

Digital Media and the Participation of Udu Community in Politics

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Abstract

This paper examined the extent to which digital media through conventional media platforms, interactive media (social media), films, animations, and digital graphics, have enhanced democracy and encouraged the rural dwellers of Udu Local Government Area of Delta State to participate in politics at all levels. The choice of Udu was informed by its mono-linguistic nature, hence considered as a composite whole. The survey research design method was adopted, with the use of questionnaire as instrument of data collection, while Structural Approach Theory formed its theoretical underpinnings. Findings revealed that the digital media have increased awareness and participation for the rural people of Udu on political events in their state and localities significantly. Based on the findings, we conclude that the Udu dwellers have found digital media very useful and reliable as they engage in their regular political activities. It is therefore recommended that digital media platforms should be adequately put to use by the government and non-governmental organisations, the civil society, and human right groups for increased political participation and mobilisation of the people not only for political development, but for the acceptance of government policies and programmes.

Keywords: Digital Media, Democracy, Participation, Udu Dwellers, Politics