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2. LITERATURE REVIEW

2.1 Media and Politics

Media and politics are closely intertwined, the media perform important roles in shaping public opinion as well as influencing political processes. [12] The media serves as a primary source of information for citizens, providing them with news and analysis about political events, issues, and policies. In modern democracies, the media is often referred to as the "fourth estate," meaning it plays a vital role in keeping government officials accountable and exposing corruption or wrongdoing [13, 14]. At the same time, political actors, including politicians and political parties, rely heavily on the media to shape public opinion and promote their agendas. Political campaigns often make use of advertising and public relations strategies to influence the way their messages are presented in the media, to win support from voters [15]. The relationship between media and politics can be complex, as media outlets are often owned by large corporations or individuals with political interests. This can create conflicts of interest, as media owners may seek to use their platforms to promote their political agendas or protect their financial interests [16]. In recent years, the rise of social media has also had a significant impact on the relationship between media and politics. Social media platforms have provided politicians and political actors with new ways of reaching and engaging with voters, often bypassing traditional media outlets altogether [17]. However, social media has also been criticized for spreading misinformation and contributing to the spread of "fake news" that can undermine public trust in democratic institutions [18].

Media has several key roles in politics, including, agenda-setting: Media plays a vital role in shaping the political agenda by determining which issues are deemed important and worthy of public attention [19]. By highlighting certain issues, the media can bring them to the forefront of public discourse and influence the political priorities of policymakers; information dissemination: media is a key source of information about political issues, policies, and events. Through news reporting, analysis, and commentary, the media provides citizens with the information they need to make informed political decisions [20]; watchdog function [21]; framing [22]; and citizen mobilization [23].

2.2 Youths and Politics

Youth and politics refer to the involvement, participation, and engagement of young people in the political process [24]. It encompasses their interest, activism, and contributions to political discussions, campaigns, and decision-making. Understanding the dynamics of youth and politics is crucial as it shapes the future of societies and democracies. Young people are a significant demographic in any society, often representing a substantial portion of the population. Their involvement in politics is essential for several reasons.. includimg representation [25]; fresh ideas and innovation; social change and activism [26]; and long-term impact [27]. There has also been dodeis of evidence in lietarure of the various factors that impact the level of youth involvement in politics are education and awareness. Researchers have put them down to access to quality education and political literacy [28]; technology and social media [29]; political environment and opportunities [30]; and social and cultural factors [31]. In some societies, young people may face barriers or discrimination based on their age or other factors, which hinder their political engagement.

2.3 Theoretical Framework: The elaborate likelihood model

The elaborate likelihood model was propounded by Petty and Cacioppo [32]. It was created as a general theory of attitude change, and a framework for organizing, categorizing, and understanding the effectiveness of persuasive communication. According to the model, people have either a high or low level of elaboration, which indicates the extent of their willingness and ability to scrutinize an argument. It assumes that those with high levels of elaboration have more likelihood to process information through the central route while those with low levels of elaboration are more likely to process information through a peripheral route where they are prone to distraction [33]. The theory also assumes that elaboration can be relatively objective or biased but, this depends on several factors, such as personal investment in an issue [32, 33].

The relevance of the elaboration likelihood model to this study lies in the assumption that different individuals are persuaded differently depending on their level of involvement or interest in the message content. The aim of political candidates during the election period is to persuade the public through their campaigns. The level of persuasion depends fully on the public's level of exposure to the campaigns and how much the campaigns can capture their attention. This study aims to understand how much influence political campaigns done through television and social media have on youths' political participation during the 2023 general elections.

3. METHODOLOGY

3.1 Research Design

The method adopted for this study was a cross-sectional survey. This is a result of the large population of youths in Lagos, and the advantage of the survey design in sampling opinions in the natural setting of the respondents.

3.2 Population of Study

The study target was youths aged between 18 to 35 years of age. The exact number of youths in Lagos State is unknown.

3.3 Sample Size and Sampling Technique

Since the exact number of youths in Lagos State is unknown, Wimmer and Dominick's sample size online calculator for an infinite population was used to determining a sample size of 300 for this study. The multi-stage cluster sampling was adopted: three Senatorial zones were identified; three local government areas were selected from each zone; three major streets were picked from the selected Local government areas; the instrument was shared to houses on each street on a skip interval of four (4) houses.

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3.4 Instrumentation and Data Collection Process

The instrument used in collecting data for this research work is Questionnaire. The researchers used a structured questionnaire i.e. close-ended questionnaire containing a series of relevant questions to elicit information from the target population of the study. The researchers personally administered the close-ended questionnaires to the selected respondents. Out of the 360 copies of the questionnaire distributed, 267 (89%) were validly returned.

3.5 Data Analysis

Data collected from the selected respondents were presented, analyzed, and interpreted statistically using tables. Each question on the questionnaire was presented in a separate table to analyze and interpret the response from the samples selected.

4. SURVEY RESULTS

Table I: Regularity of Exposure to TV Campaigns during the general elections

		Frequency	Percent (%)
Valid	Can't remember	18	6.7
	Never	18	6.7
	Occasionally	105	39.3
	Very regularly	126	47.2
	Total	**267**	**100.0**

The majority of the youths claimed to have come across messages regarding the election campaigns very regularly, followed by those that came across such messages occasionally on TV. From this data, the majority of the respondents were exposed to elections campaigns messages on TV quite often which could have been a contributing factor to their participation as will be later discovered from further responses.

Table II: Regularity of Exposure to social media campaigns during the general elections

	Frequency	Percent
Can't remember	2	.7
Never	1	.4
Occasionally	66	24.7
Very regularly	198	74.2

The majority of the respondents came across the election campaign messages on social media very regularly followed by the respondents that came across the messages occasionally with the second highest number of responses. This means that the majority of the youth population in Lagos came across messages regarding the campaign of the general elections on social media quite frequently.

Table III: Media with the most exposure during the general election campaigns

		Frequency	Percent
Valid	Social Media	231	86.5
	TV	36	13.5
	Total	267	100.0

From this data, it can be inferred that the majority of the youth population in Lagos came across election campaign messages more often on social media than on TV and this study aims to examine how the youth's exposure to the media affects their participation during the election. While examining further responses, the researchers will be able to establish this relationship between the youth's exposure to social media and their participation during the 2023 general election.

Table IV: Rating political campaigns on TV in terms of youth appeal and engagement during the election period

		Frequency	Percent
Valid	High	103	38.6
	Low	85	31.8
	Not certain	36	13.5
	Very high	38	14.2
	Very low	5	1.9
	Total	267	100.0

Majority of the respondents in the data presented here rated political campaigns on TV to be high in terms of youth appeal and engagement while the next highest responses rated the political campaigns on TV to be low. From this data, it can be

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said that since the highest responses are between high and low ratings, the political campaigns on TV according to the youth's respondents were on an average level in terms of how they appealed to youths and fostered engagement among the youths.

Table V: Rating political campaigns on social media in terms of youth appeal and engagement during the election period

		Frequency	Percent
Valid	High	97	36.3
	Low	19	7.1
	Not certain	12	4.5
	Very high	126	47.2
	Very low	13	4.9
	Total	267	100.0

From this data, the majority of the youths responded that political campaigns on social media were very high while another substantial amount of the youths rated the campaigns on social media to be high in terms of youth appeal and engagement. This simply means that political campaigns on social media were considerably high as to how they appealed to the youths and fostered engagement during the elections among the youths as opposed to political campaigns on TV that are rated on an average level.

Table VI: Ranking Social Media and TV in Terms of youth appeal and Engagement during the election period

		Frequency	Percent
Valid	Social media	255	95.5
	TV	12	4.5
	Total	267	100.0

From the above data, the majority of the respondents chose social media as the media that had more youth appeal and fostered more engagement among the youths during the 2023 general elections in Nigeria. The implication of this data to this study is the exposure to social media was more appealing and engaging to the youths during the election period.

4.4 Discussion of Findings

The Exposure Pattern of Youths to Social Media and Television Campaigns in Lagos During the 2023 General Election Campaigns

From the research conducted where we had a youth population size that constitutes both males and females, people from different age brackets ranging from 18 to 30, sex, marital status, educational qualification, and occupational status, we were able to deduce that a vast majority of the stratified sampled respondents for this research were exposed more regularly to social media broadcast of election campaign messages while the remaining respondents were exposed to the television broadcast of the 2023 general elections campaign messages in Nigeria. This supports the findings [34] that social media is a very popular networking system among the youth.

It was also inferred from the research that the youths resident in Lagos were exposed to both media (TV and social media) quite frequently which means that they were able to analyse messages from both ends and present an objective and unbiased opinion of the comparative influence of both media.

Comparing political campaigns on television and social media campaigns in terms of appeal and engagement to the youths in Lagos during the 2023 general election campaigns.

The data gotten from this research showed that the majority of the youths in Lagos rated TV political campaigns to be on an average level in terms of youth appeal and engagement while political campaigns on social media were rated to be considerably high. Also, when asked about which one of the two media; TV and social media had more youth appeal and fostered more engagement among the youths, a substantial amount of the youths chose social media over the little number that chose TV. It should be noted that the respondents did not rate the two media without having adequate knowledge of the two but rather having enough knowledge of political campaigns on both media as earlier seen in the data gotten for the first research question.

From the respondents' responses to research question 1, it was seen that the respondents came across political campaign messages more regularly on social media than on TV although they were exposed to both media. Therefore, it can be said that the rate at which they came across messages on social media more than on TV could have influenced the appeal to the youth as well as their engagement. This supports the elaboration likelihood model which is a theory used for this study. The elaboration likelihood model states that people are persuaded by how often they are exposed to any message as well as their involvement or interest in the message.

The comparative influence of social media and television campaigns on youth participation in the 2023 Nigerian general elections in Lagos

From the statistics obtained from the research, the majority of the respondents already agreed via their responses that they

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depended greatly on the media for their awareness and participation during the election period, and based on earlier results obtained, the media which was more appealing and fostered more engagement among the youths was the social media. This means that the respondents greatly depended on the information about the general elections from social media coverage and report. It is worthy of note that the Lagos youths agreed to a large extent that the majority of the election campaigns that they were aware of and exposed to took place on social media. The respondents pointed out that television campaigns did not have as much influence as the social media campaigns had on their participation during the 2023 general elections. When responding to questions rating the influence of TV and social media campaigns individually, a large number of the respondents rated the impact of political campaigns on TV to be average while an equally substantial number rated social media campaigns to be very good which means political campaigns on social media had a great impact on the youth participation during the election which also includes youth voter turnout.

The findings made from this study support the findings made from other studies [35, 36] where social media was discovered to be a contributing factor in today's youth participation: youths being frequent users of social media over traditional media is supported by a previous research work which stated that younger people pay less attention to political news in traditional media than older people, they simultaneously are more frequent users of social media for political purposes.

5. CONCLUSION

This research work has probed the comparative influence of social media and TV campaigns on youth participation in the 2023 general elections in Nigeria. It is hereby concluded that social media tends to cure the political apathy of Nigerian youths, as it widely fostered more youth participation in the 2023 general elections which was evident in the number of youth voters that were seen during the just concluded elections as well as respondents that voted. The age group of the youths played a great role in influencing what media they paid more attention to despite exposure to both media. In this study, the majority of the respondents were between the ages of 18 to 35 (millennials) which are the first few years of being legal in the sight of the law.

6. RECOMMENDATIONS

a) The mainstream media should collaborate with social media to aid an equal flow of information from both axes to both the old population and the young population in the country.
b) TV stations should improve their political communications against the next election in Nigeria as well as other political events in the country.
c) Since the majority of the youths are between the ages of 18 to 35, the media should work on coming up with more content to sensitize them about their political rights and enlighten them socially so that they grow up to become responsible citizens in the country both politically and socially.

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