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**THE INFLUENCE OF SOCIAL MEDIA ON UNDERGRADUATES POLITICAL PARTICIPATION**

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**ABSTRACT**

The social media have become a veritable tool for educating and informing the public. They have been used as a tool for an increased level of political awareness and participation in recent times. Political apathy is a serious issue that is yet to be eradicated in Nigeria. Citizens have exempted themselves from political participation due to various reasons such as bad governance, corruption, and many more. Therefore, some of the objectives of the study were; to identify the sources of political information for undergraduates; to examine how far the use of social media has contributed to political consciousness; and to determine if the social media are a leading factor of political participation for undergraduates in Ogun State. The study adopted the use of the Agenda Setting Theory and the Uses and Gratifications Theory. This study made use of the survey method with the aid of online questionnaires to get the data required for the study. The primary population of this research were Chrisland university undergraduates, from whom 247 respondents were derived using the Taro Yamane’s formula. The results of this study revealed that 81.8% of undergraduates use the social media as their preferred source of political information, 88% agreed that the social media have contributed to political consciousness and 86% noted that the social media constitute an influence for political participation. The study recommends that there is a need for relevant agencies to use the social media for increased political participation. It also asserts that the use of the social media is the best approach to curbing political apathy. This study concluded that undergraduates centre their lives on the social media which inspire them to fight and seek for political change. The social media move them to vote and protest, thereby reducing the level of political apathy in the country.