total average mean score of ($x = 2.5$, Std Deviation = 2.6 which is the same as the pegged 2.6)

4.3 Discussion of Findings

The findings revealed that WhatsApp was identified as the most accessible social media platform with 25.8% of the respondents agreeing to having access to it. In second place is TikTok at 19.6%, followed by Facebook with 19.3%. Twitter, Instagram and YouTube had the least access with 11.5%, 14.6% and 9.2% respectively. The findings are in line with the assertions in literature review which states that social media offers a variety of avenues through which we can communicate with people¹. In fact, social media is known to have been used widely in educational field also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Email has had a profound effect on the way people keep in touch.¹ Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like Twitter transform these short bursts of communication from one-on-one conversations to little news (or trivia) programs: which we can tune in whenever we want an update or have something to say.

Online communication tools also have the potential to increase our awareness of the movements of our professional or social contacts. Twitter, for instance, offers us an update of things people we know happen to be doing at a particular point of time. This phenomenon has been referred as social proprioception by Clive Thompson, named after the physical quality of proprioception that tells a creature where its extremities are by the reception of stimuli produced within the organism. Social proprioception tells us where the nodes of our community are and provides a sense of connectedness to and awareness of others without direct communication. Internet is the third place where people connect with friends, build a sense of togetherness

Findings revealed that social media platforms with drug abuse prevention message encountered by undergraduate of Lead City University, are few. Majority of respondents have not come across messages of drug abuse prevention on Twitter. Also, majority of the respondents strongly disagree to messages on ways to overcome drug abuse being forwarded to them on WhatsApp and no messages of drugs abuse prevention has appeared on their Instagram and majority of them have not viewed videos of drug abuse prevention on Tik Tok. Findings are in line with the Selective Exposure theory which opines that people tend to select specific aspects of exposed information which they incorporate into their mindset. These selections are made based on their perspectives, beliefs, attitudes, and decisions². People can mentally dissect the information they are exposed to and select favorable evidence, while ignoring the unfavorable. The foundation of this theory is rooted in the cognitive dissonance theory which asserts that when individuals are confronted with contrasting ideas, certain mental defense mechanisms are activated to produce harmony between new ideas and pre-existing beliefs, which results in cognitive equilibrium. Cognitive equilibrium, which is defined as a state of balance between a person's mental representation of the world and his or her environment, is crucial to understanding selective exposure theory.

Most people prefer to expose themselves to entertainment news rather than political news. Now even after exposing yourself to a particular kind of content, it's not everything you listen to in the entertainment news they might be talking about fashion and the music industry and you choose to listen to only the fashion news, that is you selectively putting your attention to the fashion news and for the selective retention you chose to remember few things mentioned in the fashion news. Every other thing said is regarded as noise to you.

Findings revealed that drug abuse prevention messages on social media have educated undergraduates of Lead City University, to some extent. Majority of the respondents believe the rate at which social media helps to know what drug is, is very high. Majority of the respondents believe that the rate at which social media is capable of inducing students to learn how to prevent drug abuse is high and the extent to which social media can educate students on what narcotic drugs are is high. Also, majority of the respondents believe that the extent to which students are capable of learning anything on drug abuse through social media platforms is very high. The findings corroborate the assertions of agenda setting theory which states that the mass media influences a certain issue as a public agenda³. The public agenda is the main focus or prime issue which the members of the society or public concern about. This theory elaborates the connection in term of relationships between the emphasis that the mass media put as an issue and the media audiences or the public's reaction or attributes to such issue. Therefore, the mass media can be considered as responsible in influencing and shaping the public opinion and agenda. Such influence of mass media on the public agenda or opinion can happen intentionally or unintentionally.

Social media offers a variety of avenues through which we can communicate with people. In fact, social media is known to have been used widely in educational field also. Over the last 30 years the nature of communication has undergone a substantial change and it is still changing. Communications are shorter and more frequent than when letters were the norm and response time has greatly diminished. Instant messaging has created another method of interaction, one where the length of messages is shorter and the style of the interaction is more conversational. Broadcast technologies like Twitter transform these short bursts of communication from one-on-

one conversations to little news (or trivia) programs: which we can tune in whenever we want an update or have something to say.

So, media has an important role in educating young people about the seriousness of this problem and the enormous harm on the society, family and individual, also it highlights the role of media in reducing the negative models in drama, which caused the spread of this phenomenon. Media has an important educational role in warning the youth about the hazards of it and its great damages on the community, family and individual. Also, the role of media is prominent minimizing negative patterns offered by drama and causes the spread of this phenomenon. Medias as educational institutions have a high ability to attract people of all ages and sexes, which is an important tool to rising up societies. If we accept the role of the media in shaping an individual's personality and guiding him, and its influence on the formulation of his thinking by what these media institutions have of printings, such as books, newspapers, magazines, brochures, posters, or audio-visual means: such as radio, television, cinema, theater, festivals and exhibitions, so we must recognize the role of these means and institutions in the prevention of drug abuse.

Findings have revealed that drug abuse prevention messages on social media are not effective as majority of the respondents disagreed to having positive change of attitude towards the use of drugs as a result of social media messages. Also, majority of students do not get to see those messages on social media platforms and majority of respondents believe there are little changes in the ways students use drugs now due to social media messages. The findings are in line with assertions in the literature review which states that substance use is rampant and often glorified

by celebrities and others on social media⁴. There have been reports of social media being used as a strategy for selling drugs, with hashtags facilitating the process of pairing buyers with sellers. Tobacco, electronic cigarette, and alcohol industries have widely integrated social media platforms into marketing strategies that are fully accessible to teens. In this way social media has opened up doors for these industries to market to youth even when direct marketing to minors is against the law or supposed to be internally regulated.

Media is an important element in the lives of people, and communities cannot do without it, even media has become an essential source of information, culture, education and changing attitudes and behavior in modern societies. The seriousness of the role played by the media on the lives of people is in the enormous impact it does on the lives of people, and the big and growing confidence that is given to media by the audiences, and we can say that the risk is contradictory in two-ways, the first is the role that can be played in persuading the public to amend their behavior and changing trends and their point of views for the benefit of society, which is reflected in the use of media effectively in various development campaigns carried out by the state, such as the combat against drugs and other campaigns.

Endnotes

1. E. Wright; M. Khanfar & L. E. Kizer, *The lasting effects of social media trends on advertising*, **Journal of Business & Economics Research**, 8, 2015, 73-80.
2. C. Haythornthwaite, & B. Wellman, *The internet in everyday life*, Oxford: Blackwell, 2017
3. E. Wright; M. Khanfar & L.E. Kizer, *The lasting effects of social media trends on advertising*, **Journal of Business & Economics Research**, 8, 2015, 73-80.
4. C. G Leukefeld; F. Tims & D. Farabee, *Treatment of Drug Offenders: Policies and Issues*, New York: Springer, 2002

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Chapter Five

Conclusion

This chapter presents the summary of the study, conclusion and recommendations based on the findings from the study. It subsequently states the contributions to knowledge and suggests areas for further study.

5.1 Summary of Findings

The findings revealed that WhatsApp was identified as the most accessible social media platform as majority of the respondents agree to having access to it. TikTok was the next accessible social media platform also having major number of participants, followed by Facebook, Instagram, Twitter, and YouTube as the least accessible social media platforms.

Data gathered also revealed that social media platforms with drug abuse prevention message encountered by undergraduate of Lead City University, are few as majority of respondents have not come across messages of drug abuse prevention on Twitter. Also, majority of the respondents strongly disagree to messages on ways to overcome drug abuse being forwarded to them on WhatsApp and no messages of drugs abuse prevention has appeared on their Instagram and majority of them have not viewed videos of drug abuse prevention on Tik Tok.

It was also revealed that drug abuse prevention messages on social media have educated undergraduates of Lead City University, as majority of the respondents believe the extent to which social media helps to know what drug is, is very high. Majority of the respondents believe that the extent to which social media is capable of inducing students to learn how to prevent drug abuse is high and the extent to which social media can educate students on what narcotic drugs

are is high. Also, majority of the respondents believe that the extent to which students are capable of learning anything on drug abuse through social media platforms is very high.

It was also gathered that drug abuse prevention messages on social media are not effective as majority of the respondents disagreed to having positive change of attitude towards the use of drugs as a result of social media messages. Also, more students do not get to see those messages on social media platforms and there are little changes in the ways students use drugs now due to social media messages.

5.2 Conclusion

From the findings of the study, it can be concluded that undergraduates of Lead City University had access to WhatsApp than any other social media platform. Most students have not encountered messages on drug abuse prevention on Twitter and WhatsApp. Most of the students have been educated on what drug is and have learnt how not to abuse drug substances through social media platforms. Drug abuse prevention messages on social media do not bring about positive change of attitude towards the use on drugs as most of the students do not get to see those messages on social media platforms.

5.3 Recommendations

Based on the research findings, the following recommendations are hereby made:

- i. Undergraduates of Lead City University should expose themselves to more social media platforms such as; Snapchat, Telegram, Google+. This would enable them have a wider range of information stream that would keep them more informed about drug abuse.

- ii. There should be more campaigns on drug abuse prevention on different social media platforms.
- iii. Dissemination of educative content on drug abuse prevention should be more available on social media platforms very often.
- iv. More effective campaigns on drug abuse prevention should be carried out on different social media platforms to further curb the menace of drug abuse.

5.4 Contributions to Knowledge

The study examined the influence of social media messages on drug abuse prevention. The study centered on undergraduates of Lead City University and questionnaire were used to collect data. From this study, there are significant contributions to literature, theories, research, practices, and policies.

The findings of this study have given insight into drug abuse prevention by way of identifying social media platforms most accessible to the respondents as well as social media platforms with drug abuse prevention messages. This would help media organizations to do more in covering issues of drug abuse in order to educate the youths on ways of preventing the menace of drug abuse in the society.

The findings of this study also contributed to selective exposure theory and agenda setting theory. The findings reinforced the assumptions of these theories. The findings from this study shows that undergraduates of Lead City University selectively expose themselves to contents or social media messages that aligns with their beliefs and values. In addition, findings also show that social media also sets the agenda as it continually pushes messages on drug abuse prevention. The findings of the study constitute a valuable document and data in helping the government to

formulate and plan appropriate policies that would help to reduce the issues to drug abuse in Nigeria.

5.5 Suggestions for Further Research

1. Further research can be done on the role of civil society in prevention of drug abuse among undergraduates
2. Further research can be carried out on the role of social networks in prevention drug abuse in school
3. Further research can also be carried out on the influence of the internet on substance abuse
4. Further research can be carried out on the Perception of drug abuse among Nigerian undergraduates

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Appendix
Questionnaire

Department of Mass Communication and Media Technology
Faculty of Communication and Information Science
Lead City University, Ibadan

Dear Respondent,

I am a Master degree student of Mass Communication and Media Technology at Lead City University, Ibadan currently carrying out a study on Social Media Messages and Drug Abuse Prevention.

Please respond to the questions in this questionnaire as sincerely as you can. Your responses will be treated as confidential and the information provided will be used purely for academic purpose.

Thank you.

Yours Faithfully,

Echo Chiazor Ayodele

Section A: Demographic Information

1. Gender: Male [] Female []
2. Age: 15-17 [] 18-20 [] 21 and above []
3. Religion: Christianity [] Islam [] Others []
4. Level of Study: 100 [] 200 [] 300 [] 400 [] 500
[]
5. Faculty of study:

Section B: Social Media Platforms

This section aims at identifying social media platforms accessible to undergraduates of Lead City University, Ibadan

Tick any or all of the following Social Media platforms accessible to you

1.	Social Media Platforms	
	Facebook	
	Twitter	
	WhatsApp	
	Instagram	
	YouTube	
	TikTok	

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Section C: Drug Abuse Prevention Messages

This section is aimed at identifying social media platforms with drug abuse prevention messages encountered by undergraduates of Lead City University, Ibadan

Respond to the statements in the sections below using the following rating scale: Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD)

S/N	Effectiveness of Drug Abuse Messages on Social Media	SA	A	D	SD
2	I have seen videos of drug abuse prevention on YouTube				
3	I have come across messages of drug abuse prevention messages on Twitter				
4	I haven't seen any drug abuse prevention message on Facebook				
5	Messages on ways to overcome drug abuse have been forwarded to me on WhatsApp				
6	No message of drug abuse prevention has appeared on my Instagram feed				
7	I have viewed videos of drug abuse prevention on TikTok				
8	I haven't come across any of such messages on any social media platform				

Section D: Extent of Prevention of Drug Abuse Through Social Media Messages

This section tries to ascertain the extent to which drug abuse prevention messages on social media have educated undergraduates of Lead City University, Ibadan

Respond to the statements in the sections below using the following rating scale: Very High Extent (VH), High Extent (H), Low extent (L), and Very Low Extent (VL)

S/N	Extent of Prevention of Drug Abuse Through Social Media Messages	VH	H	L	VL
9	Social media helps to know what drug abuse is				
10	Social media is capable of inducing students to learn how to prevent drug abuse				
11	Social media is capable of influencing student participation in online programmes that talk about drug abuse				
12	Social media can educate students on what narcotic drugs are				
13	Students are capable of learning anything on drug abuse through social media platforms				
14	Online programs can enlighten students on drug abuse often				
15	Social media is capable of teaching students how to use drugs				
16	Social media is able to engage students in interactive online sessions more often than before				

Section E: Effectiveness of Drug Abuse Messages on Social Media

This section aims at examining the effectiveness of drug abuse prevention messages on social media among undergraduates of Lead City University, Ibadan

Respond to the statements in the sections below using the following rating scale: Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD)

S/N	Effectiveness of Drug Abuse Messages on Social Media	SA	A	D	SD
17	There is a positive change of attitude towards the use of drugs as a result of social media messages				
18	Social media messages on drug abuse are not effective				
19	Drug abuse has reduced drastically as a result of social media messages				
20	Social media messages on drug abuse prevention only prevents the abuse of certain drug substance				
21	More students get informed through social media than traditional media				
22	More students get to see those messages through social media platforms				
23	There are little changes in the way people use drugs now due to social media messages				

University Compliance Certificate

This is to certify that this thesis by Chiazor A. Echo with Matric No LCU/PG/001829 in the department of Mass Communication and Media Technology, Lead City University, Ibadan is in full compliance with the approved university format and style.

Signature

Date

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