

Clicktivism and Political Engagement in Nigeria

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Abstract

This study evaluates the importance of clicktivism and connective action in political participation and engagement in Nigeria by interrogating how Nigerian youths and civil society groups that supported them used social media to enhance their #nottooyoungtorun bill campaign in Nigeria. The 'Not Too Young to Run' bill was a constitutional amendment movement led by young Nigerians to reduce the age limit to run for elected office in Nigeria. This paper analysed 12,763 sample contents from Facebook and Twitter regarding #nottooyoungtorun. Data reveal that clicktivism played a potent role in the success of the campaign. Data further reveal that social media was used to educate supporters of the bill, contact and shame lawmakers into supporting the bill. Findings show that clicktivism is a germane political participation and engagement act. Using the logic of connective action theory broadly, this paper argues the fusion of collective and connective actions in the campaign, and through this, extend the theorisation of the logic of connective action.

Keywords: Clicktivism, Social Media, Hashtag Activism, Nigeria, Collective Action, Connective Action