

Perceived Roles of the Media in Young People's Engagement with Climate Change: A Study of Young Undergraduates at Mautech, Adamawa State

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Abstract

Climate change is a problem that requires the engagement of various stakeholders/social actors for a solution to be found (in forms of adaptation and/or mitigation). Engagement with climate change composes of a range of activities from knowledge, generating interest, taking personal and collective actions, pressuring public officials, etc. While the (traditional) mass media (radio, TV, newspapers, magazines) have been known to promote awareness, knowledge and engagement, little is known about the efficacy of social media in climate change engagement especially among the young people who are the future leaders and therefore, very crucial to what may be done about climate change in the future. This study compares the influence of mass media and social media in the perception of climate change among undergraduates at Modibbo Adama University of Technology, Yola one of the universities in Nigeria. Using survey

research method, findings show that awareness and intension to engage in climate change issues are very high among the respondents. However, despite the high use of social media by the respondents, it was found out that the mass media have higher perception of effective compared to social media. The study concludes that social media has a secondary place in promoting climate change engagement but is still relevant. The study recommends more countrywide robust studies of the influence of social media on climate change engagement.

Keywords: Climate change engagement, social media, mass media, young people