**PUBLIC PERCEPTION OF THE INFLUENCE OF SOCIAL MEDIA IN THE FIGHT AGAINST CORRUPTION IN NIGERIA.**

**BY**

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**JUNE, 2018.**

**TITLE PAGE**

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**A PROJECT PRESENTED TO THE DEPARTMENT OF MASS COMMUNICATION, FACULTY OF MANAGEMENT AND SOCIAL SCIENCES, GODFREY OKOYE UNIVERSITY UGUWOMU NIKE, ENUGU STATE.**

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**SUPERVISOR: REV. FR. OBAYI PAUL.**

**JUNE, 2018**

**CERTIFICATION**

I certify that this project was carried out by Duru Daniel C. (U14/MSS/MAC/062) In the department of mass communication. Faculty of Management of Social Sciences, Godfrey Okoye University, Thinkers Corner, Enugu. The department recognized that Duru Daniel C.(U14/MSS/MC/062) bear full responsibility for this work.

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Prof. Cosmos U, Nwokeafor

(Head of department) ( External Examiner )

Date………………................ Date……………………...

**DEDICATION**

This research is dedicated to Almighty for his love mercy and protection throughout my stay in Godfrey Okoye University and for the successful completion of this research work.

Thank you lord!

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I thank Almighty God for His profound mercies, love, kindness and his abundant grace for the time, energy, resources he provided to me throughout the period of my studies and for making me what I am today.

I wish to give my appreciation and gratitude to the following individuals and bodies for their contributions in making this work a success.

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**ABSTRACT**

The study, examine public perception of social media contribution in the fight against corruption, the Idealistic theory, was used in this research study, as different philosophies of scholars review ,is noted to make this research concrete , observed to examine , the public perception ,in Corruption, as news information is being neglected . the magic bullet theory, creates a strong effect in the media influence .The social media, has played an effective role ,in disseminating and evaluating problems to fight corruption, as the messages is sent ,through digitization, blogging, tweeting ,etc enable the masses, have freedom of expression, at the comfort of each and everyone, pace. Therefore; enhancing the brand of messages, disseminated using the Old and New Media, very effective .The qualitative methodology, is hereby inflicted in the study, with the aid of a secondary data collection(internet materials, journal articles, newspaper reports and books) to obtain in-depth information and concept clarification so as to facilitate the survey .

The study indicates, the Masses play’s significant roles ,in curbing corruption as the perception of the audience matters towards the fight against neglect of News information ,as a result of Entertainment ,which has therefore affect the lifestyle of Individuals, in the Society .

The criticism of the Public towards News ,through opinions, determines the Evaluations towards problems solving, in the society .hereby creating room for the government, tackle the issues of Inadequate governance , excess government and maintain a mutual understanding between the Government organization and the Public .Therefore, through Adequate censorship , information articles should be made catchy, interest its audience ,must be from a reliable source ,and revolve around finding solutions to solving problems in Nigeria.

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background to the Study**

Chillieh, (2013), depict the social Phenomenon known as public perception, can be seen, in the difference between an absolute truth based on facts and virtual truth shaped by the popular opinion, media coverage or reputation.

Expat (2013), evaluate in Modern society ,the media is part of the solution to the problem of “How to fight corruption.” There is no justice ,if people can’t see what is happening .Media fulfill the first act of justice in any society –They can help us see what is happening ,as a tool for social justice ,it is not bound by academic or policy definition of corruption .Like the “the man on the street” we find out the media uses much more general understanding of corruption ,that may be more useful for corruption fighters .when we look beyond academic or international donor definitions, we find that the older use of the term still applies .People consider corruption ,to include anything that contribute to the decay of the society. Regardless of the formal criminality of the act ,someone is doing what they should not be doing .

Media can provide awareness of the negative impact on society and is one of the most fundamental parts of an anticorruption strategy for society. Sometimes journalist ,editors and publishers lose their role as a voice to inspire positive change .they lose sight of the idea that positive change is possible and fall into the lowest level of journalism whereby they merely try to create any emotional reaction in the reader .

Fischhoff (1993), examined the standard method for learning public values which include contingent valuation and utility elicitation .The first involves posing questions about willingness to pay, either to avoid having some condition occur or to make it go away, once it has occurred. This involves asking questions about the importance that the respondent attaches to various valued attributes so as to be able to construct a normative model of choice among outcomes, that involves different levels of the valued attributes .Both of this approaches suffer from the difficulties that they assume that people have well-articulated values on the question of interest and the problem is simply one of measuring those values .

Schultze (2009), emphasized social media as the collection of tools and Online space ,available to help individual and business to accelerate their Information and Communications needs .The corruption ,in Nigeria context has been a nagging issue ,the phenomenon has defied any known definition .It is recalcitrant’s as the character ‘abiku’ which keep reincarnating .Corruption has also defied every effort by successive government, to put it at bay. Carrying in sourcing News items, this has created a Broadway fight against corruption thereby creating room for the public to freely, disseminate opinion, using the social media, On an Event .There’re two Mode of media ,they Include the Old Media(Radio and Television) and The New media (The Social media ) .the purpose of the creation of the New media, which, is also referred to as the Internet base medium of communication ,in other to share opinion on the Internet , to a subject been discussed at the comfort of their homes, creating opinion to a cause of event ,been discussed . sight the example of How public funds vanishes at jamb Office ,by a Snake . creating a shake on the social media, as diverse thoughts and Idea’s were made by public opinion of the masses, in other to be heard ,by the public government in the society. with the Invention of the New Media ( Face book, Twitter, Badoo, Pintrest ) ,everyone, in the public, Is considered a source of News ,using the mass media .

University of Oslo**(**2018), emphasizes while the Internet was initially used for contact with strangers, it has later become a platform where people develop and cultivate their already existing relationships. while most of the initial research in this field concluded with Internet mostly having negative impacts on social life and well-being, more recent research focusing on social networking sites like Facebook and Instagram find that users of such sites have increased social capital, social support, sense of community and improved well-being. Therefore ; the conventional, Mode of communication has helped , in the effective communications, as Nigerian’s from the rural and Urban Part ,of Nigeria easily gain connected through a broadband Internet , through being watch-dog and Nosey for News Event Post. such news event on social media get Opinion, Known as feedback, to the government ,through comments using the New mode of communication ,which creates Impact towards evaluation of problems in Nigeria.

Shakespare(1900), describe the emergence of public opinion as a significant force, in the political realm ,whereby Opinion has been regarded as having singular importance since far Medieval Fama publican or Vox et Fama Communis ,from great legal and social Importance from the (12th) and (13th) century onward .William Shakespeare called Public Opinion “the mistress of success”. One of an Institution of central Importance. In the development of public opinion ,was the coffee-House ,London .In the (17th ) century ,as charlse ii , tried to suppress, the London coffee House ,as places where the disaffected met ,and spread Scandalous report ,concerning conduct of the majesty and mistress ,whereby the public flock to them. The Coffee-houses were great social Levellers ,open to all and indifferent to social status, as a result associated with equality and republicanism.

Binkley (1928), Examine public opinion is deep rooted .it is found, in all field of social thought. it perplexes Sociologist, Political theorist and Historians , would be rash indeed whom, should presume to present any solution to the entire problem , it may serve some useful, purpose to bring together in their relation to each other various concept of public opinion and send forth similarities and differences on the strictly theoretical level. the problem, is a matter of combining two terms, here is one entity, an “opinion” .here is another , a “public”. How can such a thing as a public be conceived as Entertaining such a thing as an Opinion ?

Nathan Conference (1924), point out, the difficulties of defining public opinion , were ably set forth. Some members of the round table believed that ,there is no such thing, as public opinion ,other ability to define it with sufficient precision for scientific purposes ,others gain more sanguine or perhaps more credulous ,believing that the term could be define ,but were of different minds concerning the kind of definition that could be adopted. In other , to reconcile this difference ,it was decided first to consider the nature of opinion ,in general in the hope that a common understanding of the meaning ,of public opinion would emerge from the discussion ,it was decided that ,the essential point in the definition of opinion could be narrowed to three structures :

\*Opinion need not be the result of rational process

\*It need not include awareness of choice

\*It must be sufficiently; clear or definite to create a disposition to act upon it, under favorable circumstances.

Nwokefor (2016), Asked Does Public Opinion Matter ? In response, he argued that; members of congress care about polls and press ,indicate that the public will, is relevant to their daily activities. Yes, of course ,they are answerable In an election eventually ,but politicians care about public support between election too. For Example: One of the major reasons that Clinton was not removed from office after being Impeached was the “Public will” which was against his removal. If Clinton were not popular (which means, if he did not follow the public will on most major issues), his chance of surviving a senate state, would have been very low. Nixon knew that and resigned rather than face impeachment and removal from office, because the “public will” agreed that he should go. Politicians read the newspaper and know what the public thinks-they hire staff for that purpose . they conduct polls to further influence their decisions. When they read the public will wrong , the press and letters from constituents ,let them know in no uncertain terms. That the basic mechanism for how public will , becomes public policy. Yes, politicians can take a “Principled Stance “against the public will-sometimes the public accept that ,sometimes not. But the politicians know that they are going against the majority opinion in those cases, and go to great length to justify it—such as by calling it “Principled .An opinion poll, simply referred to as a poll, survey of public opinion from a particular sample. Opinion polls are usually designed to represent the Opinion of a population by conducting series of questions and then extrapolating generally in ratio or within confidence Intervals.

Aim:

The main objective of the study is to give a better understand of the role Social media ,play in the fight against public neglecting News Information ,which has been a paramount issue, towards Evaluating problems ,in Nigeria . The social media has played a vital role in stretching the perception of the masses towards, the daily happening in Nigeria . This brand the Public attitude, Thoughts and perception, towards News Information .

**1.2 Statement of the Problem**

The social media exist to service the information needs of the society. but at the same time, the noted problem is that most Information’s are not from a reliable source, or is not credible . Inline with the social responsibility role of the press. Onabajo (2002) argued that most discussions we hold today originate their topics from broadcast media. Most social media subscribers neglect Stories Happening in the country and are more concerned with entertainment ,This has made Cultural Imperialism affect ,the Nation ,as the use of smart phone ,affect the perception ,on the way, we think ,act and Behave in our respective Lifestyle ,in Nigeria .

Indicating that many people , read and watch news they do not trust. Because News Information, is gotten from mistrust Individuals, due to that fact anyone, can disseminate news Information, at any point In time. Since reported levels of trust in media, are relatively low it is obvious that some people will watch news they say they do not trust while trying to ﬁlter out information, therefore they are considered biased or untrustworthy.

The study has been able to evaluate public perception of the influence , the social media impact ,on the public, with the aim of fighting corruption, connecting different people in the society as diverse thoughts is been disseminated through the media ,with the aid of Internet, for communication .

**1.3 Objectives of the Study**

The objective of this study is to examine the following:

1. Ascertain public perception of social media contribution in the fight against corruption in Nigeria.

2. Examine the extent, literacy level, social media has contributed to fight against corruption in Nigeria .

3. Identify the challenges hindering online users ,over the use of Facebook .

**1.4 Research Questions**

1. What is the public perception of social media contribution in the fight against corruption in Nigeria?

2. What extent ,literacy level social has social media contributed to fight against corruption in Nigeria?

3. What are the challenges online users have, over the use of facebook ?

**1.5 Scope of Study**

Therefore ,this study focused on Enugu-North metropolises, to examine the perceptionof the public on the influence, the social media have, in the fighting corruption in Nigeria.The study makes Nigerian’s focus more on being Nosey and watch for news stories, without neglecting news. as the social media, serves as medium of source of Information towards the government in Evaluation process. this aim at , what is happening In the society.

**1.6 Significance of Study**

The study is of eminence benefit in regulating, the Use of social Media and the Mode of new Age communication, in regularizing the use of social media and its effect on the Masses. How ,it serve as a weapon to the Audience ,towards combating against corruption ,as there is freedom of expression in the public, towards disseminating information , within and outside the Country ,using the Social Media.

**1.7 Operational definition of terms**

1. Corruption: dishonest or fraudulent conduct by those in power, typically involving bribery. the process by which a word or expression is changed from its original state to one regarded as erroneous or debased.

2. Social Media : websites and applications that enable users to create and share content or to participate in social networking. Computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and **networks**.(facebook, twitter , Instagram, whatsapp).

3. Influence : the capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself. to cause someone to change a behavior, belief, or opinion, or to cause something to be changed: Businesses make large contributions to members of Congress, hoping to influence their votes on key issues.

4. Public : concerning the people as a whole, done, perceived, or existing in open view, of or provided by the state rather than an index.

5. Perception : the ability to see, hear, or become aware of something through the senses. the way in which something is regarded, understood, or interpreted.

**CHAPTER TWO**

**REVIEW OF RELATED LITERATURE**

**LITERATURE REVIEW**

**Introduction**

This Chapter focuses on over-view of “ public perception ,in the influence of social media, in the fight against corruption ,in the Nigeria” .as it Introduces ,the concept of study, Review of related studies ,by relevant researchers ,the structure that can hold support theory of the Theoretical Frame, summary of literature review .

* Review of concept
* Review of related studies
* Theoretical framework
* Summary of literature review

**2.1 REVIEW OF CONCEPTS**

The following concepts were reviewed;

1. History of social media
2. The Concept of Corruption
3. Influence of Social Media
4. Impact of Social Media
5. Forms of social media and their uses
6. Communication in the Age of Social Media
7. Modern social media

**2.1 History of social media**

Hendric (2013) expresses social media as Interacting with friends and family across long distances, which has been a concern of humans for centuries. As social animals, people have always relied on communication to strengthen their relationships. When face-to-face discussions are impossible or inconvenient, humans have dreamed up plenty of creative solutions. The roots of social media stretch far deeper than you might imagine. Although it seems like a new trend, sites like Facebook are the natural outcome of many centuries of social media development. The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. Letters which is the earliest form of postal service dates back to (550 B.C), this primitive delivery system would become more widespread and streamlined in future centuries. In (1792), the telegraph was invented. This allowed messages to be delivered over a long distance, far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information. Although; no longer popular outside of drive-through banking, the pneumatic post, developed in (1865), created another way for letters to be delivered quickly between recipients. A pneumatic post utilizes underground pressurized air tubes to carry capsules from one area to another.The telephone in (1890 ) and the radio in (1891).Both technologies are still in use today, although the modern versions are much more sophisticated than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before.

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the (1940s), scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet. The earliest forms of the Internet, such as Computer Serve, were developed in the (1960s). Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and (1979’s) Use Net allowed users to communicate through a virtual news letter. By the (1980)s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, the IRCs, were first used in (1988) and continued to be popular well into the (1990’s).The first recognizable social media site, Six Degrees, was created in (1997). It enabled users to upload a profile and make friends with other users. In (1999), the first blogging sites became popular, creating a social media sensation that’s still popular today. After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early (2000s), and sites like Photo bucket and Flickers facilitated online photo sharing. YouTube came out in (2005), creating an entirely new way for people to communicate and share with each other across great distances .By (2006), Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pintrest began popping up, to fill specific social networking niches.

Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years, from now, but it seems clear that it will exist in some form for as long as humans are alive.

**2.1.2 The Concept of Corruption**

According to Akindele (1995), the concept of corruption has been elusive in many dimensions, due to the lack of uniform definition. What is regarded as corruption depends on the existing national laws and regulations guiding certain actions. Some countries define corruption in the broadest form, while others legislate on the narrow definition of the term. However, from an etymological dimension, the word corruption comes from the Greek word “corruptus” meaning an aberration or a misnomer. In the same vein, Nye (1967), views corruption as a deviation from the formal duties because of private gains. This includes such behavior as bribery (use of reward to pervert the judgment of a person in position of trust); nepotism (appointment because of relationship rather than merit); and misappropriation (illegal appropriation of public resources for private regarding use). This definition will be very difficult to operate, where corruption is widespread and regarded as the norm by majority of the people. Similarly, Otite (2000) views corruption, as the perversion of integrity, which could be presented in acts such as bribery, inordinate favors or moral depravity. It occurs when two or more parties interact to upturn the structure and processes of a society. It is concerned with the behavior of functionaries which promote dishonest situations. The World Bank (2009) defined corruption as an abuse of public office for private gain, where an official accepts, solicits, or extorts a bribe. Corruption is also an abuse, whereby private agents actively offer bribes to upturn public rules and processes for individual/personal advantage and profit. Corruption can also be depicted in acts such as patronage and nepotism, theft of state assets or diversion of state resources. The Vision (2010) Committee views Corruption as inordinate activities geared towards the changing of the normal course of judgments and position of trust (Otite, 2000). The Corrupt Practices and Other Related Offences (Act 2000) also define corruption to include bribery, fraud and other related offences (Otite, 2000). Khan (1996) stated that corruption varies from one nation to another. It can thus be defined as “a perversion or change from the general accepted rules or laws for selfish gain”. The United Nations on its part defines corruption as the abuse of power for private gain, while Transparency International chose a clear and focused definition of the term as the abuse of entrusted power for private gain (CLEEN Foundation, (2010). This is a very wide-ranging definition, which delineates some of the acts of corruption. Otite (1986) defines corruption as the perversion of integrity or state of affairs through bribery, favor, or moral depravity. This definition is broader because it involves the moral aspects of official conducts. The Transparency International views corruption as the negative behavior of public officials, either politicians or civil servants, whereby they enrich themselves or their cronies unlawfully, through the misuse of public power which has been entrusted to them (1996). The definition Transparency International is quite descriptive, though it focuses only on the public sector. However, there is corruption in the private sector too, which has negative consequences for the whole society. Furthermore, Ogundiya (2009) gave a very broad picture of the concept, stating that certain behaviours could be used to highlight corruption. These acts were given as embezzlement, conflict of Interests, bribery, fraud, rigging of elections, misappropriation, and conversion of public funds for personal gains, extortion, and manipulation of procurement processes, diversion, and misappropriation of funds through manipulation or falsification of financial records. Action Aids (2008), on its part views corruption as dishonest acts which should be avoided by the good people of any nation. It suggests that the society should disapproval of anyone who engages in corrupt practices instead of what obtains in Nigeria, whereby corrupt politicians and public officials are indirectly applauded and sometimes celebrated with traditional titles and national Honours. Such abuse should be met with sanctions in a developing nation like Nigeria, who should be in a hurry to develop and catch up with the rest of the developed world. According to Ajie and Wokekoro (2012), some researchers have taken a holistic approach on the discussion of corruption by dividing it into several forms. These according to Taylor (2010) include:

1. Political corruption: It occurs when politicians and public decision-makers, who are entitled to formulate, establish, and implement laws on behalf of the people, are corrupt. It also takes place when policy formulation and legislation are tailored to benefit politicians and legislators- as in the case of the controversial huge legislators’ wages, and the outrageous pension laws passed by states to favor the Governors and their spouses in Nigeria.

2. Bureaucratic corruption: This occurs in public administration in the course of public policy implementation. The citizens encounter this kind of corruption daily in service delivery points such as the hospitals, schools, local licensing offices, police stations, the various government ministries etc. Bureaucratic corruption occurs when public sector procedures becomes illegal/ inappropriate.

3. Electoral corruption: This category of corruption includes the rigging of elections and other frauds in the electoral process. It includes the promise of an office, special favours, coercion, intimidation, and interference with the freedom of election, buying of votes, disenfranchisement, snatching of ballot boxes, victimizing and maiming, mutilation of election results in favor of losers and votes turn up in area where votes were not cast.

4**.** Bribery: which includes kickbacks and pay offs etc?

5. Fraud: which could be reflected as trickery, swindling and deceit, counterfeiting, racketing, smuggling and forgery?

6. Embezzlement: This is seen as the theft of public resources by public officials. It is when an official of the state steals from the public institution, where he is gainfully employed. In Nigeria, the embezzlement of public fund is one of the most common ways of wealth accumulation, perhaps, due to lack of strict regulatory systems.

7. Extortion: This is reflected as the use of coercion, violence, or threats to to acquire resources. Many in the police force are culpable of this in Nigeria.

8. Favoritism: This is a mechanism of power abuse- implying a highly biased distribution of state resources.

9. Nepotism: This is a special kind of favoritism, in which a public office holder prefers his/her kinfolk and family members. Nepotism occurs when there is an unlawful exemption from the application of certain laws or regulations or undue preference given in the allocation of scarce resources (Ajie and Wokekoro, 2012). These types of corrupt practices are very common and

widespread, to the extent that it is now seen as an acceptable norms and culture in the Nigeria state.

**2.1.3 Influence of Social Media**

Social media comprises activities that involve socializing and networking online through words, pictures, and videos, following a two-way dialog that allows creating and exchanging content generated by users on the web .

Alexa et al., (2012); Evans, (2009); Jandal, (2011)examine Social networks are the part of social media that most universities rely on to attract students who gather in communities to share interests, ideas, and opinions, and look for academic products and services online (2014). The most popular social networking communities are Facebook, MySpace, Twitter, YouTube, etc. Kang (2011) described the use of a social networks system as an advertising tool by a university in a case study. His findings confirmed a strong relationship between the number of students who visited the page of the university on the social network frequently and their likelihood of applying to this same university. Alexa et al. (2012) added to the previous findings that the displayed links via MySpace or Facebook pages permit the visitors to share information in a fast and easy way by bookmarking as favorites, liking, or re-tweeting each other’s profiles. The aforementioned, according to Constantine’s and Stagno (2012).

**2.1.4 Impact of Social Media**

Maryanne Gaitho (2017) ,emphasize Information and communication technology has changed rapidly over the past 20 years ,with key development being the emergence of social media. The pace of change is accelerating. For example, the development of mobile technology has played an important role in shaping the impact of social media. Across the globe, mobile devices dominate in terms of total minutes spent online. This puts the means to connect anywhere, at any time on any device in everyone’s hands. A fascinating study by New York Times Consumer Insight Group revealed the motivations that participants cited for sharing information on social media. These include a desire to reveal valuable and entertaining content to others; to define themselves; to grow and nourish relationships and to get the word out about brands and causes they like or support. These factors have caused social networks to evolve from being a handy means for keeping in touch with friends and family to being used in ways that have a real impact on society.Social media is being used in ways that shape politics, business, world culture, education, careers, innovation, and more.Here are seven ways the impact of social media is felt by individuals and social groups:

**The effect of social media on politics :** claims that 62 percent of people get their news from social media, with 18 percent doing so very often. In comparison to other media, social media’s influence in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in the ultimately unsuccessful candidacy of Howard Dean in (2003), and then in the election of the first African-American president in (2008).The New York Times reports that “The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society.” Because social media allows people to communicate with one another more freely, they are helping to create surprisingly influential social organizations among once-marginalized groups.In comparison to other media, social media’s influence in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics — first in the ultimately unsuccessful candidacy of Howard Dean in (2003), and then in the election of the first African-American president in (2008).The New York Times reports that “The election of Donald J. Trump is perhaps the starkest illustration yet that across the planet, social networks are helping to fundamentally rewire human society.” Because social media allows people to communicate with one another more freely, they are helping to create surprisingly influential social organizations among once-marginalized groups.

**The impact of social media on society, is** Almost a quarter of the world’s population is now on Facebook. In the USA nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow. Thanks to the internet, each person with marginal views can see that he’s not alone. And when these people find one another via social media, they can do things — create memes, publications and entire online worlds that bolster their worldview, and then break into the mainstream Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses. The flipside: Social media is slowly killing real activism and replacing it with ‘slacktivism’ While social media activism brings an increased awareness about societal issues, questions remain as to whether this awareness is translating into real change. Some argue that social sharing has encouraged people to use computers and mobile phones to express their concerns on social issues without actually having to engage actively with campaigns in real life. Their support is limited to pressing the ‘Like’ button or sharing content.

**2.1.5 Forms of social media and their uses**

Sorokina (2017), examined as a social media pro , you probably already use all the biggest social network (facebook ,Twitter ,Linkdln) and media sharing sites (Instagram,Youtube,Snapchat), along with maybe handful of others like pint rest and Google plus, but there are more to social media than the top social media and sharing networks.Look beyond those social media to connect online for all kinds of reasons.

* Social networks – connect to people ,in terms of communication and interaction
* Media sharing network – share photo’s ,video and other media through a broadband internet
* Discussion forum –share news and ideas
* Bookmarking and content curation network – Discover ,save and share new content .easy surfing the internet ,feed of Donald trump, creating boundaries against immigrants from iran, may pop ,as the eye lens captures that message ,such human becomes aware of that occurrence .
* Blogging nd publishing networks- Publish content online to create awareness through advertisement and pop poll.
* Interest based networks- share interest and hobbies
* Social shopping network – Shop online
* Sharing economy networks- Trade goods and services and communicate anonymously

**2.1.6 Communication in the Age of Social Media**

Social media, has altered the science and business communication Landscape, in several ways, making it more difficult and Complex :

Communication have evolved from mass distribution ,of a one way message (one to many)into a constant flow of communication and messages from many to many. The evolution to participatory journalism, where News and Journalism, that shared via Social media Influence ,what is reported in mainstream (both print and Online ) media. Social media represent an uncensored outlet for those ,who feel aggrieved ,want to spread Rumors, or strengthen biases .there is often ,no practical legal recourse against such smear campaigns. Online interaction provide ability to reach beyond community boarders to Influence Opinion and quickly ,mobilize support ,which has been used to gain political influence and shape public policy. The structure of social media communication ,lend itself to sound bites ,and hyperbole presenting challenges for communicating science and technology to the public .Below are brief working definitions used in this document. More detailed discussions of these three components are found in subsequent chapters of the Guideline:

- Advocacy: informs and motivates leadership to create a supportive environment to achieve program objectives and development goals.

- Social mobilization: engages and supports participation of institutions, community networks, social/civic and religious groups to raise demand for or sustain progress toward a development objective.

- Behavior: change communication involves face-to-face dialogue with individuals or groups to inform, motivate, problem-solve or plan, with the objective to promote and sustain behavior change.

Santoianni (2013), Examines, with the changing communication Landscape and challenges Posted by social media, the answer is that social media is taking place weather your company or Industry is involved in the conversation. Social media allows you to shape your brand and how your industry perceived-using your voice you by not participating you are allowing other voices which maybe unfavorable, to unduly influence the discussion even in business to marketing, negative public opinion can present difficulties. Downstream consumer interaction can affect your clients or your client’s clients. Its is therefore important to monitor social media outlets, just as news reports and marketing efforts are monitored. A recent study conducted by Stanford university surveyed 180 executives of north American public and private companies on their social media understanding and actions. The study revealed a serious disconnect between companies’ realization of the serious business risks posed by social media and their responding actions. although 90 percent of respondents recognized these threat, only 32 percent monitored social media risk and even less (14 percent) use metrics to evaluate corporate performance. Risk of social media fueled public relations(PR) disasters are very real highlighted by viral campaigns such as green peace’s mock shell oil slogan website, featuring user created slogan such as “Turn the Power on” .the website was cleaver constructed and duped many people, into believing it was a real but ill-conceived shell oil marketing ploy. the situation was made even worse, when news outlet picked up, the story on social media, without recognizing the mock website was a Hoax. Monitoring social network is essential for identifying this type of brand hijacking .They are also risk associated with employees mispresenting cooperate values ,policies or culture on social media. A recent example, is a Stub hub who posted a tweet with profanity on the corporate account. Other social media fails ,include post design to take advantage of High profile news Events such as gap posting about online posting about super sandy or not realizing the meaning for a trending topic .another social media tactic that can backfire spectacularly is trying to censure the conversation or Ignore negative comments. Nestle learned that hard way, that social Influence trump censorship, when they attempted to block a green piece video parody and then the enduring negative comment posted to their facebook page. The additional backlash to the attempted censorship result, in an epic PR disaster .Quite simply not being responsive or trying to shutdown the conversation is Interrupted as lying or disdain for Public Opinion ,and only inflame Negative Perceptions .Crises management planned, that Include how to respond on social media ,can allow a media, to quickly respond and defuse brewing social media disasters. The common element for companies that have successfully averted a social media PR crises is Monitoring .That is the companies knew what was happening before the situation went viral, and effectively ,responded in a quick, transparent and honest Manner.

**2.1.7 Modern social media**

E. K. and  Shorter (2014), depict  Modern Social Media, known as Social networking as people know it today, first appeared in (1994) ,when Geocities was created. Users were able to create websites and sort them into “cities” based on their site content.  Social networking and the exchange of information.

Ahmad (2011), Globe.com followed a year later when they were publicly launched. Globe allowed users to interact with other users that had similar interests and hobbies and to publish their own content. A short description of social networking websites and its uses. AOL continued to lead the early years of modern social media with its AOL Messenger that allowed members to write biographies about themselves and share other details that they wished to. AOL Messenger also enable members to search for the profiles of other members Wise, E. K., & Shorter, J. D. (2014).  Currently, the modern social networking most commonly used and which have a significant impact on the behavior of society and the changing patterns of their lives are Facebook, Twitter, and YouTube.

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| • | Facebook ,was launched on 4 February 2004 by Mark Zuckerberg, along with fellow Harvard College students and roommates, Saverin, McCollum,Moskovitz, and Phillips, S. (2007).  Facebook is one of the most common social media in the world because of its wide use by many of the members of society Bosch, T. E. (2009) .Madge, C., Meek , Wellens, and Hooley, (2009). Facebook, social integration and informal learning at university: ‘It is more for socializing and talking to friends about work than for actually doing work’ This is mainly due to its ability to provide multimedia information to members of society, such as photos, videos, and the latest updates and events Dunay, P.and Krueger, R. McCorkindale, T. (2010). Further, Facebook has the ability to sensitize members of society about the many products and services. This is done through enabling users access to details of these products and services directly from the companies and factories that produce them, which in turn offer these products and services by Facebook Dunay and Krueger,(2009) Thus, Facebook can take dramatic advantage by sensitizing many individuals (consumers) toward many manufactured food products. This is in terms of the brand, the components involved in the manufacture of these products and how to use (consume) these products in a manner that does not cause a health risk to consumers Kozinets,  Belz,  and McDonagh, P. (2012). Social media for social change. |
| • | Twitter ,was launched on 13 July (2006). Twitter is a micro blogging service where users send updates (tweets) to a network of associates ( followers) from a variety of devices. Tweets are text-based posts of up to 140 characters in length. The default setting for tweets is public, which permits people to follow others and read each other’s tweets without giving mutual permission Jansen, B. J., Zhang, M., Sobel, K., and Chowdury, A. (2009).  Twitter application program interface (API) also allows the integration of Twitter with other Web services and applications. As the largest one micro blogging services, Twitter’s user base has grown, and it has attracted attention from corporations and others interested in customer behavior and service . Makice, K. (2009). Twitter is increasingly used by news organizations to receive updates during emergencies and natural disasters. Twitter’s growth rate is substantial, with several million users as of (2008) .A number of businesses and organizations are using Twitter or similar microblogging services to disseminate information on products offered by those companies and organizations, such as the brand and how to benefit from the use of these products in order to win more customers Jose, A. K., Bhatia, N., and Krishna, S.(2010).  Thus, Twitter can take advantage by improving the awareness of many consumers that are using this media network toward many of the products (especially the manufactured food products). This is in terms of the rational use of these products in a way that does not present a health risk to the consumer during.  Martin, K. (2012). |
| • | YouTube, was launched in May (2005). YouTube allows billions of people to discover, watch, and share originally created videos . Arora ,and Kaur, R. (2015). An applicability of social media in permission marketing.  Edosomwan , Prakasan, Kouame , Watson, and Seymour T. (2011). The history of social media and its impact on business. Raikos, A., and Waidyasekara, P.(2014). YouTube. (2005).  YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small Edosomwan, S., Prakasan, S. K., Kouame, D., Watson, J., & Seymour, T. (2011). According to NBC, YouTube doubles as one of the largest video search engines in the world BBC News. (2013).  YouTube can quickly promote products and services for any company and organization through the speed of the information transition provided by YouTube for hundreds of millions of customers and potential consumers. Weber, L. (2009).  Thus, YouTube, like the rest of social networking sites mentioned above, has the ability to sensitize many customers and potential consumers about the nature of many products from around the world Onyancha, W. S. (2013). Sweeney, S., and Craig, R. (2010).  This is through the videos that are posted directly by the companies and factories, providing details of these products and how to use them. YouTube also allows for customer comments, which indicate to the public how to take advantage of these products in a way which does not result in a health hazard, especially for consumers .Andersen, P. (2007).Coleman, S., and Ross,  (2010). Marmbrandt, M, and Dolge, L.(2012).  **2. 2 Empirical Review**  The Author : Donghee Yvette Wohn , Brian J Bowe    **The Effect of Social Media on Young Adults’ Exposure to and Attitude Toward News**  Mitchell,( 2015); Mitchell, Kiley, Gottfried, and Guskin, (2013), Social media services like Facebook and Twitter are playing an increasingly large role as sources of news. the composition of social media networks affects people’s exposure to and attitude toward news. Focus groups and in-depth interviews with young adults of varying ethnicity and country of origin showed that people’s networks on social media function as micro agenda setters. The characteristics of people in one’s network can facilitate negative effects such as echo chambers and spirals of silence but can also unfold new perspectives and create awareness of topics not covered by legacy media. Although originally conceived as systems to connect individuals with shared affinity, social media services like Facebook and Twitter now serve some of the functions previously fulfilled by mass media outlets. Users are increasingly exposed to news about social and political issues via status updates and links shared by their online connections .. In this way, online social media services have blurred the traditional lines between interpersonal and mass communication into a new activity Castells (2007) called “mass self-communication.” These blurred lines present an opportunity to revisit some of the well-established theoretical assumptions about media effects.  McCombs and Guo(2014), The study examines how social media affect young adults’ exposure to—and attitudes toward—news as a way of rethinking the theory of agenda setting. Agenda setting is one of the major theories in mass communication research, offering a way of understanding the influence of news coverage on audience members’ attitudes about political and social issues McCombs and Shaw, (1972). In the traditional model of mass media effects, established news organizations select stories they deem worthy of dissemination to the public based on codified criteria of newsworthiness Shoemaker and Reese, (1996). Because news media favor some stories over others, agenda setting investigates the consequences of those selections. Scholars have found that not only does media coverage affect which topics people think about, it also influences howpeople think about them by influencing their opinions and attitudes.  Mitchell (2015), In the past decade, however, the Internet has drastically changed how information is distributed. Traditional mass media outlets such as television or newspapers no longer function as the primary sources of news. In (2014), half of Internet-using adults reported getting news about government or politics from Facebook in the week prior to the survey. Moreover, social media have assumed a role as a first-line reference for people, who increasingly turn to their online networks as the initial source of information, and then use those same connected media spaces to discuss the news of the day Matsa and Mitchell, (2014); Purcell, Rainie, Mitchell, Rosenstiel, and Olmstead, (2010).A consequence of this shifting distribution model for information is that people are unintentionally exposed to news on social media even when they don’t seek it out Mitchell et al., (2013). This trend is even more pronounced among younger adults, who engage with news on legacy platforms less than their older counterparts Bowe and Wohn, (2015), but who are more likely to seek out breaking news through social media services (Mitchell, 2014; Mitchell et al., 2013). From a research perspective,.-it is important to understand how social media affect people’s exposure and attitude toward news because news orients people within society, enabling collective action Park, (1940) and providing the citizenry with information required to be free and self-governing Kovach & Rosenstiel, (2007).As a recent Pew report on the state of the news media noted, Facebook is “a platform where influence is driven to a strong degree by friends and algorithms” Mitchell, (2015). Many online social networks use algorithms that determine what kind of information people are exposed , While some argue that algorithms may create selective exposure Pariser (2011), others argue that people are actually exposed to more diversity. If younger people are increasingly using social media as a primary news source, this means that researchers need to have a better understanding of how these technologies affect, if at all, people understand what is going on in the world ;and their attitudes toward social events. Since the dawn of the mass communication era, legacy media organizations like newspapers and television have functioned as centralized networks. In this paradigm, the universe of potential content is windowed down by institutions using a set of well-established media routines and distributed to audiences, with the most powerful organizations, influencing the content of smaller and less powerful outlets Shoemaker and Reese, (1996). Predictable news values guide the selection of stories based on characteristics like prominence, human interest, conflict, unusualness, timeliness, and proximity . Shoemaker and Reese, (1996). However, this selection process means that some types of information are privileged over others. Traditionally, the selectivity of media organizations was perceived as a gate keeping force that provides audiences with ways of seeing and interpreting the world—ways that ultimately shape their very existence and participation within a given society Spitulnik, (1993).  This type of centralized infrastructure allowed for the establishment of the mass media’s agenda-setting function McCombs, (2005). Agenda setting describes how the emphasis of certain issues by news outlets increases the salience of those issues among members of the public. When news media cover an issue, event, or topic, they emphasize some aspects of reality, downplay other aspects, and ignore still others entirely. Agenda setting examines the consequences of those selections on public thought and discussion McCombs, (2005).  The origins of agenda-setting theory can be found in Cohen’s (1963) assertion, that the press may not be successful in telling people what to think, but it is “stunningly successful in telling its readers what to think about.” . In the original (first-level) agenda-setting theory, McCombs and Shaw (1972), demonstrated that mass media shape political reality by setting the agenda for each political campaign and influencing the salience of political issues for the public. They found strong evidence that audiences learn how much importance to attach to an issue from amount and position of news media coverage. This findings launched four decades of agenda-setting research that has explored these effects of media coverage on public perceptions Weaver, (2007).While early agenda-setting research seemed to support Cohen’s assertion, by 1997, researchers began suggesting that media tell people not only what to think about, but how to think about it McCombs, Shaw, and Weaver, (1997). In proposing this second level of agenda setting, McCombs, Llamas, Lopez-Escobar, and Rey (1997) argued that the cognitive and affective attributes of stories emphasized in news coverage become more salient in the minds of audience members and thus influence opinions and attitudes more directly. By combining traditional agenda setting with insights from framing research, the second level offered a more nuanced understanding of the media’s reality-defining role Takeshita, (1997), akin to looking at an object under a magnifying lens Ghanem, (1997). For example, media coverage seems to be more influential over factual information and personal characteristics of candidates than it is on positive or negative evaluations Golan and Wanta, (2001). In fact, negatively valence information generally tends to have stronger agenda-setting influence than positively valence information Wanta, Golan, and Lee, (2004); Wu and Coleman, (2009). As originally proposed, agenda setting is a media-centric theory of media effects that may not adequately describe the realities of the social media era, in which the lines between audience member and content producer are blurred (or disappear entirely). Changes in the media landscape have transformed how people are exposed to news, leading mass media scholars—including agenda-setting founder McCombs himself McCombs and Guo, (2014)—to call for new theories that can explain the influence of news in this modern age.  Mitchell,(2015) While agenda setting was developed in the field of mass communication, it is interesting to note that more recent theories, approach this from a technology-centric perspective due to the larger role that technologies play in information transfer. In the non-fiction book “Filter Bubble,” Pariser (2011) ,suggested the power of personalization algorithms in services provided by the likes of Google and Facebook could have an effect on the types of information people have access to. Moreover, nationally representative studies of US adults show that more people are getting their news through social media rather than specialized news sites .While the Filter Bubble posits a growing influence of algorithms, the central argument is not very different from traditional agenda setting. In other words, the Filter Bubble shifts the main agenda setter from legacy media to so-called “new media.” While this represents a difference in how information flows to individual users, it does not provide a nuanced understanding of how individuals perceive this information, nor how social elements such as network structure influence the selection of information. From both agenda setting and the Filter Bubble perspectives, mediated information acts upon people, rather than people engaging with and contributing to it. If we are in the era of mass self-communication, it seems that our theorizing still focuses more on the “mass” than the “self” (or, even more importantly, the combination of the two), which calls for new theoretical perspectives that incorporate both elements.  Aim of the study  The study aim at the extent, which the media has created an agenda setter to communicate effectively to his audience  Method in Research :  The author therefore examined qualitative research methodology ,to support the research the hypothesis .  Findings :  Therefore, the research aim at observing the social media ,as it is effective in source of news as ,it therefore creates an impression ,with the aid of internet. With impression ,the Internet has drastically changed how information is distributed. Crystallization: A Network Perspective to Agenda Setting Wohn and Bowe (2014), suggested companies like Facebook are taking on agenda-setting roles, not just through algorithms, but through the people who constitute users’ online social networks. They proposed a theoretical framework called Crystallization Wohn and Bowe, (2014), which posits that the way people develop perceptions of reality is an emergent process rather than the one-directional top-down approach described by agenda setting.The term “crystallization” differentiates the process of reality formation from the top-down, one-way propositions of how reality is formed through agenda setting, and is analogous to the crystallization processes in chemistry. The physical process of crystallization from a chemical perspective indicates a change of matter from a gas or liquid form to a solid form. Crystallization begins with a nucleus, and particles start to stick to the nucleus to grow into a larger matter.This process of physical crystallization is a metaphor for the process of reality formation in the Crystallization framework. Let us assume that information is a nucleus, and that similar attitudes are “particles” that cluster to the nucleus to form reality. In agenda setting, information flow can be described as moving through a funnel, forming a steady “stream” of information that leads to fairly homogeneous attitudes. However, now that social media are facilitating multiple points of information sources, information flows will emerge from multiple sources and attitudes cluster around those sources. Because the information comes from diverse sources, the “nucleus” that becomes the seed of Crystallization is not one, but many. Thus, compared to the process of agenda setting, Crystallization is an emergent process, where there is no central, but multiple sources of information. in Crystallization, the individual’s sense of reality will depend on the information that he or she is exposed to, and his or her attitudes toward that information. For users of social media, that information frequently comes through one’s online social network, most often accompanied by the attitude of the person relaying the information. Thus, the individuals’ online social networks act as “micro” agenda setters at both the first and second level.  Berger and Luckmann,  Hardin and Higgins, (1996), If it is true that subjective reality takes on a crystallized and solid form as it is internalized by individuals we may see the development of a society in which attitudes and beliefs are formed and solidified through social influence. However, since each individual’s online network is constituted differently, the attributes of those networks and users’ relationships with people in those networks will affect what they perceive as reality. For example, individuals who are a part of a more homogeneous group will cling to a view of reality that will have fewer degrees of overlap with the society in general, but strongly overlap with the people in their network, a phenomenon known as the echo chamber. Empirical evidence suggests that many online spaces, particularly those associated with political content, are echo chambers Gilbert, Bergstrom, and Karahalios, (2009); Jamieson and Cappella, (2008).Individuals who have a more diverse online network may have a very different sense of reality than those people with homogeneous online networks, but still think that their idea of reality is the “true reality.” At the end of the day, users may think they understand mainstream reality, but from a macro societal perspective, there may be an increasing fragmentation of public perceptions, making it difficult to discern an actual “mainstream” social reality.  As users of social media post links to news items and social events and comment about them, it would hold that those users are transforming their subjective realities into symbolic realities. As those posts are shared with trusted contacts in online social networks, they may become crystallized into something perceived as an objective reality. This perception of reality could have positive and negative effects. Depending on the type of information, it could be that the individual is exposed to novel concepts and events and becomes more learned. On the other hand, having a sense of reality that one does not agree with may pressure the individual to suppress his or her views, a phenomenon known as the Spiral of Silence. Thus, Crystallization tries to explain media effects such as spiral of silence or echo chambers by applying a network perspective to understanding reality formation. Crystallization is guided by a series of assumptions. These include the following:  Findings :  (1) Individuals are exposed to information from many sources, including face-to-face communication, traditional media, and online social networks  (2) An individual’s access to information will be determined by his or her communication patterns with those sources  (3) An individual’s judgment about the salience of the information will be a function of the quantity of sources and the individual’s relationship with the sources  (4) Attitudes toward the content of the information will be affected by others’ attitudes and the individual’s relationships with those people  (5) Over time, individuals will develop a sense of reality based on the information they are exposed to and their attitude toward the information  (6) At a macro level, reality formation will crystallize in groups; and  (7) The process of Crystallization will be moderated by attributes of the individual’s social network and the attributes of the individual.  The argument that people affect others’ beliefs and attitudes is not new. Theories of social influence rooted in social psychology have long suggested that people have an innate desire to create shared meaning with others and are thus influenced by each other (Higgins, 1992). Crystallization describes a process that has always been an inherent part of reality formation, but that is facilitated in new ways through the affordances of social media and mediated by the opaque influence of the algorithms those services use to engage audiences. However, Crystallization is novel and different from both agenda setting and the filter bubble perspective in that the media effect mechanism is an emergent, rather than linear process.  While this network model carries a degree of face validity in the context of social media, Crystallization suffers from a lack of sufficient empirical evidence. Our first study was therefore conducted to test and understand the assumptions of Crystallization to better understand the micro agenda-setting roles of the network. This informed several research questions aimed at understanding the role of the social network in information acquisition and attitude formation, and trying to understand what role social media played in that process:  **Aim of the study**  Research Question 1: Where do individuals first get information that exposes them to new news topics?  Research Question 2: What role does the relationship with the information source play in terms of how salient individuals perceive the news?  Research Question 3: Do people experience a sense of shared reality?  The first study used a focus group to examine some of Crystallization’s assumptions about the varieties of sources individuals use to learn information about news events, and how particular patterns influence their sense of reality. Recruiting took place on campus in November of (2011) at a large state university in the Midwestern US. Participants were told that the study would be about how they obtain news and what influences their interpretation of news. After the first three focus groups, participants were selectively recruited for certain ethnic groups to get ethnic diversity. Participants received US$10 for the hour-long focus-group session. A total of 31 individuals participated in five focus groups. There were 21 undergraduate students and 10 graduate students. Age ranged from 18 to 30 years, with the average at 22 years. Table 1, summarizes the demographic makeup of the participants.  At the start of the focus-group session, participants were given a blank sheet of paper and were asked to write down five public events or news topics that they thought were most important in the previous week. Then, participants were asked to share what they had written down and discuss why they thought it was important and where they first learned about the news.  Participants were also asked about their perceptions of major local or global events that happened in the past year.  They were given three news events to discuss: the racially motivated assault of a young woman on campus, a tsunami and subsequent nuclear crisis in Japan, and the killing of Osama bin Laden. Participants were asked to describe what this event was about, where they read or heard about it, and their thoughts about what others were talking in relation to the event.  All focus-group interviews were audio-recorded with participants’ permission. Recordings were transcribed by a professional transcription service and checked by the authors for accuracy. The analysis used a grounded theory approach to the texts. In that approach, the relationships between data and the categories into which they are coded are continuously evolving and emerge as new data alter the analytic framework Lindlof and Taylor, (2010).  Method of the study:  The study therefore depict the quantitative method toward a focused group participant ,of a sample, as it emphasize on a prospect survey on the male and female ethnicity, with different region of United states Asia and Middle East .  **How Young People Get News**  Our first research question inquired how people are exposed to news. When we asked participants explicitly about where they received news, they mainly discussed the information that they received from formal news agencies or aggregators. These included legacy media sources like CNN and ESPN. International students sought news from media in their own country. Of note, no one mentioned major legacy outlets like The New York Times or WashingtonPost as their main sources of news. However, some participants were exposed to them via news aggregators like Yahoo News. Participants also went to specialized websites for information in which they were specifically interested. Several students said they learned about news through commentators who use humor, such as Jon Stewart and YouTube personality Philip DeFranco. Participants also discussed social media sources such as Facebook, Twitter, YouTube, and in the case of international students, social media that were popular in their countries. These included Weibo (a Chinese micro blogging service) and QQ (a Chinese messaging service), Chinese military online forums, and Kakao Story (a Korean blogging service). When discussing the news they received through social media, however, it was clear that participants were thinking more about the accounts that they purposefully subscribed to rather than the incidental news that they were exposed to. The types of news organizations, websites, and people that our participants followed were very different, catering to their specific interests. For example, some participants followed mainstream news accounts on Twitter while others, such as Ashley, used Twitter to get special news about sports figures and celebrities. “Twitter is the best thing to get inside news, like sports teams or gaming companies like Sony because they usually post their news on Twitter before anywhere else.”  Findings :  Participants who’re exposed to news through other people; whether through social media, telephone, or face-to-face interactions, did not come up when we asked them to name their news sources; rather, it emerged when we asked them to recall how they came to know specific news events. In the following section, we therefore present three specific news events and discuss the findings to our research questions in relation to these events.  Aim:  In this section, we examine three different news events that participants were specifically asked to recall and reflect upon. Participants were asked to discuss three main things to address our research questions:   1. How did they initially hear about the event? 2. What were the details of the event (to the best of their knowledge)? 3. What were their perceptions of what the general public thought about the event?   **Racial aggression on campus**  The first topic that was discussed was a local event. Not long before the focus groups, there was a series of racially aggressive acts on campus. These acts included someone writing a racial epithet on a student’s dorm room and the hanging of a Black doll in a classroom.The president of the university sent out a campus-wide email to all students, staff, and faculty with details about the events and the inappropriate nature of them. Despite the fact that this email was sent to everyone, many of the focus-group participants did not remember this incident at all or vaguely recalled receiving the email but were not familiar with the details of the case. All three Black participants, however, remembered the incident clearly and also said that there was much discussion of this event on social media. The Black students said that most of the related posts that they saw on social media were by other Black friends. They were very cognizant that in these discussions, the people who were participating were other Black students. This did not necessarily mean that all were eager to take part in the discussion. While he was exposed to this discussion through his friends, Jared said that he felt particularly confused because his Black friends wanted him to be more engaged (than he would like) in the online conversations:  Findings:  People are biased and if you are Black, you should feel some type of way about it.  Method :  The study depict a description discussion, at sample Blacks survey of the, impression the white has over the blacks through racism .  Only one non-Black participant said that she saw this incident discussed on social media. Sarah attributed her familiarity with the event to her affiliation with a multicultural group that lives together. “We talk about these situations,” she explained. However, she said that most of the discussion was about the lack of emotion in the president’s letter and the university’s response to the events. Sarah’s description of what she saw on Facebook was very different from the discussions described by the Black students, which were more about the incident itself. This demonstrates how the composition of a person’s online social network can render starkly different views of the same event—or even obscure it from view entirely.  **Nuclear crisis in Japan**  The news event discussed was an international event—the Fukushima Daiichi nuclear disaster—which had happened earlier that year. This event involved the meltdown of three nuclear reactors, which happened when the area was hit by an earthquake and subsequent tsunami.  International students learned about the incident through a variety of means, including the mainstream media of their home country. Social media played a key role in informing these students about the event, with six of the seven East Asian international students hearing about it first through personal contacts or social media popular in their home country, such as Weibo and QQ. They also saw a flood of people posting about this event in social media. US students, on the other hand, said they first learned about the disaster through mainstream media such as CNN and Yahoo News. Aside from one student who had friends living in Japan, the US students said they did not see much discussion of the event on social media and that most of the content about the disaster was links to news articles. Two students said they did not see any content sharing or discussion related to the event at all. Among the US students, Amanda was the most knowledgeable about the event. She said she first heard about it from her father because he constantly reads news, but after the initial exposure, she saw much discussion on Facebook and Deviant-Art, which is a site devoted to, among others, the popular Japanese cartoon art form known as anime:  So, “Pray for Japan” just blew up on Deviant-ART and then all my friends from Hawaii freaked out on Facebook because all their families are from Japan. A lot of them, they’re Asians.  **Aim of the study :**  These results illustrated how young people who do not purposefully seek out news through mainstream media were very unlikely to be exposed to events (such as this nuclear disaster) that did not impact anyone in their social network. Furthermore, participants had very different interpretations of the event depending on their connection to it. Students who had family in Asia or were in Asia at the time of the incident were mainly concerned about the pollution aspect of the nuclear disaster. A Chinese woman who was traveling in Thailand at the time said that she got the news from QQ, which she described as the “Chinese Twitter.” She said that she was scared because she wasn’t sure if she could eat seafood. A woman from Korea also said that the discussion on Korean social media and Facebook among Korean friends included worries about how the nuclear meltdown would affect people’s choice of food in Korea, due to the geographic proximity of the two countries. In another instructive case, social media influenced one participant to develop views his thought were mainstream, but other knowledgeable participants disagreed. This participant, a Chinese man, learned about the tsunami from a Chinese military online forum. He summarized the important parts of the story as including the Japanese government’s attempts to hide the effect of the pollution and scale of the crisis and statements, indicating many Chinese people felt that Japan deserved such a natural disaster because of long-standing tensions between the two nations. However, two Chinese women participants disagreed.  **Method of findings :**  the Japanese government’s attempts to hide the effect of the pollution and scale of the crisis and statements, indicating many Chinese people felt that Japan deserved such a natural disaster because of long-standing tensions between the two nations.The research therefore used quantitative ,research method, as it therefore depict interview on a survey sample and observation .with the use of a secondary data ;  **Interview:** The following excerpt of a conversation reflects a discussion about the conflicting opinions of participants who had differing ideas of what they thought was the dominant public sentiment related to the event.  Chinese Man:  There is hatred between China and Japan due to historical issues relating to WW2. The previous Japanese government did cruel behaviors in China and it’s okay because if you admit that and you apologize we should forgive but they didn’t and they even established a kind of palace to honor those criminals. So Chinese people feel Japan deserves this.  Chinese Woman:  Not all Chinese people feel that way. That is probably a minority. Besides, the Chinese government deletes that kind of posts that have hatred or emotion so I don’t know where you got this idea.  Chinese Man:  I see many discussions like this in military forums.  Cambodian Woman:  For my country, we feel compassionate and sad for Japanese people. I saw nothing about hatred in my social media.  Thai Man:  We don’t have issues like China. We also had a tsunami and many people died so most of the things I saw in social media were about how we should help them because they helped us.  Korean Woman:  At the time of the disaster, Koreans were mainly concerned about Japan, but then after that, as usual, Dokdo issuescame up and some Koreans started saying that is why Japan got the disaster. The focus of the discussion on social media changed.  **Death of Osama bin Laden**  When asked to recall the death of Osama bin Laden, the participants were for the most part in agreement with the details of the event itself. Their reactions to the news, however, were different. Most of the US students expressed relief, while the international students said that the news increased their fear because they were worried that bin Laden’s death would instigate revenge attacks by terrorists. International students also said that while they heard about this news, they saw a lot of information online, but did not participate in any offline discussions about the killing. “This stuff didn’t appear in daily talk, but it appeared on the Web and social media. People talk about this on social media but not in person,” a Chinese woman said.  US students, however, recalled that this incident instigated many offline conversations that mingled with online. Three students said that they followed the news through Twitter simultaneously with television. The following statement illustrates the coexistence of social media with face-to-face communication:  I remember me and my friend just sitting in her dorm, and we were on like Facebook and stuff. And someone was like, “Oh, Obama’s gonna give a speech, We got him,” or whatever. Then we watched that and then everybody started screaming out their windows, “We got him!”  The composition of one’s social media network also influenced the types of discussions that participants saw on social media. People who had more diverse networks saw differences among the groups they were connected to. One woman, who was part of a military family, noted that the reactions of her different friend groups were slightly different:  Facebook is crazy online. Most of my friends that are in the military, their parents were in their military, so it was like a celebration for them. Then there were some people that were like, “why did they have to kill him?” but for the majority, it was very much like, “Yay, we got him.”  Wohn and Bowe, (2014) emphasis The study is considered a contemporary version of the first level of agenda setting at the micro level by focusing on where people get their information and how other people figured into process. People were exposed to news from a variety of sources, including social media, and the ensuing discussions about the news event differed greatly depending on the social media they were using and the people with whom they were connected. The results of this study demonstrate how the composition of a person’s online social network can result in quite different perspectives of the same event, which supports the Crystallization model Furthermore, the composition of one’s social media network influenced the types of discussions participants saw on social media. People were unlikely to be exposed to events that did not affect anyone in their social network, which meant that diversity in one’s network played a major role in the degree of variety of information one encountered. This finding was consistent with prior quantitative work that found that weak ties are the ones that propagate novel information Bakshy et al., (2012).  Neumann(1974), examine the first research question inquired into how individuals were exposed to news. In the context of the three events that were discussed, we found that the initial news sources varied based on the nature of the event, but that more participants reported hearing about the event through social media, and witnessed substantial discussion about the event on social media. Our second research question inquired into how relationships with the information source affected individuals’ perceived salience of news. While close relationships increased salience or awareness of certain topics, participants noted that the perceived importance of a news topic was not simply a function of the crowd. Sometimes one voice, if strong enough, could raise awareness about a particular issue. Moreover, even when there was a situation where the news was first delivered via email to all participants from a single source ( the racial aggression case), students who did not see any discussion on social media did not remember the case at all. These examples illustrate the different influences that individuals and groups have on each other’s perceptions. Some believed the discussions people had via social media had an effect on the information that users would subsequently share. In this view, social media cues worked to suppress alternate views. This comment resembles research on the Spiral of Silence effect in which people sometimes suppress voicing their opinion, if it is different from what they believe is the dominant sentiment. The theory explains that this phenomenon takes place because humans have an innate fear of being isolated; the more an opinion becomes that of the majority, the further the minority sinks into silence. This spiral can be especially dangerous because what individuals perceive as being the majority opinion may not be accurate; thus, the media plays a large part in shaping perceptions of public opinion. However, there was also a unique example of an individual feeling pressured to be vocal about the event when he really did not want to be part of the discussion. These contrasting examples provide further support for the Crystallization framework, suggesting that the types of social influence taking place are really dependent on the composition of one’s network.  Carr and Hayes, (2015) Vestiges of the earlier “gate keeping” model of traditional media remained, especially in the way some participants worried about learning news via social media because its objectivity is suspect. Because social media are a hybrid of a mass communication and interpersonal communication, we saw traditional mass media group effects taking place alongside interpersonal effects of social influence. However, these traditional mass media effects were not happening uniformly across participants, and especially for those individuals who did not purposefully seek out information through legacy media, the types of issues they were exposed to, as well as the events they deemed news-worthy, were very much dependent on their social media content.  whether or not participants perceived a sense of shared reality. Based on the three news events we discussed, we found that participants not only had a varied understanding of what the event was about but also diverse perspectives from which they viewed the event. While there was some shared reality in that participants were all aware of the event, their understanding and interpretation of their event was, to a large extent, informed by their network. We saw examples where involvement with homogeneous groups online led to very biased perspectives of reality, such as the man who generalized the sentiment of Chinese people based on the content he viewed in military forums. We also saw that in the case of racial aggression against a Black student, participants who were not Black did not recall seeing much discussion of the incident in social media except for one woman who was living in a multicultural house. These results indicate that even if people have a common understanding of the facts of a news event, their understanding of what others think, or what society thinks, can be completely different. We also found that diversity in one’s network was one of the strongest factors that contributed to this reality formation, but that the type of diversity depended much on the content. For news that was related with ethnicity, having ethnic diversity opened people to more perspectives, while for news that was about the death of Osama bin Laden, people who had networks in the military experienced a slightly different social media content than those whose networks were only civilian. These results suggest that the network factors discussed in the Crystallization framework may need further explication and more empirical work preferably longitudinal is needed to test network effects.  Golan and Wanta, (2001); Johnson, Davis, and Cronin, (2009); M. McCombs et al., (1997) emphasize, Taken together, the results of Study 1 provided tentative support for the Crystallization model but found that the context mattered, and that the factors that influenced the reality formation process depended on their interactions with others, regardless of the computer-mediated technology being used. Study 1 focused on the role of social networks as micro agenda setters at the first level by considering the ways people’s broad understandings of world events is influenced by their social media contacts. focused on a specific topic to see whether social media influenced people’s understanding of the cognitive and affective attributes of a political story, which taps into the concept of second-level agenda setting. Political campaigns are a frequent subject of agenda-setting studies at the second level :  We chose a political campaign as a way of probing Crystallization’s assumptions that individual attitudes are related to an empirically observable combination of media and social influences. The study was guided by the following research questions:   * How do social media influence people’s discussions of political topics? * How does discussion of political topics with others online influence people’s attitudes?   The Study was conducted in spring of (2013), after Barack Obama was re-elected for his second term as president of the United States the previous November. Participants were college students recruited from a large Midwestern university. There were 13 White and 2 Black participants. Nine were women. Participants were interviewed for about 30 min. Generally, the questions asked people to describe their own political activity on Facebook, the behavior of others, as well as their attitudes about Facebook as a vehicle for political discourse. We chose to use interviews rather than focus groups so that participants could speak freely about their opinions and minimize influence of other participants. We also learned from Study 1 that different social media have very different usage patterns, thus we focused only on Facebook .  Face book’s Influence on Political Discussions  Facebook influences people’s discussions of political topics. We found two distinct themes. The first was a reason why people refrained from discussing politics on Facebook, and the second was ways in which people took advantage of specific Facebook affordances to promote their political agendas.  An inhospitable environment  First, similar to the findings from our focus groups in Study 1, interview participants noted how they did not think Facebook was the most hospitable environment to have discussions about politics. While a few thought all social media, not just Facebook, were an inappropriate place to have political discussions, most participants’ opinions were based on uncomfortable situations that they experienced directly or witnessed on Facebook. Several people mentioned how certain vocal people in their network would discourage them from speaking their mind, especially in situations where they were in disagreement.  “There are people who are afraid of getting attacked for having certain beliefs so they choose to keep them off Facebook all together,” Lisa said. “In this case, I find it extremely sad that people are too afraid to post things because of the fact that some people are so closed-minded.”  Furthermore, some participants noted that the array of political topics discussed on Facebook were limited, as though some topics were certified as appropriate for discussion and others were not. They were uncertain why some topics are discussed more often than others. As Anthony described, Facebook political posts tend to be centered around woman’s rights and gay marriage this election, which is fine, but there are plenty of other things I’d like to talk about relating to politics with people. I agree those issues are important, but they are not the only issues out there, just the ones that get the most attention. Sometimes I’d rather hear about nuclear weapons in Iran or the complete misuse of religion in government rather than why someone should be allowed to get married.  Eslami et al., (2015); Rader and Gray, (2015) Consistent with previous studies many participants did not understand that Facebook’s information display is highly dictated by opaque algorithms that are not well understood. Nonetheless, our participants discussed using specific features of Facebook to promote content that they wanted to support. “I will occasionally ‘Like’ another status to agree with a statement and enhance the validity of their voice on Facebook,” Betty explained.  “Sharing on Facebook allows users’ opinions to be tied to their voice and the instantaneous responses in the form of Likes and comments provide proof that people are hearing your opinions,” Denise said. Ryan elaborated on that idea:  If I see an article or quote that resonates with me, often I will “Like” it. “Liking” is a helpful system, in that, the more “Likes” a post has, the more popular it is. The more popular it is, the more people will see it, and they then can decide whether or not they too want to “Like” the post. I don’t see “Liking” as harmful in the way that political discussions are because there is no argument. Somebody “Likes” the post, possibly helping others to see it, and life goes on. participants also said that social media served a purpose beyond generating discussion and actually persuaded them to take action and vote. Blair talked about how many people uploaded pictures of the “I voted” sticker to Twitter. This was interesting because people were not being persuaded by others regarding the nature of their beliefs but they were persuaded to take action on their existing beliefs.  Influence of Social Media Discussion on Attitudes  Our second research question was examining how discussion of political topics with others on social media influences people’s attitudes. For the most part, participants seemed to be in agreement that social media were not effective in changing people’s existing political beliefs. Some participants expressed that they refrained from discussion on social media because they were skeptical about the possibility of making a difference. In other words, participants did not seem to think that posing a different view to someone would have any effect in actually changing anyone’s mind. Anthony complained that Facebook interlocutors have strongly entrenched views and present biased information to support those views. Anthony said,  My feeling is there is not much point having a discussion with them since you are really only going to hear a biased view of the issue and it is already pretty evident what their beliefs are. Why have a discussion with them to try and figure it out? I prefer to have a discussion with someone who is more politically neutral so I can actually discuss the issue, not just listen to the other person tell me what they believe and why they cannot possibly be wrong.If anything, one participant said that she believed that social media amplified people’s animosity toward different viewpoints because of hostile conversations among users. Janine said,  Facebook has the effect of a shield, because you are not face-to-face, people tend to be more inflammatory than they normally would be. Thus, if I am not truly passionate about an issue then I will not put my two cents in because I know that others will react in an inflammatory manner. Thus, it can have a negative impact on discussion.  Most of the participants mentioned that Facebook political discussions are qualitatively different than face-to-face discourse. Participants discussed disputes that might be avoided in face-to-face interactions. Grant said,  Many of the comment threads from people who posted about political issues turned into small “flame wars” and heated arguments with words that I honestly don’t think would be said if talked about in real life. It might be that the original viewpoint of the post was extreme, but not in all cases. The actual topics discussed are the same, but how the conversation is carried out is noticeably different, with the online discourse being much less respectable.  While most participants thought that Facebook has no effect on altering their views, a few did think that it could have an effect on someone who did not have an existing stance. For example, Alice said, “I think that it has more effect with teens that are too young to vote but are still forming their opinions; seeing their entire older social network lean a certain way may have an effect on them.” Nick said, “I absolutely do not think that content posted that is biased towards one side can really truly convince anyone to change their preexisting beliefs on the matter. At best, they can educate those who are uninformed about the issue.” Amy discussed about how social media served a better function of strengthening one’s political beliefs than changing them: “More than anything else, I believe political postings in my newsfeed serve to solidify the poster’s identity.” Talking about a presidential debate, she said she could predict who active posters in her network would be and what they would post before she even logged in. “Looking at some friend’s pages, they would be almost empty if politics were omitted,” Amy said. “By posting their political beliefs online, one felt that he was expressing who he was to the world and doing his part to support his causes.”  The interview participants were generally skeptical of Facebook’s effectiveness in changing the already-solidified attitudes of users, suggesting the kinds of opinion clusters described by Crystallization. Those who had an opinion did not feel their networks via social media changed their mind, but ironically, people still tried to engage in social media behavior to try to influence others. They described “Liking” and sharing items in order to help grant legitimacy to ideas. This study seemed to suggest that Facebook users are aware of some ways in which the limitations of the platform and the makeup of their social network combine to limit some kinds of expression and encourage other kinds and that there could be opportunities for certain new topics that people have yet to form an opinion on, that Facebook may be a vehicle for discussion. At the same time, our participants seemed very aware of the social influence characteristics of social media discourse. They complained that some opinions and topics were out of bounds. Of course, this is not a novel concept. Face-to-face political discourse is also governed by social norms that set certain boundaries. However, social media carries with it a certain new set of social norms that are still not well-defined and can be blurry. Is this space best considered a personal conversation among friends, a proclamation intended for public consumption, a performance of your own ideology, or all of the above?  In conclusion, “it depends” on the composition of one’s network, which means that there may not be a uniform understanding of Facebook social norms and that even within one individual, these norms are susceptible to change based on shifting networks. The varying opinions of our participants indicate that everyone had different expectations and standard, based on their own experience and the behaviors of their online networks. This provided strong support for the Crystallization framework, which posits that there will be multiple “realities” that emerge based on people’s networks.  Stroud, (2008) examine when people are selectively seeking news—whether that be through traditional sources or the Internet—studies have found that they selectively expose themselves to information that matches their beliefs . Diddi and LaRose, (2006) This is most likely because news consumption is habitual and people are unlikely to engage in behaviors that they do not usually perform. However, social media provide the opportunity to be exposed to information that one would otherwise not actively seek.  We found that diversity of the network contributed to exposure to new information and diverse opinions. There were many different types of diversity (e.g. age, race, nationality, occupation), but the effect of the diversity depended on the subject matter of the news. For example, in the case of race-related issues, having ethnic diversity in one’s network provided multi-faceted insights into how different groups respond to and engage with the topic. People who did not have ethnic diversity in their network were more likely to “miss” or be unaware of certain global events or ethnic issues unless they diligently kept up with current topics in mainstream media. Diverse exposure, however, was not directly related with people’s subsequent attitudes. Especially for certain topic areas such as politics, if people already had an existing opinion on a certain topic, they were unlikely to change that opinion. If anything, our participants ignored, or were annoyed with others who had dissenting views. This suggests that social media have very little effect on the attitudes of people who already have a strong opinion or stance on a given topic but may be influential in bringing obscure events to the attention of a wider audience or fostering worldliness by generating awareness of things going on in other countries or cultures.  Finally, we found that social media add a kind of ritualized public performance of news consumption that was absent in previous eras. While it is true that the act of reading a certain newspaper in public has always transmitted social signals, that pales in comparison to the constellation of participatory behaviors that have emerged around platforms like Facebook and Twitter. Information about users clicking “Like” or “favorite” on certain posts is broadcast to others, and thus becomes a way of expressing solidarity or approval. Some users also have a basic sense that engaging with an article helps increase its visibility to others, thus responding both to the text and the underlying algorithm. These behaviors speak to the social influence component of the Crystallization model. Specifically, our participants described behaviors that suggest their attitudes about information are affected not only by the news source but also by others’ attitudes and the individual’s relationships with those people.  While we believe this study is an important first step in offering empirical evidence for the Crystallization effect, it contains some limitations. First, our investigation of social media was constrained to the types of social media that our participants used. While we did see much diversity in different platforms, including some international ones, it is important to understand participants’ comments within the context of the specific social media context they were mentioning. the findings should not be interpreted beyond the context of Facebook. Future studies may want to further investigate platform differences.  Bowe and Wohn, (2015); Mitchell, (2015) This study was based on a small sample of millennial and thus cannot be generalized to the broader public. We believe, however, that understanding young adults is still as important as (if not more) understanding the general population because this generation has been found to have very different media consumption patterns than their older counterparts when it comes to news .The participants were also all students, which means they may have different characteristics than people with less education.  Finally, because we took a qualitative approach, direct measurements of effect strength or size are beyond the scope of this study. Future studies should pair more extensive focus-group data with broader based surveys and an analysis of network data. By applying a wider palette of analytical techniques, researchers would be able to paint a more complete picture of the combination of media organization and individual influences.  Higgins (1992) concluded saying ;Individuals have a fundamental psychological desire to create a shared reality with those they perceive as an in-group and try to make sense of the world through the news they encounter on social media. Focus groups and interviews with international and domestic students at a US university suggested that students’ understanding and opinions related to social events differed a great deal based on the information they were exposed to on social media and the composition of their online social network. While social media algorithms may selectively choose which of the network’s posts the individual sees in their stream, the algorithms do not choose who the individual selects to be part of their social network. This implies that algorithms are merely a secondary filter and that the people in the network itself are the primary filter.  In other words, members of the social network are becoming “micro agenda setters” in that people perceive that the information their social network produces reflects reality, but this socially constructed sense of reality may be vastly different depending on the characteristics of their network. Even with major global events, people did not have a uniform understanding of the facts because they were seeing the event from different perspectives. Moreover, based on the discussions they saw on social media, people developed widely divergent views of what they thought was the majority opinion of others, regardless of whether or not they actually subscribed to it themselves.  In this study, the effect of Facebook on students’ perception of reality seemed stronger for US students. However, international students were also affected by the social media services that are popular in their home countries. When it came to topics that were guided very much by opinion—such as politics—people were reluctant to change their viewpoint even if they were exposed to other views. Our exploratory research on this topic suggests that the effect of the network may be stronger in affecting people’s attitudes regarding topics that they have no a priori attitude toward or get them to engage in actionable measures when they have a pre-existing attitude.  Yariv Tsfati and Jonathan Cohen(2013), The Third- Person Effect, Trust in Media, and Hostile Media Perceptions, Research about the way people perceive news media has made progress in three parallel avenues. The ﬁ rst used the concept of credibility and trust; the second used the concept of hostile media perceptions; and the third – focusing on perceptions of media impact – used the concept of the third - person percep- tion. In this chapter, we argue that these three avenues are empirically and conceptually connected and that they are related to media effects in three ways. First, people ’ s mistrust of media has been found to moderate the inﬂ uence of media on the audience in an array of studies. Second, people ’ s perceptions regarding media impact matter, albeit indirectly, because people react to these perceptions as if they were real. Third, the effects of perceptions of media inﬂ uence are ampliﬁ ed when they are coupled with perceptions of media hosti- lity, especially among audiences that are personally and emotionally involved in the issues on which media texts report.  Findings:  Lee (2005) , People are exposed to information about the world by the news media. While this information shapes one ’s opinions about the world, attitudes toward the media them- selves are also developed in the course of news consumption. Opinions about media may be generalized (e.g., the media are liberal, or targeted to the way speciﬁc topics are covered by news media (e.g., media are against genetically modiﬁed  Aim :  the degree of inﬂuence and power people attribute to media and their content is another topic of interest for media scholars. One thing that has been clearly estab- lished is that such attributions are inaccurate. Several key ﬁndings point to the con- clusion that the way we view the media has as much to do with how we view ourselves or would like to view ourselves and others than with an assessment of the media or media content.  The Impact of Media Freedom, Internet Access, and Governmental Online Service Delivery on Corruption  Starke, Teresa , Scherer (2016). Examined an institution of checks and balances, free media play a vital role in curbing corruption. In addition, the global rise of Internet access and e-government increases the likelihood for corrupt public officials to be exposed. This cross-national study uses secondary data for 157 countries and examines the impact of media freedom, Internet access, and governmental online service delivery on corruption. Media freedom, Internet access, and governmental online service delivery significantly reduce corruption at the country level. While the effect of Internet access remains relatively constant across the analyzed time span from (2003) to (2013), the impact of governmental online service delivery only emerges in (2013). The study also finds a significant interaction effect between both Internet-related variables.  Hellman, Jones, Kaufmann, and Schankerman, (1999), Mauro (1995), Nye, (1967) . Corruption is a pervasive global problem with detrimental effects on economic performance, political stability, and societal integration. The United Nations Development Programme UNDP, (2008) defines corruption as the “misuse of entrusted power for private gains” Current examples such as the exposure of corruption in connection with the Panama Papers emphasize the hope that free mass media, especially the Internet, may play a vital role in the process of curbing corruption. Given the growing number of Internet users, mobile Internet devices, and public online services, the potential of the Internet to fight corruption is worth detailed examination. To deepen the understanding of the relationship between traditional and new media corruption, this article first outlines theoretical arguments explaining the media’s role in curbing corruption and specifies the significance of media freedom in this process. Then, it discusses how increased Internet access may reduce corruption. Moreover, the article argues that governments can use information and communication technologies (ICT) proactively for online service delivery and thereby fight corruption.  Krishnan, Teo, and Lim, (2013), The study extends the existing literature in three important dimensions. First, the novel study integrates the impacts of both media freedom and developments in digital media. Especially the influence of e-governmental services on corruption has rarely been investigated empirically see, for exceptions. Second, it investigates whether Internet access and governmental online service delivery (GOSD) interact in their influence on corruption, as suggested in previous studies Elbahnasawy, (2014). Third, the study accounts for the fast developments of digital communication technologies and investigates their effects over a period of 10 years. The longitudinal aspect has often been neglected in previous studies even though the substantial changes of media landscapes over the past decade have probably affected levels of corruption worldwide. This article tests the theoretical assumptions with a secondary analysis of data from 157 countries and compares the media’s influence on corruption in three years (2003), (2008), and (2013).  The Role of Mass Media in Curbing Corruption  Stapenhurst (2000), examined In modern societies, free mass media are an external factor in fighting corruption. can be an institution of checks and balances. As a fourth estate, the media monitor compliance with democratic laws, values, and norms. However, in contrast to the three institutionalized powers (legislative, executive, and judicial bodies), mass media have no formal means to sanction misconduct by corrupt public officials; therefore, they exert their public control indirectly. They perform this role in six main ways. First, as watchdogs, the media hold political decision makers accountable for their actions Norris, (2004). By this, media can help “the prosecutorial institutions by investigating and reporting incidences of corruption” Camaj, (2012), leading to investigations by official bodies and convictions of corrupt political actors. When institutionalized control powers fall prey to corruption themselves and cannot effectively enforce penalties, independent and critical media often perform their role as a regulatory body more efficiently than the legislative, executive, and judicial bodies Stapenhurst, (2000). By exposing corrupt public officials, mass media contribute to vertical accountability, which Schedler (1999) describes as a control mechanism between powerful superior and less powerful inferior actors. For instance, in the immediate aftermath of the Panama Papers revelations, the prime minister of Iceland, Sigmundur Davíð Gunnlaugsson, was forced to resign after public protests. This example shows that the media can have a relevant impact when civil society demands accountability from elected leaders. The media are more likely to Corruption, in both the private and the public sectors Argandoña, (2003). This article will focus on corruption in the public sector. Brunetti and Weder (2003) further consider internal factors within organizations meritocracy and promotion) and indirect factors (culture) to explain corruption. to affect private-to-public corruption because public outrage puts the reputation of elected officials at stake. Actors in the private sector, however, are far less dependent on public approval, and private-to- private corruption is therefore less likely to be affected by critical media coverage Argandoña, (2003). Second, mass media strengthen checks and balances between equally powerful actors (horizontal accountability; Camaj, (2012). By exposing flaws in anticorruption bodies, journalists can call for reform of these institutions and thereby increase the media’s effectiveness in fighting corruption Stapenhurst, (2000). In addition, raising public awareness about the proceedings of control mechanisms through media coverage reinforces the work and legitimacy of the state’s anticorruption bodies, strengthening the institutional design of the political system, which is considered “the ultimate determinant of corruption” (Lederman, Loayza, & Soares, (2005).  Third, mass media provide a civic forum for voicing complaints and contribute to forming public opinion. By “highlighting policy failures, maladministration by public officials, corruption in the judiciary and scandals in the corporate sector” Norris, (2004), the media can generate public pressure to force corrupt politicians to resign and to lose political power. These naming and shaming campaigns influence the reputation of a corrupt actor and can increase law compliance Fisman and Miguel, (2008). These measures are especially effective in the fight against extortive corruption, which relates to incidences when “the government official has the discretionary power to refuse or delay a service . . . in order to extract a rent from the private agent in the form of a bribe” Brunetti and Weder, (2003), In this case, the victim has an interest in exposing the corrupt official. However, when both the bribing and receiving actors profit from the corrupt transaction collusive corruption; Brunetti and Weder, (2003), no participant is interested in prosecuting the case. This calls for investigative media to actively engage in anticorruption efforts. Fourth, by providing information about corruption, mass media contribute to a general climate of transparency within the society, which curbs corruption on both the systemic and individual levels Kolstad and Wiig, (2009); Lindstedt and Naurin, (2010). However, transparency alone is insufficient to reduce corruption. Widespread access to information needs to be accompanied by the “ability to process the information, and the incentives to act on the processed information” Kolstad and Wiig, (2009), Therefore, some scholars take a more critical approach regarding the relationship between the news media and corruption. Vaidya (2005) presents empirical evidence showing that the “government’s ability to ‘spin’ the media allegations can undermine corruption deterrence”  Fifth, watchdog media can have a preventive effect Stapenhurst, (2000). Deterrence theory identifies three forces that are expected to increase the frequency and magnitude of corruption: (a) high magnitude of external rewards, (b) low probability of detection, and (c) low severity of punishment .  Becker (1974). If the media fulfill their watchdog role, there is an increased likelihood for incumbents’ misconduct to be exposed and for them to suffer criminal prosecution or a loss of reputation or power. Thus, the personal benefit of corruption decreases, and potential perpetrators are deterred from engaging in corruption in the first place. However, to successfully deter corruption among public officials, media exposure, strict anticorruption laws, and effective prosecution from strong institutions of justice need to complement one another. If officially sanctioned institutions are weak or even corrupt themselves, potential perpetrators do not have to fear punishment Persson, Rothstein, and Teorell, (2013). Sixth, Stapenhurst (2000) also identifies intangible ways in which media can contribute to fighting corruption. These are those checks on corruption which arise from the broader social climate of enhanced political pluralism, enlivened public debate and a heightened sense of accountability among politicians, public bodies and institutions that are inevitably the by-product of a hard-hitting, independent news media.  Besley and Burgess (2002) states Empirical studies support this claim by showing that information supply has a positive impact on government responsiveness and accountability Khazaeli and Stockemer (2013) and that public access to information is a powerful deterrent of local capture Reinikka and Svensson, (2004). Moreover, journalists can raise awareness of problems associated with corruption and shape social norms about prevalence and moral evaluation of corrupt behavior within societies. Empirical evidence highlights the importance of a general anticorruption culture Fisman and Miguel, (2008), corruption awareness Goel, Nelson, and Naretta, (2012), and perceived social norms Köbis, Prooijen, Righetti, and van Lange, (2015) as important means to fighting corruption. However, despite the media’s potential to curb corruption, they are often restricted to bolstering government accountability for citizens. The media often “serve to reinforce the control of powerful interests and governing authorities” Norris, (2004) For journalists to expose corruption, media must be free from legal, political, and economic constraints Freedom House, (2015). However, media freedom is a fragile commodity, often abolished by totalitarian states, and, even in democratic countries, it can be suppressed in times of crisis Dosenrode, (2010). Restrictions can occur both directly through censorship, prosecutions, or press concentration and indirectly through self-censorship. Physical violence against and intimidation of journalists often have general deterring effects, resulting in self-censorship by investigative journalists Dosenrode, (2010). The empirical relationship between press freedom and corruption is well documented Kalenborn and Lessmann, (2013); Norris, (2004). Several studies indicate that a high level of press freedom leads to a low level of corruption in a country. Freille, Haque, and Kneller (2007) examine the relationship between media freedom and corruption in further detail by distinguishing political, legal, and economic constraints. Their results suggest that political restrictions most strongly affect corruption, whereas legal constraints have weaker impacts. Yet, the existence of freedom of information legislation (FOIL) is also associated with less corruption Islam, (2006). Furthermore, the relationship between media freedom and corruption is stronger in countries that have adopted FOIL Nam, (2012). With regard to political constraints, Camaj (2012) finds that “the association between media freedom and corruption is strongest in countries with parliamentary systems than in those with presidential systems” In addition, the media’s economic independence and media competition contribute to the fight against corruption Suphachalasai, (2005). Djankov, McLeish, Nenova, and Shleifer (2003) find a strong correlation between government ownership of media and corruption. However, foreign ownership of the press is associated with lower levels of Christopher Starke, Teresa K. Naab, and Helmut Scherer (2016) corruption because it increases transparency and deters political actors from engaging in corrupt activities Besley and Prat, (2006). Cross-sectional studies cannot find evidence of causality between media freedom and corruption. However, longitudinal analyses and statistical Granger tests indicate that media freedom causes a decrease in corruption and not vice versa Ahrend, 2002; Brunetti and Weder, (2003). Based on these theoretical arguments and empirical evidence, we hypothesize. As an important ICT, the Internet is “a cost-effective and convenient means to promote openness and transparency and to reduce corruption” Bertot, Jaeger, & Grimes, (2010). We argue that Internet access impacts corruption in three major ways.  First, because the Internet is more difficult to censor and control than traditional media, it may circumvent restricted traditional media and reduce corruption by altering public access to information about corrupt public officials Goel et al., (2012). The Internet also makes it easier for investigative journalists to publish misconduct by public officials anonymously. By decreasing the risk of prosecution and physical harm, journalists can bypass self-censorship and enable others to access information online.  Second, aside from the Internet’s allowing access to professional journalistic information, the onset of social media over the last decade has created new opportunities to accelerate the dissemination of information by amateurs. Citizen journalists, political bloggers, and lay communicators add to the variety of information sources and can create transparency Bertot et al., (2010). Thus, social media have the potential to uncover corruption even when traditional media fail to do so. Sullivan (2013) points out that “netizenled initiatives have facilitated the mobilization of online public opinion and forced the central government to intervene to redress acts of lower level malfeasance” For instance, bloggers “routinely uncover corruption, help solve social problems, and even pressure state officials to change policy” (2012). Furthermore, social networking sites such as Facebook and Twitter can be used to organize offline demonstrations against corrupt political actors, as it did during the Arab Spring in (2011) Tufekci & Wilson, (2012). The emergence of civic technology movements such as ipaidabribe.com, bribespot.com, sunlightfoundation.com, and others are dedicated to anticorruption efforts. By providing platforms to aggregate data about single acts of corruption, they help to foster transparency and to pressure corrupt actors into resigning their public offices.  Third, the potential of the Internet for the spreading of information about corruption allows Internet users to gain access to more diverse, independent, and foreign media sources. This increases the risk of detection for political actors Andersen, Bentzen, Dalgaard, & Selaya, (2011). According to deterrence theory, this should have a preventive effect, deterring them from engaging in corruption in the first place Becker, (1974).  Surely, however, Internet access alone is an insufficient means to relevant information about corruption. It has to be accompanied by users’ interest in information about corruption, their abilities to process it adequately, and their motivation to act on perceived injustice. Some scholars question the effectiveness of the Internet to allow users to apply public pressure as a whole. They often refer to the fragmentation hypothesis and “argue that much online interaction simply involves the meeting of ‘like- minded’ individuals, leading to a fragmented public sphere of insulated ‘deliberative enclaves’ where group positions and practices are reinforced rather than openly critiqued” Dahlberg, (2007)Others claim that in countries with limited media freedom, social media can only contribute to curbing corruption when no interests of high political elites are at stake Toepfl, (2011). Several empirical studies have examined the impact of the Internet on corruption. Even though the studies use slightly different measures Internet adoption, Internet diffusion, Internet use), the results suggest the importance of Internet access to reduce corruption. Furthermore, Internet use increases transparency and accountability (Khazaeli & Stockemer, (2013); Relly, (2012). Empirical research further suggests that high levels of Internet adoption and Internet diffusion are associated with low levels of corruption Andersen et al., (2011); Elbahnasawy, 2014; Lio, Liu, and Ou, (2011). In addition, corruption awareness on the Internet is significantly correlated with corruption measures Goel et al., (2012). The corruption-reducing effect of the Internet, however, is relatively small Elbahnasawy, (2014); Lio et al., (2011). Based on the theoretical considerations and previous empirical findings, we hypothesize: . Governments can also use ICT for the delivery of public services. E-government is the “public sector use of the Internet and other digital devices to deliver services, information, and democracy itself” West, (2005). At all levels of government, ICT can be applied to provide information and public services to citizens more easily and affordably. Although empirical literature is limited, several arguments emphasize that e-government may both limit the risk of corruption in the public sector and contribute to uncovering it. E-government includes making data and information produced or commissioned by public bodies free to use, reuse, and redistribute. This is often referred to under the term open (government) data (Organization for Economic Cooperation and Development, (2015). E-government efforts in general and open government data in particular are intrinsically related to freedom of information laws (FOIL). Open data refers to information about money flows, public procurement, management of public funds, and recruitment for public jobs. Accessibility to such data enables journalists, prosecutors, and actors from the civil society to process and verify information about inefficient financial activities ,Measures  Corruption. Similar to other cross-national analyses Camaj, (2012); Freille et al., (2007), we apply the Corruption Perception Index (CPI) to measure corruption. Since (1995), the non-governmental organization Transparency International annually publishes the index. It consists of perception-based data about corruption and covers up to 183 countries. According to TI (2013). the CPI uses “ 13 different data sources from 12 different institutions that capture expert perceptions of corruption within the past two years” A study by Lederman et al. (2005) shows strong correlations between the CPI and other available corruption indices. Even though Olken (2009). finds differences between corruption perception and corruption reality, we rely on the CPI as the best proxy to measure corruption. The second story indicates the relevance of social media and the way it portrays certain events) in a generally well-established democracy. It also demonstrates that even a democratic regime is not immune against possible protests when societal frustration is accumulated due to abuse of trust by corporate dominance, diminished social security, and rising unemployment. It is especially revealing for two primary reasons.  First, the Seattle event took place at the time when social media was only beginning its rise into prominence. Second, as John Tarleton (2009) rightly mentioned, even at a time when the US was “at its zenith” in terms of power and wealth, many young people began to ask themselves how that enormous wealth was being created and to what purpose. The Seattle case is further vital as it led to institutionalization of follow-up organizations such as direct action affinity groups, legal and medical first-aid collectives, newspapers and more. It is important to note that while both cases are largely driven by the role of social media, these also reveal high-level frustration among society at large, both in authoritarian and democratic regime settings. Such frustration can be particularly driven by widespread corruption among elected officials that eventually led to the emergence of the so-called “Arab Spring” in the Middle East, where corruption is defined here as the abuse of public power for private gain Rose-Ackerman and Truex, (2012), Shah and Schacter (2004), or “misuse of entrusted power” Transparency International, (2014). Protesters in the Arab Spring had largely kept their growing feelings of dissatisfaction with their governments without much eruption well until early (2011), when they finally decided to break out the long standing silence and demanded regime change Brym et al, (2014). Social media tools, such as Facebook and Twitter, played a vital role in the process as it transformed both organized groups and informal networks, formed external links, developed a sense of modernity, mobilized resources and drew worldwide attention to the issue Zhuo et al., (2011).Brym et al, on the other hand, conclude that as long as the influence of other factors is excluded, the net impact of new e-media tools on the (2011). Egypt uprisings was rather minor, as they are low-cost and low-risk means of participation, which may draw numerous passive supporters but who are not quite ready yet to engage themselves in higher-risk activities required by the nature of protests. This primarily means that the role of social media in addressing social concerns, including corruption, is subtle, but not immediately causal. Hence social media, primarily including Facebook and Twitter, should be viewed instead as the trigger, which pulled out previously hidden “real” causes onto to the surface when time allowed. In other words, social media did not act as the most substantial cause of social uprisings, but rather as an agent that accelerated the process that eventually led to the protests, by enabling social activists to efficiently share their often precious information with one another and the outside world. It is also interesting to analyze the resources mobilized by different regime governments in response to or in anticipation of possible conflicts. In her work on the role of social media in mobilizing protests in Tunisia in January (2011). Anita Breuer (2012), contrasted resource mobilization by the then existing regime and protesters. President Zine el-Abidine Ben Ali had enjoyed a wide base of support, especially among the middle class. However, there remained two social strata increasingly dissatisfied with the regime – alienated intellectual elites, as well as the rural poor and parts of urban middle class in opposition.  Findings :  While it is widely assumed the success of protests was driven by the role of social media and communication technologies, the following contextual factors are especially important:  1) social media allowed a “digital elite” to efficiently build personal networks and thus bypass the government censorship system in place;  2) it was able to overcome free-riding in collective action by successfully mobilizing Internet users offline  3) it enabled national collective identity to emerge, which facilitated protest activity and provided a shared element of emotional grievance.  Aim :  The study aim at curbing cyber bully ,as an issue which aim to eradicate corruption,in the society ,which Is determined by the criticism of the audience ,through the Internet . |

Method :

The study therefore emphasize, on descriptive method that depict the thoughts of the society ranging from comments ,on facebook over a discussing issue

**2.3 Theoretical Framework**

The theoretical frame work, adopted in the study, is the Agenda setting theory, which describe the ability of the new media to influence the importance placed on the curbing corruption, through the perception of the public, in Nigeria .

Mc Combs and Donald shaw ,1972 depict that the media set the public agenda ,in the sense that they may not exactly tell you what to think ,but will tell you, what to think about .with the aid of an example ;In choosing and displaying news ,editors ,newsroom staff and broadcasters play an important part in shaping political reality .Readers learn not only about a given issue ,but also how much importance to attach to that issue, from the amount of Information in a news story an its position .In reflecting what candidates are saying during campaign ,the mass media may well determine the important issues – that is the media may set the “ agenda” of the campaign .

Secondly, theoretical framework adopted for this study is the idealistic theory, In providing theoretical frame work for this study, it is necessary to examine Studies on idealist theory. In philosophy, Idealism which is the group of metaphysical philosophies which assert that reality, as humans can know it fundamentally, mentally constructed, or otherwise immaterial. Epistemologically, idealism manifests as skepticism about the possibility of knowing any mind-independent thing.

**2.4 Summary of literature**

This chapter was able to review some concepts that are related to this study. It went further by explaining and exposing the meaning of Social media as defined by scholars. It also went ahead in explaining the concept of corruption , history of social media and its impact on the public , it also depict the influence of social media and the various of social media and its uses, by the masses as it depict the usefulness as a medium to curb corruption .

**CHAPTER THREE**

**RESEARCH METHDOLOGY**

**Introduction**

In this chapter ,the researcher focuses on the most appropriate method ,that guide the study project . This chapter focuses more ,on the Research design, Area of study, population of study, Sample size, sampling techniques ,Instrument of data collection , Validity of Instrument, method of administering Instrument and the Method of Data Analysis.

**3.1 Research Design**

This study adopted survey method for this study to examine the influence of social media,in the fight against corruption . Asika, 2006) , states that the independent variable plays an effective role, in the process of observation and evaluations of problems by the dependent variable . through a Sample size , from a population, Aimed at getting Data and Analysis . are research Instrument in accomplishing the study.

**3.2 Area of study**

The researcher carried out the study, at Enugu North Local Government market consisting of Ogbete , Aquata CPS and New Market ,to be precise .the surroundings is filled with company , plaza ,stores and women with their products on counter ,with sales of both men and women, who sells, products such as Phones and accessories ,market women selling food stuff and as well as clotings .

**3.3 Population of study**

Nancy Krieger,(2012 ) defines population as statistical rather than substantive to relational beings . The measure implored in the study, a total number of 500 questioner is shared to the population sample. Ranging from male and females, of different Distinction and Age and distinction grade ,in respet to gather up this Information’s. for the survey collected , which is centered mainly on, marketers ranging from 30yrs ,31-40yrs, 41-50yrs and 50yrs. With Distinction of SSCE, OND\NCE, HND\B.sc. and Post graduate.

**3.4 Sample size**

Based on this sample size, a total number of five hundred (500) questionnaires were distributed to the respondents; one hundred and eight seven (187) for executives (SSCE), one hundred and fifty-nine (159) for senior executives(OND/NCE), ninety-six (96) for manager and fifty-eight (58) for senior managers(HND/B.sc).

**3.4 Sampling Technique**

The stratified random sampling ,is portrayed directly from a sample size in other to examine the perception of the audience . creating an homogeneous strata group, from the population to get this information directly from the population .

**3.6 Instrument of data collection**

The Survey and Questionnaires are the Instruments used for collecting data in the research study. The questionnaire consist of two section ,in gathering the data .it therefore ask question on biographical data and question regarding the use of the social media , medium and contribution .

**3.7 Validity of Instrument**

It is essential for this research survey, to examine the extent to which the social media contribute to the public ,in the fight against corruption in Nigeria .

**3.8 Reliability of Instrument**

Due to the similar result ,in observations ,of the public perception in the survey Questionnaire, the use of facebook, has more user as an opinion approach, through posting and comments .Therefore, in other to prevent false news reporting, dissemination of Information’s , should be obtained from a reliable and credible source ,when passing news information ,because such message is sent to a wide Audience, which has to be factual .

**3.9 Method of Administering Instrument**

The mode to which, this survey was recorded ,is the use of Papers and Pencil questionnaire ,which is considered to be self administered ,by the sample ,in getting this information .

**3.10 Method of Data Analysis**

With the aim, to source data, the qualitative method of data collection was used. Asika(2006) entails the qualitative descriptive analysis involves summarizing the information generated for the study. Qualitative descriptive analysis requires creativity, for the challenge is to place the raw data, collected from respondent into logical ,meaningful categories and to communicate this interpretation to others .

**CHAPTER FOUR**

**DATA PRESENTATION AND ANALYSIS**

**4.1 Questionnaire distribution and collection**

In this chapter, efforts will be directed towards the presentation, analysis and interpretation of data, which were collected from the field survey. In doing this, tables and percentages were used at appropriate places to make the analysis very simple and understandable. A careful and articulate presentation of data so collected and its successful analysis will go a long way towards facilitating the writing of the next chapter, which deals with the findings of the study and possible recommendations. This will also ensure a successful completion of the study. Based on this sample size, a total number of five hundred (500) questionnaires were printed and distributed the respondents; one hundred and eight seven (187) for executives, one hundred and fifty-nine (159) for senior executives, ninety-six (96) for manager and fifty-eight (58) for senior managers.

Out of this number, one hundred and seventy-one (171) for SSCE’s questionnaires were returned, representing 34.2% rate of return, one hundred and forty (140) for OND\NCE questionnaires were returned, representing 28% rate of return, ninety-one (91) for HND\BSC questionnaires were returned, representing 18.2% rate of return and fifty-seven (57) for Post Graduate questionnaires were returned, representing 11.4% rate of return.

TABLE 4.1.1 :**DISTRIBUTION OF RETURNED AND UNRETURNED QUESTIONNAIRES AMONG STAFF LEVELS.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Staff level | No. distributed | Returned | % | Unreturned | % |
| SSCE | 187 | 171 | 34.2 | 16 | 3.2 |
| OND\NCE | 159 | 140 | 28 | 19 | 3.8 |
| HND\Bsc | 96 | 91 | 18.2 | 5 | 1 |
| P.G | 58 | 57 | 11.4 | 1 | 0.2 |
| Total | 500 | 459 | 91.8 | 41 | 8.2 |

Source: Field survey, 2018

From the above data, one hundred and seventy-one (171) for SSCE questionnaires were returned, representing 34.2% rate of return, one hundred and forty (140) for OND\NCE questionnaires were returned, representing 28% rate of return, ninety-one (91) for HND\Bsc questionnaires were returned, representing 18.2% rate of return and fifty-seven (57) for Post Graduate questionnaires were returned, representing 11.4% rate of return.

It is therefore, viewed by the researcher that the total response rate of four hundred and fifty-nine (459) respondents out of the five hundred (500) questionnaires is adequate to achieve a balance analysis of the problem at hand.

**DEMOGRAPHIC CHARACTERISTICS**

**Table 4.1.2 Age distribution of respondents**

|  |  |  |
| --- | --- | --- |
| Response Option | No. of Response | Percentage (%) |
| Less than 30 years | 140 | 30.5 |
| 31 – 40 years | 172 | 37.5 |
| 41 – 50 years | 126 | 27.5 |
| Above 50 years | 21 | 4.5 |
| Total | 459 | 100 |

Source: Field Survey 2018

The table above reveals that the age below 30 years has 30.5%, between 31 – 40 yrs has 37.5%, between 41 – 50 yrs has 27.5% while above 50 years have 4.5% of the total respondents.

**Table 4.1.3 Gender Distribution**

|  |  |  |
| --- | --- | --- |
| Response Option | No. of Response | Percentage (%) |
| Male | 292 | 63.6 |
| Female | 167 | 36.4 |
| Total | 459 | 100 |

Source: Field Survey 2018

From the table above majority of the respondents 292 representing 63.6% are male while 167 respondents representing 36.4% are female

**Table 4.1.4 Marital Status Distribution**

|  |  |  |
| --- | --- | --- |
| Response Option | No. of Response | Percentage (%) |
| Married | 250 | 54.5 |
| Single | 209 | 45.5 |
| Divorced | 0 | 0 |
| Total | 459 | 100 |

From the table above majority of the respondents 250 representing 54.5% are married while 209 respondents representing 45.5% are not married

**PRESENTATION ACCORDING TO KEY RESEARCH QUESTIONS**

We felt the need to use research questions to analyze the views of the respondents. The use of percentage was intended to carry along everybody especially those who have computational difficulty in the understanding of the analysis and interpretation of the responses of respondents. To this effect, the following questions were analyzed.

**Question six:** How often do you use social media?

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| Occasionally | 179 | 39 |
| Frequently | 143 | 31 |
| Sometimes | 96 | 21 |
| Never | 42 | 9 |
| Total | 459 | 100 |
|  |  |  |

Source: Field Survey, 2018.

The table above shows that 179 respondents representing (39%) Occasionally to the question, the use of social media, 143 respondents representing (31%) Frequently, 96 respondents representing (21%) Sometimes

while 42 respondents representing (9%) Never and this implies that they use social media.

**Question seven:** What social medium do you often use?

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| FACEBOOK | 170 | 37 |
| TWITER | 124 | 27 |
| INSTAGRAM | 50 | 11 |
| PINTREST | 115 | 25 |
| Total | 459 | 100 |

Source: Field Survey, 2018.

The table above shows that 170 respondents representing (37%) FACEBOOKto the question, that their choice of social media, 124 respondents representing (27%) TWITER, 50 respondents representing (11%) INSTAGRAM while 115 respondents representing (25%) PINTREST.

**Question eight:** Do you think social media contribute to the fight against corruption?

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| Strongly agreed | 142 | 31 |
| Agreed | 179 | 39 |
| Disagree | 50 | 11 |
| Strongly agreed | 87 | 19 |
| Total | 459 | 100 |

Source: Field Survey, 2018.

The table above shows that 142 respondents representing (31%) strongly agreed to the question, that social media contribute to the fight against corruption, 179 respondents representing (39%) agreed, 50 respondents representing (11%) disagreed while 87 respondents representing (19%) strongly disagreed. It therefore implies that social media contribute to the fight against corruption.

**Question nine:** Is social media adequately used for the fight against corruption?

|  |  |  |
| --- | --- | --- |
| Responses | Frequency | Percentage (%) |
| Strongly agreed | 124 | 27 |
| Agreed | 184 | 40 |
| Disagree | 59 | 13 |
| Strongly agreed | 92 | 20 |
| Total | 459 | 100 |

Source: Field Survey, 2018.

The table above shows that 124 respondents representing (27%) strongly agreed to the question, that social media adequately used for the fight against corruption, 184 respondents representing (40%) agreed, 59 respondents representing (13%) disagreed while 92 respondents representing (20%) strongly disagreed. It therefore implies that the social media adequately used for the fight against corruption.

**4.2 Discussion of Findings**

1. What is the public perception of social media contribution in the fight against corruption in Nigeria?

2. What extent social media has contributed to fight against corruption in Nigeria?

3. What challenges do social media have in the fight against corruption in Nigeria?

The impression observed from individuals ,depict the social media serves a medium of text, share information ,interaction and send post images ,which the masses ,neglect news information, and concentrate on entertainment and sports ,without being Aware of occurrences, in the society .This has therefore ,affect the way people think and perceive news information .

The social media , affect the lifestyle of individuals, as the masses perception seems ,to be judging individuals, only through what is seen, told or heard on the social media .this create a perception of imagery ,in neglecting vivid news analysis news Information .it is therefore examined that individuals ,are of complete different thoughts and ideas in sharing perception ,as the masses criticism ,matters to Evaluation of problem ,of any situation by the government or Organization.

the Internet has drastically changed how information is distributed. as half the public creates more time, to the social media, as a source of news rather than use the conventional(Radio and T.V ) approaches, of source of news information .

Individuals are exposed to information from many sources, including face-to-face communication, traditional media, and online social networks

An individual’s access to information will be determined by his or her communication patterns with those sources

An individual’s judgment about the salience of the information will be a function of the quantity of sources and the individual’s relationship with the sources

Therefore, Attitudes toward the content of the information will be affected by others’ attitudes and the individual’s relationships with those people

Over time, individuals will develop a sense of reality based on the information they are exposed to and their attitude toward the information

Participants who’re exposed to news through other people; whether through social media, telephone, or face-to-face interactions, did not come up when we asked them to name their news sources; rather, it emerged when we asked them to recall how they came to know specific news events. In the following section, we therefore present three specific news events and discuss the findings to our research questions in relation to these events.

People are biased and if you are Black, you should feel some type of way about it. The study depict a description discussion, at sample Blacks survey of the, impression the white has over the blacks through racism .

**Nuclear crisis in Japan**

the Japanese government’s attempts to hide the effect of the pollution and scale of the crisis and statements, indicating many Chinese people felt that Japan deserved such a natural disaster because of long-standing tensions between the two nations. The research therefore used quantitative ,research method, as it therefore depict interview on a survey sample and observation .with the use of a secondary data ;

**CHAPTER FIVE**

**SUMMARY, CONCLUSION AND RECOMMENDATIONS**

**5.1 SUMMARY**

The study set to understand the role , Social media ,play in the fight against the public neglecting News Information ,which has been a paramount issue, towards Evaluating problems ,in Nigeria . The social media has played a vital role in both (traditional and modern)media of communication .

Therefore; the Public problems is solved only through masses opinion criticism, which is very essential towards Evaluating Public problems . This brand the Public attitude, Thoughts and perception, towards News Information . in creating a pace for a good and reliable government ,towards solving public problems and expression of the public, through social media, as a platform to fight against corruption, in the society as the way people perceive news media has been used get concept of credibility and trust towards the government and Organization as the public is hostile in media tweets/comments perceptions. Therefore creating and focusing on perceptions of media impact. Due to excess government and inadequate government to detect public issues, to curb corruption, the media, serves as backbone to free criticism from the public, through interviews and questions, Government agency therefore organize evaluation or solutions to problems in the society. Therfore; the social media creates an agenda setting theory, as it depict the impression, the public should have over the media .and also enable an idea, over what to think about the media as well as create an impression of freedom of expression among’t the public. Therefore, study examined the use of Stratified random sampling ,with the aim of getting ,its sample size, from population .

# considering the media, play a vital role, in the curb against corruption, in Nigeria. people’s mistrust of media has been found to moderate, the inﬂuence of media information on the audience in an array of studies, as people’s perceptions regarding media impact matter, indirectly, because people react to these perceptions as if they were real.

# Therefore ; the media Housing texts report, the effects of perceptions of media Inﬂuences, applied when they are coupled with perceptions of media hostility, especially among audiences are personally and emotionally involved in the issues.

**CONCLUSION**

We identified the social media plays an essential role in the fight against corruption , as government or organization needs ,the public critics, Comment or Opinion ,in other to administer development . in other to correct defectiveness of public issues . It gives every individual its freedom to speech and expression being heard off. As occurrences in a country, aim at development, is determined through opinion poll, of the masses.

**RECOMMENDTIONS**

We recommend that the social media, is the voice of the Nation ,as the public shouldn’t go contradictory to Mirror the impression ,over the perception of what is seen, told or heard on the social media, but to examine news from it’s reliable channel source as being credible and factual in information distribution .

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**Appendix**

I’m Duru Daniel chukwudi, A 400level student of Godfrey Okoye University .I’m conducting a research on the topic :**The public perception of the influence of social media, in the fight against corruption in Nigeria** .I wish to make vivid explanation with your help as I will be able to make a report with your responds ,creating an outstanding report for future use ,as your responds stands effective ,in the fight against corruption in Nigeria using the media in the society.

Biographical data

1. How often do you use social media?

2. What social medium do you often use?

3. Do you think social media contribute to the fight against corruption?

4. Is social media adequately used for the fight against corruption?