

## **Social Media and Political Participation Among Residents of South-East, Nigeria**

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### **Abstract**

This study evaluated the influence of social media on political participation among residents of South East, Nigeria. The study was anchored on Technological Determinism theory while the survey research method was adopted. A sample size of 385 was drawn from the population of 21,297,826 using Australian calculator. Multi-stage sampling technique was also used to select the respondents. The findings of the study show that South-East residents' exposure to social media has influenced their participation in political activities positively at 70%. Based on the findings, it was recommended that Government and Non-Governmental Agencies, INEC, politicians and media professionals should persistently use social media as instruments for social change to mobilise and create awareness before, during and after elections. There is also the need for political stakeholders to raise political consciousness among the people in order to strengthen the democratic process via social media platforms like Facebook, WhatsApp, blogs, and YouTube.

**Keywords:** Politics, Political Awareness, Political Participation, Social Media, Social Media Use