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Abstract

This study investigates the influence of WhatsApp on the voting behaviour of University of Nigeria, Nsukka students during the 2023 Nigerian presidential election. The agenda setting theory guided the study and ex post facto cum survey research design was adopted. Data were collected through questionnaire administered to 400 students of University of Nigeria, Nsukka. The data for the research were analysed using frequency counts and percentage. Findings indicate that political campaign on WhatsApp influenced voter turnout among University of Nigeria, Nsukka students during the 2023 presidential election. The study recommends that voter education on various student WhatsApp platforms could enhance voter turnout during elections.



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Data availability statement

The authors confirm that the data supporting the findings of this study are available within the article.

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