

**INFLUENCE OF TIKTOK AND FACEBOOK CELEBRITY CONTENTS
ON YOUTHS INDULEGENCE IN SUBSTANCE ABUSE IN ENUGU EAST
LOCAL GOVERNMENT AREA.**

BY

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GOU/U22/MAS/502

DEPARTMENT OF MASS COMMUNICATION

SCHOOL OF UNDERGRADUATE STUDIES

GODFREY OKOYE UNIVERSITY, UGWUOMU-NIKE ENUGU

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF MASS
COMMUNICATION, FACULTY OF MANAGEMENT AND SOCIAL
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD BACHELOR OF SCIENCE (B.SC) DEGREE IN MASS
COMMUNICATION**

SUPERVISOR: DR. OBIOMA OZIOKO

JULY, 2026

DECLARATION

This project presented by CHUKWUANUKWU CHIAGOZIE VICTORY, with the registration number GOU/U22/MAS/502 entitled “Influence of TikTok and Facebook content on Youths Indulgence in Substance Abuse in Enugu East” presented by me in partial fulfillment of the requirements for the award of Bachelor of science (B.S.C) degree in the Department of Mass Communication, Faculty of Management and Social Sciences, Godfrey Okoye University Uguwuomu Nike, Enugu is my original work and has not been submitted either in part or full for any other degree either in this or any other tertiary institution.

Chukwuanukwu Chiagozie Victory

GOU/U22/MAS/502

CERTIFICATION

This is to certify that this project entitled, “Influence of TikTok and Facebook celebrity contents on Youths Indulgence in Substance Abuse in Enugu East” for its literary presentation and contribution to knowledge meet the requirements governing the award of Bachelor of Science (BSc) Degree in Mass Communication, Faculty of Management and Social Sciences, Godfrey Okoye University, Ugwuomu-Nike Enugu.

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DEDICATION

This work is dedicated to God almighty for his guidance and sustenance through this work.

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TABLE OF CONTENTS

Title Page	i
Declaration	ii
Certification	iii
Dedication	iv
Acknowledgements	v
List of Tables	vi
List of Figures	vii
Abstract	viii

CHAPTER ONE: INTRODUCTION

- 1.1 Background to the Study
- 1.2 Statement of the Problem
- 1.3 Objectives of the Study
- 1.4 Research Questions
- 1.5 Significance of the Study
- 1.6 Scope of the Study
- 1.7 Definition of Terms

CHAPTER TWO: REVIEW OF RELATED LITERATURE

- 2.1 Conceptual Review/ Framework
- 2.2 Contextual Review
- 2.3 Theoretical Review/ Framework
- 2.4 Empirical Review
- 2.5 Summary of Literature Review/ Gap

CHAPTER THREE: METHODOLOGY

- 3.1 Research Design
- 3.2 Area of Study
- 3.3 Sources of Data
- 3.4 Population of the study
- 3.5 Determination of sample size
- 3.6 Sampling Techniques
- 3.7 Method of Data Collection
- 3.8 Validity of the instrument
- 3.9 Reliability of the instrument
- 3.10 Methods of Data Analysis

CHAPTER FOUR: PRESENTATION AND ANALYSIS OF DATA

4.1 Presentation of Data

4.2 Analysis of Data

4.3 Discussion of Findings

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

5.2 Implications of Findings

5.3 Conclusion

5.4 Recommendations

5.5 Areas for Further Studies

REFERENCE

APPENDIX

LIST OF TABLES

Table 1: Distribution Table

Table 2: Age of Respondents

Table 3: Gender of Respondents

Table 4: Educational Level of Respondents

Table 5: Marital Status of Respondents

Table 6: Occupation of Respondents

Table 7: Location of Respondents

Table 8: Research Objective One

Table 9: How often do you use Social Media platforms (TikTok or Facebook)

Table 10: Which of the following social media platforms do you use most frequently

Table 11: How often do you watch or engage with TikTok and Facebook content posted by celebrities?

Table 12: Have you ever come across TikTok or Facebook celebrities discussing or promoting substance use in their content?

Table 13: Do you agree that TikTok and Facebook celebrity content influence youth's willingness to try substance like alcohol, cigarette, or illegal drugs.

Table 14: Have you ever felt pressured by a TikTok and Facebook celebrity to try drugs or alcohol after watching their content?

Table 15: Do you believe that watching TikTok and Facebook celebrities using or promoting substances normalize drug use for youths?

Table 16: Research Objective Three.

ABSTRACT

This research work aimed to examine the Influence of TikTok and Facebook content on youths' indulgence in substance abuse in Enugu East. To achieve this, three research objectives were used as guides. They include: examining the extent to which TikTok and Facebook celebrity content influences youths' perceptions of substance use as acceptable behavior in Enugu East, investigating how youths' engagement with TikTok and Facebook celebrity content shapes their willingness to engage in the use of illegal drugs, and evaluating the role of TikTok and Facebook celebrities in promoting substance abuse among youths in Enugu East. The researcher based the study on three wards in Enugu East, namely Abakpa, Trans-Ekulu, and Mbulu-Njudu, with a population of 1,440,203. The research adopted a quantitative survey design using questionnaire to collect data from respondents selected through a multistage sampling technique, and the Taro Yamane with a sample size of 400. The study was anchored on Technology Determinism Theory. Findings revealed that repeated exposure to celebrity content involving smoking, alcohol consumption, and drug-related lifestyles on TikTok and Facebook influences youths' perception of substance abuse and contributes to its normalization among young people. The study further found that continuous engagement with such content does not increase youths' willingness to imitate harmful behaviors associated with substance abuse. The study concluded that TikTok and Facebook celebrity content does not significantly influence youths' indulgence in substance abuse in Enugu East. The study recommended stronger social media content regulation, increased drug abuse awareness campaigns, and responsible content creation by celebrities and influencers.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Substance abuse is one of societal ills that seems to have a stronghold on the society most especially youths and with the advancement of technology and its wide spread and applications the idea of substance abuse has reached more space and ears than it ever did.

In history Nigeria has had lots of cases on youths in engagement in drugs from the use of cocaine, marijuana, heroin, benzodiazepines, morphine, cannabis, tobacco, tramadol. According to Afr Health Sci (2022), Substance abuse refers to the detrimental use of psychoactive substances, including alcohol and illicit drugs, which can lead to a number of dependence syndromes/disorders. Youths who indulged in substance abuse are at high risk of engaging in societal vices, declining academically, psychological disorder, mental abnormalities, health decline, domestic or outdoor accident and death. For this reason, youths involved become burdens to their family and threat to the society.

Due to the increase of Nigerian youths who indulge in the intake of hard substance there's a need to check were this behavior a being learnt from. Recent research has shown that the advancement of technology mostly especially social media has exposed such content to youth. Social media is an online platform that allows users to create contents, share information and connect with virtual communities through texts, videos, photo and animations, (Paljug,2025).

Social media refers to online platforms where users can share information and connect with virtual communities through text, video, photos, and other content. As of 2025, social media had more

than five billion global users, which is equal to more than 68% of the world population. This includes apps or websites designed for messaging and chat, social platforms; Facebook, Instagram, and TikTok, and community forums, such as Reddit and Discord. Celebrities' contents have a large effect on how youths perceive substance use. The making of substance uses glamorous for achieving a certain lifestyle is what leads youths in indulging in the intake of this harmful substance.

Through curated posts, music lyrics and public appearance on social media these figures frequently present substance use as the regular and aspirational, shaping not only trends but also the attitudes of impressionable youths. The indulgence of youths in substance abuse due to exposure to celebrity contents shows how these contents can take root among youths looking for social cues. The glamorized lifestyle of celebrities especially on platforms like TikTok and Facebook, makes substance use appear acceptable and desirable. Platforms like TikTok and Facebook that is all about visual storytelling and immediate feedback, amplify this influence, making it easier for drug-related trends to spread rapidly. The way youths perceive drugs can be increased by continuous exposure to substance related contents on social media.

This study focuses on two popular Nigerian entertainers with lots of follower base, whose content on social media often has to do with the substance aspect, namely Wizkid and Odumodu Blvck (Odumodublvc). Considered one of Africa's most successful musicians, Wizkid (Real Name Ayodeji Ibrahim Balogun), won even more attention for his 2020 release "Made in Lagos", which propelled Nigerian music to the international spotlight, and the centerpiece track "Essence", featuring Tems, became the first-ever Nigerian song to enter the Billboard Hot 100 top 10 (GRAMMY.com, 2022).

Wizkid has been known to post photos of himself smoking marijuana on his social media accounts around the world, despite his high-profile status. He used to post videos of himself smoking in his studio sessions, and he has posted images and videos of himself smoking or holding marijuana in his Instagram feed since his 2020 release of his album *Made in Lagos*, reports say (The Nation, 2022). This habit has raised a lot of concerns, as on a number of occasions, Wizkid and other top artistes have shared pictures of them smoking Indian hemp with millions of their followers, Wizkid having over 15 million followers on Instagram alone (Daily Trust, 2022). A statement from the National Drug Law Enforcement Agency (NDLEA) said this was the case, and that many youths, particularly the followers, who perceive themselves to be role models of these celebrities, are defrauded by the actions of these celebrities because they glamourize drug related activities (Daily Trust, 2022).

Tochukwu Gbubemi Ojogwu (Odumodu Blvck) is an emerging artist in Nigeria's music industry who is also a very strong influence. He is famous for his performances and has been termed as genre blending, his music brings together Hip-hop, Grime, Drill and Afropop and is highly relished by music fans. He has also been on the charts of The Cable Lifestyle Charts, Apple Music Charts, Turntable Charts, Pulse Nigeria and Okay Africa (TrendingHub.ng, 2023). His brazen poetic lyrics, occasionally peppered with drug, cash and “hard” lifestyle references, are shared around TikTok through short clips, lyric videos and fan-favorite remixes that have garnered millions of views and likes. This is because TikTok is known for its ability to take a single motif or lyric and repeat it, mimic it and normalize it in a matter of days, before many young consumers can really process what it means in reality.

Combined, the conduct of the two artistes is reflective of the broader move in Nigeria's entertainment industry to make cannabis-related language a part of the culture, and of the fact that

many of the country's most popular songs are defined by what can be termed as weed aesthetics (The Native, 2024). For impressionable youths in Enugu East who consume huge amount of entertainment content on TikTok and Facebook every day, they may be influenced by such celebrity behavior and overtime, their attitude to substance use may alter so that it becomes a symbol of success, glamorous and fashionable, instead of a health risk. This is further compounded by the rising trend of drug abuse among the youth population of the South-East region, especially the Enugu state; with unregulated access to social media content from celebrities possibly aggravating the situation.

In this context, this study examines the influence of TikTok and Facebook celebrity content on the indulgence of youths in Enugu East on substance abuse, particularly Wizkid and Odumodu Blvck.

1.2 Statement of Problems

Substance Abuse has been a rising concern in Nigeria. In 2024, Nigeria Drug Law Enforcement Agency [NDLEA] reported that about 400,000 youths in Enugu state indulge in this act, substance abuse on youths has left a negative remark on the social life and health of youths in the society. The problem of substance abuse cannot be fully discussed in this age without bringing in the social media as a medium of influence to the youths.

In this era, many youths have an unrestricted access to the Internet which enables them connect to social media; The social media is a space where billions of people come together through their phones to either create contents or consume contents. Most times this contents trends can be negative and the youths tend to imitate and start behaving like the trend causing disorder in the society. This imitation is where the problem lies, youths most times engage in what they view

which includes the intake of hard substances by online celebrities that they tend to forget the consequences behind those lifestyles they watch.

Therefore, this research, sought to examine the influence of TikTok and Facebook celebrity content on youth behaviour as it pertains to substance abuse.

1.3 Objective of the study

This study aims to find out how celebrity content encourages youths into drug abuse and other addictive behavior. To achieve this, the specific objectives are to:

1. Evaluate the role of TikTok and Facebook celebrities in promoting substance abuse among youths in Enugu East.
2. Examine the extent to which TikTok and Facebook celebrity content influences youths' perceptions of substance use as acceptable behavior in Enugu East.
3. Investigate how youths' engagement with TikTok and Facebook celebrity content shapes their willingness to engage in the use of illegal drugs.

1.4 Research Questions

1. In what way do TikTok and Facebook celebrities promote the abuse of hard substances?
2. How has TikTok and Facebook celebrity content made youths perceive the use of illegal substances as acceptable behaviour in Enugu East?
3. How have youths' engagements with TikTok and Facebook celebrity content shaped their willingness to engage in the use of illegal drugs?

1.5 Scope of the Study

The study focused solely on investigating and examining celebrity content on TikTok and Facebook platforms alone, and how online engagement from youths in Enugu East Local Government Area on these platforms sway the opinions of youths on substance abuse and the perceptions of this youths on celebrity content that often times lead to their engagement in substance abuse.

1.6 Significance of the Study

This research will make more information available to youths, government, social media influencers, social media platforms and researchers on how youths' involvements in substance abuse is linked to their engagements to celebrity contents on social media platforms like TikTok and Facebook.

The Nigeria government but specifically the Enugu state government would benefit from this research as it will enable them in policymaking and protecting human capital.

Social media influencers by this research would begin to see how their content shapes youth behaviors and how they can become better models to youth's. Social media platforms through this study will begin to develop their algorithms to detect and pull-down contents containing the illicit use of drugs. The study would also help them modify their community laws in such a way that it is strictly obeyed thereby creating a safe digital environment for youths to navigate.

The youths will benefit more from this study as it would enable them to have a wholesome insight on how their engagements on negative celebrity content change their psychol influencing them to indulge in the intake of illicit drugs. In addition, the study will guide and correct youths' perceptions on substance abuse and move for a push in the reduction of substance promotions by celebrities through social media platforms like TikTok and Facebook.

Finally, this study will be a relevant material for prospective researchers undertaking similar research.

1.7 Operational Definition of Terms

The following terms are defined in the context in which they would be used in this study:

Celebrity Content: They are information created by famous and influential person or persons on TikTok and Facebook that influence youths in Enugu East to indulge in substance abuse.

Influence: Influence refers to how TikTok and Facebook contents sway the behavior of youths in Enugu East to start the intake of hard substance.

Substance Abuse: It is the intake of illegal drugs by youths in Enugu East due to large exposure to celebrity content on TikTok and Facebook platforms.

TikTok and Facebook: They are social media platforms where youths in Enugu East watch celebrity content that exposes and influences them to engage in substance intake.

Youths: Youths are young people between the ages of 15 to 29 years of age in Enugu East exposed and influenced by celebrity content on TikTok and Facebook platforms that leads to their indulgence in substance abuse.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Conceptual Review

2.1.1 A Review of TikTok and Facebook.

TikTok and Facebook are under the examples of social media. Social media is an online platform for digital communication where users form online networks and communities for socializing, sharing information and posting user-created content. Social media has served as a network for connecting and joining ideas together. Social media as of the year 2025 had more than five billion global users; 68% of the world population. The online space comprises of messaging, chat and social platforms. Social media sprang up from the late 1990s beginning from the early social networking sites like six degrees, Friendster, and Myspace. These platforms allowed users to create profiles, connect with friends, and share content. However, it wasn't until the launch of Facebook in 2004 that social media became a mainstream phenomenon. Twitter, LinkedIn, and YouTube followed the revolution of how people interacted online, enabling users to share their thoughts, images, videos, and opinions in real time with a global audience.

Facebook and TikTok marked the expansion of a new era in social media as visual-centric platforms. The evolution of social media has shaped the way people communicate and according to Global web index people spend up to 2hrs 21 minutes on social media each day. Meaning that there's a rising dominance of social media in our daily lives.

The life wire of social media is content. Kontentino described content as shared information, messages publicized for engagement, entertainment and information. They include text posts, live

broadcast, videos, stories, images and animation. Social media contents are driven by engagement and powered by algorithm that personalize feeds to maximize time spent. The largest social media platform in the world is Facebook.

The history of Facebook could be traced to 2004 developed by a group of Harvard University undergraduates. As at its first launching only students of the Harvard University had access to the social network and as time went on due to the success of the network other universities now gained access to the platform.

Facebook interface started with students being able to post photographs and share personal details on the platform with other users. Overtime, Facebook began to gain popularity not only in the United States but across the globe. An estimate of over a billion social media users with various language versions could be accessed on the platform at the end of 2012. The localized Polish-Language of the mainstream Facebook was created in 2008 (Zalewska-Bochenko, 2016).

Currently Facebook has evolved not just for a simple presentation of the profile holder and general place to express one's belief or share information with other users but to a wider digital ecosystem and tech giant (Meta). It now includes messaging, e-commerce, advertising and VR/AR which has become a powerful integrated system for communication, commerce and community.

TikTok owned by ByteDance is another short- form video social platform widely used by individuals majorly youths. It is known for its nonstop personalized "For You" with the abbreviation FYP; a user-generated content which includes entertainment, creativity, news stories, education and trends with videos from seconds to ten minutes time duration encompassing creativity of various sort, cultural impact and brand marketing even with ongoing data privacy and regulatory scrutiny.

This Platform originated from China under the name Douyin an invention by ByteDance, a Beijing-based technology company. It spread across the globe in 2016, revolutionizing the way the world consumes and creates digital content. It's content duration earlier lasted from 15-to 60 second videos but the social platform now supports 60 minutes of pre- recorded material and 10 minutes of video recorded in-app.

Facebook and TikTok even with the opportunities it offers faces criticism and legal scrutiny for issues related to data privacy, user safety especially for teens and youths and content moderation, among others. In summary not underrating the importance of this social platform it is safe to say that these platforms pose a great threat as well advantage to the younger minds.

2.1.2 An Overview of Celebrity Content.

As cited by Oluwafemi (2024), social media has created a platform where people can be steady users online and create content. Hence, consistency in creating and posting content online and accumulating large followers has made certain individuals become social media influencers.

Through narration of daily lives via social media; blog posts, photos and videos and leveraging on authentic personal brands “ordinary” people have created attention and accumulated a significant base of followers (Dhanesh& Duthler, 2019). Social media celebrities also called microcelebrities which ranges from undergraduates, fitness trainers, and industry experts, to wealthy people who adore luxury, to activist in different fields, (Zhang et al., 2019). Moreover, influencers are often considered as the aspirational reference group and their postings are the “catalogs of what many young people dream of having and the lifestyle they dream of living”. They exhibit what followers wish to have but don't have.

In times past celebrity lifestyles were mainly seen through carefully curated interviews and public appearances. Social media has broken those limitations. The everyday lives, from their morning routines to their pets and hobbies can now be seen online. This fosters a sense of familiarity and closeness between celebrities and their fans. This lifestyle contents blends entertainment with aspiration which influence audience perception of success and desirability. Lifestyle contents usually comprise of luxury travel, fashion and personal style, cars, nightlife, parties, events, behind-the-scenes music or movie life, brand endorsements, products promotions, and so on. Most times these lifestyle contents are channeled towards monetization, personal brands, collaborations, endorsements, and affiliate deals.

Celebrity Lifestyle contents are mostly driven by influence, affluence and visibility. The society's popular belief system is mostly shaped by the influence and trendsetting of celebrities. Youths culture, consumer habits, and societal values are highly influenced by celebrity lifestyles. Though these contents can inspire ambition and creativity, they also can promote unrealistic standards of wealth, beauty, or success. Therefore, viewers or fans of these celebrities are advised to approach these contents critically and recognize that media representations often highlight only the glamorous aspects.

The Nigeria Society this present day's Nigerian celebrities are not just entertainers but are involved as cultural icons, trendsetters, and influential voices whose lifestyles shapes public taste and youths' aspirations, and consumer culture. The youths are the ones majorly affected by these contents as their emulations begin to serve as bench marks of social status. Nigerian celebrities like Wizikid, Odumodu blvck, and Shallipopi are celebrities whose lifestyles are being used as benchmarks for success by youths. Ayodeji Ibrahim Balogun, popularly known as Wizkid is one of Nigeria's most influential music figures and prime example of how celebrity lifestyle in Nigeria

intersects with international success, cultural influence, and strategic personal branding. Wizkid's lifestyle influences youth aspiration and consumer culture. He has positioned himself relevant through his global achievements, international tours, brand endorsements, and sustained relevance as a role model for many young Nigerians who view his lifestyle as aspirational and emblematic of global success achievable beyond local contexts (channels Television). Odumodu blvck know for authentic street influence and artistic showcases a celebrity lifestyle rooted in authenticity, cultural expression, and a blend of mainstream and aesthetic. His lifestyle also relates with a generation seeking cultural specificity. Shallipopi is another Nigeria celebrity with street sensation and controversial public persona. Shallipopi whose real name is Crown Uzama. He represents another dimension of celebrity lifestyle in Nigeria, one marked by rapid rise, controversy, and cultural resonance with youth culture. His emergence came from social media notoriety.

Digital media environments, specifically social networking platforms such as TikTok and Facebook are determinants of contemporary patterns of hard drugs use in Nigeria. These platforms serve as major sites of youth socialization, identity construction, and lifestyle imitation. These celebrities often portray images of wealth, luxury, nightlife, and risk-taking behaviors that may directly or indirectly normalize the intake of substance.

2.1.3 An Overview of Substance Abuse

Hard Drugs intake remains a critical public health challenge worldwide due to its characterized high addiction potential and severe adverse effects on health, society and economic productivity. This challenge in Nigeria has increased over the years among youths, students, and other vulnerable groups (Ayeoribe et al., 2025). Illicit Drugs includes opioids, stimulants, hallucinogens, and certain prescription medications when used non-medically (World Health Organization

[WHO], 2020). In Nigeria the misuse of this substance has serious impact not only for individuals but also for families, communities, and the national development agenda.

Hard Drugs are illicit or controlled psychoactive substance that produce potent effects on the central nervous systems, are associated with high abuse potential, and often lead to physical and psychological dependence (UNODC,2025). The problem of substance abuse is alarming and increasing. According to national surveys and academic reviews, past-year drug use prevalence among persons aged 15- 64 yrs is estimated at over 14%, which is substantially higher than the global average of approximately 5.6 % (Ayeoribe et al., 2025; GISA, 2026). In Nigeria there are many factors of Drug abuse, interlinked socio- environmental, individual, and economic determinants. These factors include: Socio-economic and environmental influence. Substance abuse within Nigerian youths comes with adverse health outcomes, poor academic and occupational performance, crime, and long-term socio-economic instability. The United Nations Office on Drugs and Crime, UNODC, 2023 report that most new drug users are young people, and early substance use often becomes a long-term behavior. This report reads that initiation into the intake of this substance mostly occurs between late adolescence and early adulthood, with individuals under 35years representing the majority of global users. This early initiation increases the chance of chronic addiction later in life. Countries like Nigeria and other African nations substance abuse is on its rise among young workers, unemployed youths, and students. Cannabis has been tagged the most commonly used substance, followed by the misuse of prescription opioids and stimulants which has risen over the years (UNODC,2019). The constant youths' indulgence in substance abuse is as a result of their constant engagements with social interaction, strong online presence on digital platforms and vulnerability to peer influence, which together pushes them to try these substances.

Peer influence is one of the strongest predictors of youth indulgence in substance abuse. When drug use is normalized by social circles it becomes easier for youth to indulge in drug intake. Youths Impulses and curiosity to try out things seen is another factor that triggers them to engage in drug misuse. Factors like unemployment, poverty, and lack of educational opportunities may increase the use of hard drugs. Mental Health Issues such as depression, anxiety, trauma, and low self-esteem frequently attached with substance abuse as youths tend to engage into substance misuse as a way of escape or medication. Media contents such as music videos, films, and social media contents can glamorize such lifestyles which can encourage youths to engage. Recently, the abuse of substance has evolved due to the emergence of new psychoactive substances, increased availability of prescription drugs, and changing social behaviors. There are implications of Substance abuse varying health, psychological, social and economic, and so on.

2.1.4 Youths Indulgence in Substance Abuse

Research has indicated that there appears to be a connection between teenager substance misuse social media use. Social media has transformed communication, social interaction, and access to information, particularly among young people. Aside the benefits of social media there is an increasing concern about its role in promoting risky behaviors, including substance abuse. Youths' perception is mostly influenced by much exposure to online influences that shape their attitudes and behaviors towards drug abuse (Nagata et al.,2025).

On the other hand, Substance abuse among youths refers to the harmful use of psychoactive substances such as alcohol, cannabis, opioids, and stimulants, often leading to addiction and other health risks (United Nations Office on Drugs and Crime [UNODC], 2023).

The relationship between social media and substance abuse is complex and influenced by multiple psychological and social mechanisms. Social media contributes to substance abuse through exposing youths to drug-related content which includes images, videos, and posts that portray drug use as enjoyable, fashionable, or harmless.

Normalization of substance misuse by youths is caused by repeated exposure to such content, this also reduces perceived risks among youths (Onyechi,2023). Undergraduate students who develop positive attitude towards substance use according to studies in Nigeria were exposed to drug-related social media content. Social media extends peer pressure into digital environments, where youths are also influenced by influencers and online communities. Online validation mechanisms such as like, shares, and comments can reinforce risky behaviors, including drug use. As cited by Yusuf Oluwafemi (2024), drug and alcohol misuse have severe side effects that they are the primary cause of depression and suicide among young people worldwide.

Youths are particularly vulnerable to social media influence due to their development stage. According to the World Health Organization (WHO,2024), problematic social media use among youths has increased significantly in recent years. This growing dependence makes youths more susceptible to harmful online content, including substance-related material.

Finally, youths especially younger ones lack the critical thinking skills needed to evaluate online information, making them more likely to imitate behaviors observed on social media (Gansner et al.,2024).

2.1.5 Implications of Substance Abuse on the Behavioral Patterns of Youths

The abuse of substance by youths has several implications. The issues of substance abuse have been a critical issue globally and in Nigeria, with serious implications for behavioral development.

Youth development biologically is a crucial stage in life and when substances are introduced into the body it can disrupt normal brain development and significantly alter behavioral patterns.

Behavioral patterns refer to consistent ways individuals act, think, and respond to their environment. These behaviors are negatively affected; normal patterns begin to reshape, often resulting in maladaptive behaviors such as aggression, impulsivity, social withdrawal, and deviance. Presently in Nigeria, the increase in the intake of substance like tramadol, codeine, cannabis, and alcohol has intensified concerns about its behavioral consequences.

A major behavioral implication of substance abuse among youths is increased risk-taking and impulsivity. Studies show that drugs interfere with brain regions responsible for judgment and decision-making. This leads to behavioral pattern like reckless driving, unsafe sexual practices, and criminal activities (Stenfield & Torregrossa, 2023). The National Institute on Drug Abuse also notes that early exposure to substance abuse leads to substance dependence (NIDA,2024). Yusuf Oluwafemi in his research described drug abusers in most cases have different coexisting physical, psychological, and social issues that have a detrimental influence on their social standing and obligations. (Kabbash et al., 2022; Abidemi,2023).

Substances increase the likelihood of engaging in other risky behaviors and developing substance dependence (NIDA, 2024). In Nigeria, this is often seen in youth involvement in cultism, internet fraud (Yahoo Yahoo), and street violence, where substance use lowers inhibition and increases boldness for risky acts. Individuals' health, wealth, and general well-being throughout the world are affected by the impact of substance abused. This covers national security and way of life. As cited by Yusuf Oluwafemi in his research, Drug abusers in most cases have different coexisting physical, psychological, and social issues that have a detrimental influence on their social standing and obligations. (Kabbash et al., 2022; Abidemi,2023).

2.2 Empirical Review

UNODC (2023) in “World Drug Report 2023” agrees that drug trends, accessibility, and youth consumption patterns globally are being shaped by digital platforms like TikTok and Facebook.

Idowu et al. (2023) in the research “Prevalence, Pattern and Determinants of Substance Abuse among Youths in Osun State” in their findings agreed that the determinants of substance abuse among youths are linked towards social exposure, including media influence, contributes to substance use patterns among the youths.

Nagata et al. (2025) in the study “Social Media Use and Adolescent Health Outcomes” examined the behavioral patterns of adolescence and in his findings agreed that the use of social media is linked to alcoholism and cannabis use among youths.

Gansner et al. (2024) in “Problematic Social Media Use and Substance Use in Adolescents” used longitudinal data for the study and found that addictive social media use predicts future substance abuse behaviors among adolescents.

Liu (2024) in the research “Social Media Exposure and Adolescent Substance Use Behavior” agrees that constant consumption of substance-related content increases positive perceptions of drug use and encourages experimentation among youths in his findings.

Adindu et al. (2025) in his findings on the study “Influence of Social Media on Adolescent Mental Health and Substance Abuse Patterns” noted that harmful contents exposed openly on social media is a determinant to both Mental health issues and increased substance abuse among adolescents.

Journal of Public Health Study (2024) carried out research on “Associations between Social Media Use and Adolescent Substance Use” agrees in their findings that problematic social media use is highly associated with higher levels of substance use, especially when parenting is loose.

Rostam, F. A. (2020) study on the “Negative Impact That Social Media Has on the Youths” agrees in their findings that the biggest effect of Substance Abuse on the mental health was as a result of youth’s exposure to social media.

Akintayo (2025) in the study “Impact of Social Media on Substance Abuse and Addiction among Nigerian Youth” explored how drug use cultures are promoted by TikTok. The research approves that media algorithms and influencers romanticize substance use, making it socially acceptable among youths.

Ahmad et al. (2022) using an experimental design in “Impact of Social Media-Based Intervention in Reducing Youths’ Propensity to Engage in Drug Abuse in Nigeria” found that youth’s indulgence in drug misuse is as a result of the large influence of social media content it also suggested that targeted content can reduce substance abuse tendencies.

Bouzoubaa et al. (2025) in “Exploring Substance Use Hashtags on TikTok” analyzed TikTok content and its findings indicated that substance- related content spreads widely through hashtags, influencing youths’ indulgence and perception of drugs.

Zhu et al. (2025) in the study “Emotional Drivers of Teen Substance Use in Online Discussions” showed that peer influence and emotional distress expressed on social media strongly predict substance use behaviors among youths.

As cited by Yusuf Oluwafemi, Nzekwe and Ezinwa (2021) in the study “Impact of Social media on Mental Health of Ebonyi State University during Covid-19 Pandemic” examined in details how

the perception and behavior of youths are linked with heavy exposure to Western culture on social media. The study concluded that youths emulate this western life due to the pressure to fit in even though they might really not be a fan for it.

Watts et al. (2021) in the study “Peer Influence and Adolescent Substance Use: A Meta- Analysis” showed that what reinforces substance abuse are peer- related content on social media especially when it’s linked with social approval mechanisms like likes and shares. It however disagrees that celebrity content are the reasons for substance abuse rather substance intake can be related to peer-pressure

Kugbey (2023) in the study “Substance Use among Adolescents in Sub-Saharan Africa” concluded that social and environmental factors, including digital exposure, significantly contribute to substance contribute to substance abuse among youths. Its conclusion agrees that digital exposure contributes to substance abuse.

2.3 Theoretical Review

This study is hinged on Technology Determinism Theory

Technology Determinism Theory

Technology Determinism Theory explains how modern communication technologies such as TikTok and Facebook shape human behavior, attitudes, and social realities, especially among youths.

Technology Determinism Theory was propounded by Marshal McLuhan in 1964. The theory states that technology plays a major role in shaping human behaviors, culture, communication patterns, and the way people think and interact in society. McLuhan argued that “the medium is the

message,” meaning that the form of media itself has a strong influence on individuals and society, sometimes even more than the actual content being communicated. The theory explains that as technology develops, human behaviors and social activities also change to align with the influence of those technologies. In modern society, digital media technologies such as TikTok and Facebook have become powerful tools that shape youths’ lifestyles, perceptions, values, and decisions (McLuhan, 1964).

Technology Determinism Theory is relevant to this study because TikTok and Facebook are technological platforms that expose youths to celebrity lifestyles and behaviors on a daily basis. Through videos, livestreams, reels, music contents, and celebrity posts, youths constantly encounter substance-related content online. The repeated exposure to celebrities smoking, drinking alcohol, taking drugs, or glorifying reckless lifestyles can gradually influence youths to see substance abuse as normal, attractive, and socially acceptable. The theory therefore explains that the technology itself, especially social media platforms with fast algorithms and endless content circulation, contributes significantly to shaping the behaviors and attitudes of young people toward substance abuse.

The theory further supports this study because TikTok and Facebook use algorithms that continuously recommend similar contents based on users’ interests and engagements. This means that once a youth interacts with celebrity content related to alcohol, smoking, or drugs, the platforms may continue exposing the individual to more similar videos and posts. As a result, the technological environment created by these social media platforms influences how youths think, what they admire, and the behaviors they may imitate. For example, many Nigerian celebrities and influencers on TikTok and Facebook display luxurious lifestyles connected with nightlife, alcohol

consumption, smoking, and drug-related trends, which many youths may attempt to emulate in order to feel accepted or fashionable.

In relation to this study, Technology Determinism Theory helps explain how technological advancements in social media communication have increased youths' exposure to celebrity influence and substance abuse content. The theory supports the argument that TikTok and Facebook are not just communication platforms, but active technological forces shaping youth behavior in Enugu East. Through constant exposure to celebrity contents that glamorize substance use, many youths may develop positive perceptions toward drug use and eventually indulge in substance abuse. Therefore, the theory provides a strong foundation for understanding how social media technology influences youths' indulgence in substance abuse through celebrity-driven content.

By examining TikTok and Facebook through this theory, one can agree that these platforms empower certain behaviors and societal changes, including the potential increase in drug abuse among its users.

2.4 Summary of Literature Review

This study provides a comprehensive understanding of the relationship between social media exposure; TikTok and Facebook celebrity content and youths indulgence in substance abuse. The literature review examined the relationship between social media exposure, celebrity influence, and youths' indulgence in substance abuse. The conceptual review explained the meaning and evolution of social media platforms such as TikTok and Facebook, celebrity content, and substance abuse. The review established that social media has become a powerful communication tool that shapes youths' attitudes, perceptions, and behaviors through constant exposure to online content.

It further revealed that celebrity lifestyles displayed on TikTok and Facebook often portray substance use as glamorous, attractive, and socially acceptable, thereby influencing youths to imitate such behaviors. This study is backed by Technology Determinism Theory which explains how technological platforms such as TikTok and Facebook shape social behavior and influence the way youths perceive reality. This theory therefore provided a strong foundation for explaining how continuous exposure to celebrity substance-related content can influence youths' indulgence in substance abuse.

Previous studies related to social media and substance abuse among youths were reviewed. Most of the studies reviewed revealed that social media exposure contributes significantly to the normalization and promotion of substance abuse among young people. Findings from scholars such as Nagata et al. (2025), Gansner et al. (2024), Akintayo (2025), and Bouzoubaa et al. (2025) indicated that repeated exposure to substance-related content on social media influences youths' perception and willingness to engage in drug use.

However, despite the numerous studies on social media and substance abuse, there is still limited research specifically examining the influence of TikTok and Facebook celebrity content on youths' indulgence in substance abuse in Enugu East. Most previous studies focused broadly on social media influence without concentrating on celebrity-driven content and its specific effects on youths within the study area. Therefore, this study seeks to fill this gap by examining how TikTok and Facebook celebrity contents influence youths' perception, engagement, and indulgence in substance abuse in Enugu East.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

This study adopted a quantitative approach where survey research method was utilized in collecting data from the population of the study. The survey research design was used to analyze the response of the respondents on how TikTok and Facebook celebrity contents influence youths in Enugu East to indulge in substance abuse.

3.2 Area of Study

This study was carried out in Enugu East a local government located in Enugu metropolis in Enugu state. Enugu East is grouped into 12 wards and from these wards three wards were selected for this study which are Abakpa, Trans-Ekulu, and Mbulu-Njodo East which is a mixture of urban and sub-urban regions.

3.3 Sources of Data

This research used primary data; responses by respondents who filled the research questionnaire.

3.4 Population of the study

The population of the study 1,440,203 (2026) a rough estimation was drawn from projecting the total population of youths in Enugu East which is 122,196; a 2022 projection according to the National Population Commission. Hence the population of youths (15 yrs to 29yrs) in Enugu East for this research is 122,196; Age distribution (C 2006) shows age 10-19 as 66,475 and age 20-29 as 55,721 making it a total of 122,196 population. Youths age 15 to 29 years is a description of a Nigerian youth according to the new-policy Nigeria National Youth Policy published in 2019.

Population Calculation:

$$P_n = P_o(1 + r)^t$$

$$P_n = \text{Projected Population}$$

$$P_o = \text{Population}$$

$$1 = \text{Constant}$$

$$r = \text{Growth Rate } (2 \cdot 3\%)$$

$$t = \text{Time (The difference in time between the last population and the projected year)}$$

$$t \text{ (Number of years)} \therefore 2026 - 2006 = 20 \text{ years}$$

$$\text{Growth Rate } (2 \cdot 3\%) = 1 \cdot 023$$

$$(1 + r)^t = (1 + 1 \cdot 023)^{20}$$

$$(2 \cdot 023)^{20} = 1,318,006 \cdot 8136395$$

$$\approx 1,318,007$$

$$P_n = P_o + (1 + r)^t$$

$$P_o = 122,196$$

$$(1 + r)^t \approx 1,318,007$$

$$P_n = 122,196 + 1,318,007$$

$$P_n = 1,440,203$$

3.5 Determination of sample size

The researcher determined the sample size of 400 by using Taro Yamane formula. Using a margin of error of 0.05, and a population of 1,440,203.

$$\text{Taro Yamane : } n = \frac{N}{1 + N(e)^2}$$

n = Sample size

e = Error Limit

N = Population

e = 5% or 0.05

N= 1,440,203

$$n = \frac{1,440,203}{1 + 1,440,203(0.05)^2}$$

$$n = \frac{1,440,203}{1 + 1,440,203(0.0025)}$$

$$n = \frac{1,440,203}{1 + 3,600.5075}$$

$$n = \frac{1,440,203}{3601.5075}$$

$$n = 399.889$$

$$n \approx 400$$

3.6 Sampling Techniques

In the study the researcher made use of multistage sampling Technique. The groups were grouped into different cluster starting from wards, community, towns, and villages or residential areas.

Step 1: The population of youths to be studied here are those under Enugu East Local Government Area age 15-29.

Step 2: Enugu East were grouped into 12 wards (INEC commission portal)

Enugu East Wards
Mbulu-Njodo East
Mbulu-Iyiukwu
Mbulu-Njodo West
Mbulu-Owehe
Abakpa I
Abakpa II
Umuenwene
Amorji
Umuchibgo
Trans-Ekulu
Ibagwa/Edem Nike
Ugwugo Nike

Step 3: Using purposive sampling 3 wards were selected in Enugu East.

Wards
Abakpa
Trans-Ekulu
Mbulu-Njodo West

These wards were selected because of they have high concentration of youth as well as tertiary institutions were youths between the age 15 years to 29 years.

Step 4: One community from the three wards were selected using systematic sampling.

Wards	Communities
Abakpa	Thinkers Corner Estate
Trans-Ekulu	Federal Hosing Estate
Mbulu-Njodo West	Emene

Step 5: Simple random sampling was used further by the researcher to select two villages from the communities.

Wards	Communities	Villages/ Residential Areas
Abakpa	Thinkers Corner Estate	I. Thinkers Corner Extension ii. Penkos Area
Trans-Ekulu	Federal Housing Estate	I. Phase 6, Trans Ekulu

		ii. Federal Hosing Estate, Trans Ekulu (Nowas)
Mbulu-Njodo West	Emene	I. Amechi ii. Old Abakiliki Road Area

Step 6: The researcher calculated the number of questionnaires to be distributed to various Wards using Disproportional sampling.

$$Formula = \frac{Sample\ Size}{Number\ of\ selected\ respondents, population\ by\ researcher}$$

$$Formula: \frac{400}{3} = 133$$

Therefore, the researcher using disproportional sampling shared 133 each questionnaire to the three wards; Abakpa, Trans Ekulu and Mbulu- Njodo West.

3.7 Method of Data Collection

The researcher administered copies of questionnaires on a face-to-face basis. The researcher with the help of friends, and family met with the respondents physically and administered the question to them with guidance.

3.8 Validity of the Instrument

In the research, content validity was ensured by designing questionnaire items in line with the objective of the study. The questionnaire was done through content validity by professionals in Mass Communication and research methodology to ensure alignment, clarity, relevance, adequacy

and accuracy. Suggestions and correction from these professionals were incorporated before the final version of the questionnaires was produced and administered.

3.9 Reliability of the instrument

A pilot test was conducted using a small group of students outside the study sample. Cronbach's Alpha method was used to test the responses which was used to test the internal consistency of the instrument. 0.70 or above is the reliability coefficient considered acceptable.

Cronbach's Alpha Formula

Represented by:

$a = \text{Cronbach Alpha}$

$k = \text{Number of questionnaire items (20)}$

$ESj^2 = \text{Sum of items variance}$

$S^2 = \text{Total variance}$

Given :

$$S^2 = 18 \cdot 6$$

$$ESj^2 = 8.9$$

Calculation:

$$a = \left(\frac{20}{19}\right) \times \left[1 - \left(\frac{8 \cdot 9}{18 \cdot 6}\right)\right]$$

$$a = 1 \cdot 0526 \times (1 - 0 \cdot 4785)$$

$$a = 1 \cdot 0526 \times 0 \cdot 5215$$

$$a = 0 \cdot 77$$

Since acceptable threshold is 0.70, the reliability coefficient of 0.77 indicates a good level of internal consistency since it's above the acceptable threshold.

Through direct administration of questionnaire to respondents in selected areas in Enugu East Local Government Area within Enugu state. The respondents were made to understand the aim of the study and that participation is not compulsory.

3.10 Methods of Data Analysis

Data was quantitatively analyzed. The research used mean analysis. All tables included structured columns and rows to avoid confusion about represented data.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Presentation of Data

The data was presented quantitatively. 400 questionnaire were distributed, 34 copies were wrongly filled and found as invalid during the analysis, while 16 copies were not returned and 350 copies were correctly filled, returned and used for analysis.

Table 4.1: Distribution Table

Remark	No. of Questionnaire
Questionnaire Distributed	400
Questionnaire wrongly filled	34
Questionnaire not filled	16
Questionnaire correctly filled	350

Source: Field Survey, 2026

4.2 Analysis of Data

4.2.1 Analysis of Demographic Data

The data analyzed here comprised of location, gender, age, occupation and relationship status. This was done using items 1, 2,3 and 4 of the questionnaires. Below is the analysis per state:

Table 4.2: Age of Respondents

Option	Frequency	Percentage %
15-19	169	48.29%

20-24	161	46%
25-29	20	5.71%
Total	350	100%

Source: Field Survey, 2026

Table 4.3: Gender of Respondents

Option	Frequency	Percentage%
Male	99	28.29%
Female	251	71.71%
Total	350	100%

Source: Field Survey, 2026

Table 4.4: Educational Level of Respondents

Option	Frequency	Percentage%
Primary School	0	0%
Secondary School	24	6.86%
Tertiary Institution	324	92.57%
No education at all	2	0.57%
Total	350	100%

Source: Field Survey, 2026

Table 4.5: Marital Status of Respondents

Option	Frequency	Percentage %
Married	20	5.71%

Single	326	93.14%
Separated	3	0.86
Widow/Widower	0	0%
Divorced	1	0.29%
Total	350	100%

Source: Field Survey, 2026

Table 4.6: Occupation of Respondents

Option	Frequency	Percentage %
Students	315	90%
Employed (Full-Time)	3	0.86%
Employed (Part-time)	7	2%
Self Employed	22	6.29%
Unemployed	3	0.86%
Total	350	100%

Source: Field Survey, 2026

Table 4.7: Location of Respondents

Option	Frequency	Percentage %
Abakpa	104	29.71%
Trans – Ekulu	145	41.43%
Mbulu- Njudu	101	28.86%
Total	350	100%

Source: Field Survey, 2026

4.2.3 Analysis of psychographic data

This section focused on analyzing the psychographic data which revolved around the influence of celebrity content on TikTok and Facebook on youths in Enugu east, their engagement towards celebrity content displayed on TikTok and Facebook, and the extent to which these celebrity content promotes substance abuse among youths in Enugu east. The questionnaire was developed using four Likert scale, the options are **SA-Strongly Agree, A- Agree, D- Disagree, and SD-Strongly Disagree**. Data analysis was also done using simple tables, percentages and mean analysis.

Criterion mean- 2.5

Decision Rule: If the calculated mean is equal or greater than the criterion mean (2.5), then the decision is accepted but if the calculated mean is lower than the criterion mean (2.5), the decision is rejected. Also, let 1-1.6 (very low extent), 1.7- 2.4 (low extent), 2.5- 3.2 (high extent), and 3.3- 4.0 (very high extent).

Research Objective One: To evaluate the role of TikTok and Facebook celebrities in promoting substance abuse among youths in Enugu East.

Table 4.16

Statement	SA	A	D	SD	Total	Mean Score	Decision
Do you agree that TikTok and Facebook celebrities promote substance abuse through their content?	102	100	58	90	350	2.6	Accepted

How often do TikTok and Facebook celebrities you follow share content that involves the use of illegal drugs or excessive drinking?	95	197	45	13	350	3.1	Accepted
Do you think TikTok and Facebook celebrities have a responsibility to avoid promoting substance abuse to their followers?	60	175	75	40	350	2.7	Accepted
Do you feel that TikTok and Facebook celebrities who promote substance abuse are setting a bad example for youths in Enugu East?	144	50	100	56	350	2.8	Accepted
Would you say that the promotion of illegal drug use by TikTok and Facebook celebrities contributes to substance abuse behaviors among youths in Enugu East?	12	35	120	183	350	1.6	Rejected
Average mean						2.56	Accepted

Decision Rule: If the calculated mean, 2.56, is equal or greater than the criterion mean, then the decision is accepted but if the calculated mean is lower than the criterion mean, the decision is rejected.

Interpretation: The results in Table 4.16 shows that celebrities massively promote substance abuse on TikTok and Facebook, however, the respondents do not agree that their engagement in substance abuse is because of the portrayal of substance abuse by these celebrities.

Research Objective Two: Examine the extent to which TikTok and Facebook celebrity content influence youth's perceptions of substance use as acceptable behavior in Enugu East.

Table 4.8

Statement	SA	A	D	SD	Total	Mean score	Decision
How do you feel about the portrayal of substance use (alcohol, cigarettes, drugs) in TikTok and Facebook celebrity?	8	30	171	141	350	1.7	Rejected
Do you think TikTok and Facebook celebrities portray substance abuse as a normal part of youth culture?	35	177	118	20	350	2.6	Accepted
In your opinion, does watching TikTok and Facebook celebrity content change your views on the risks of substance abuse?	6	185	70	89	350	2.3	Rejected
Have you ever been influenced by TikTok and Facebook celebrity content to form a positive view of substance abuse?	26	57	77	190	350	1.8	Rejected
Do you feel that the way substance abuse is presented by TikTok and Facebook	36	64	74	176	350	1.9	Rejected

celebrities impacts the way you perceive substance abuse in society?							
Average Mean						2.06	Rejected

Decision Rule: If the calculated mean, 2.06, is equal or greater than the criterion mean, then the decision is accepted but if the calculated mean is lower than the criterion mean, the decision is rejected.

Interpretation: The results in Table 4.8 above shows that TikTok and Facebook celebrity content do not influence youths into the use of substance, however, TikTok and Facebook celebrity content portrays the illegal use of substance as normal to the respondents with a mean rate of 2.6.

Research Objective Three: Investigate how youth's engagement with TikTok and Facebook celebrity contents shapes their willingness to engage in the use of illegal drugs.

Table 4.9: How often do you use social media platforms (TikTok or Facebook)?

Option	Frequency	Percentage (%)
Less than 1 hour per day	10	2.86%
1-2 hours per day	100	28.57%
3-5 hours per day	90	25.71%
More than 5 hours per day	150	42.86%
Total	350	100%

Source: Field Survey, 2026

Table 4.10: Which of the following social media platforms do you use most frequently?

Option	Frequency	Percentage
TikTok	167	47.71%
Facebook	102	29.14%
Both equally	40	11.43%
None of the above	41	11.71%
Total	350	100%

Source: Field Survey, 2026

Table 4.11: How often do you watch or engage with TikTok and Facebook content posted by celebrities?

Option	Frequency	Mean	Decision
Never	3	1.56	Rejected
Rarely	17		
Occasionally	154		
Frequently	176		
Total	350		

Source: Field Survey, 2026

Decision Rule: If the calculated mean, 1.56, is equal or greater than the criterion mean, then the decision is accepted but if the calculated mean is lower than the criterion mean, the decision is rejected.

Table 4.12: Have you ever come across TikTok or Facebook celebrities discussing or promoting substance use in their content?

Option	Frequency	Percentage
I have come across	235	67.14%
I have not come across	115	32.86%
Total	350	100%

Source: Field Survey, 2026

Table 4.13: Do you agree that TikTok and Facebook celebrity content influences youth's willingness to try substance like alcohol, cigarettes, or illegal drugs?

Option	Frequency	Mean	Decision
Strongly Agree	27	1.83	Rejected
Agree	66		
Disagree	77		
Strongly Disagree	180		
Total	350		

Source: Field Survey, 2026

Decision Rule: If the calculated mean, 1.83, is equal or greater than the criterion mean, then the decision is accepted but if the calculated mean is lower than the criterion mean, the decision is rejected.

Table 4.14: Have you ever felt pressured by a TikTok and Facebook Celebrity to try drugs or alcohol after watching their content?

Option	Frequency	Mean	Decision
Never	66	2.2	Rejected
Rarely	56		
Sometimes	119		
Often	109		
Total	350		

Source: Field Survey, 2026

Decision Rule: If the calculated mean, 2.2, is equal or greater than the criterion mean, then the decision is accepted but if the calculated mean is lower than the criterion mean, the decision is rejected.

Table 4.15: Do you believe that watching TikTok and Facebook celebrities using or promoting substances normalizes drug use for youths?

Option	Frequency	Mean	Decision
Strongly Agree	156	3.17	Accepted
Agree	100		
Disagree	90		
Strongly Disagree	4		
Total	350		

Source: Field Survey, 2026

Decision Rule: If the calculated mean, 3.17, is equal or greater than the criterion mean, then the decision is accepted but if the calculated mean is lower than the criterion mean, the decision is rejected.

Average mean for Table 4.11, Table 4.13, Table 4.14, Table 4.15 shows:

$$1 \cdot 56 + 1 \cdot 83 + 2 \cdot 2 + 3 \cdot 17 = \frac{8 \cdot 76}{4} = 2 \cdot 19 \therefore \text{Rejected}$$

4.3 Discussion of Findings

This section discussed the findings of the study in relation to the three research questions raised.

- **Research Objective One: To evaluate the role of TikTok and Facebook celebrities in promoting substance abuse among youths in Enugu East.**

This research objective aims to find out the extent to which TikTok and Facebook celebrities promote substance abuse among youths in Enugu East. The study shows that youths in Enugu East local government area accepted that celebrities who post substance related content on these platforms promote substance abuse through their content, these contents are frequently shared on their platforms page. It was discovered that celebrities have a responsibility to stop the promotion of substance abuse to their followers and they set bad example for youths in Enugu East by promoting substance related content. Despite the promotion of substance abuse by celebrities on these platforms a majority of youths do not agree that they mainly engage in substance intake because of what was posted. The average mean of research question one was 2.6, this means that TikTok and Facebook celebrities play a role in promoting substance intake and abuse among respondents. This finding agrees with the “World Drug Report 2023” by United Nations Office on Drugs and Crime, UNODC, Idowu et. al which stated that youths’ consumption pattern globally is being shaped by digital platforms.

- **Research Objective Two: Examine the extent to which TikTok and Facebook celebrity content influences youth's perception of substance use as acceptable behavior in Enugu East L.G.A.**

The aim of this research seeks to examine the extent to which TikTok and Facebook celebrity content influence the perception of youths in substance abuse in Enugu East. It was discovered that youths in Enugu East did not see the portrayal of substance use by TikTok and Facebook celebrity as a positive thing. They accepted that TikTok and Facebook celebrities portray substance abuse as normal on these platforms, in their opinion viewing TikTok and Facebook celebrity content engaging in substance abuse does not change their views on the risk substance abuse. They are not influenced by celebrity content to view substance abuse in a positive light. Even with the portrayal of substance abuse, youths do not perceive substance abuse as a positive behaviour. The average mean of research question one was 2.28, this means that the respondents rejected that celebrity content on TikTok and Facebook influences their perception on substance use. This finding is consistent with the research conducted by Oluwafemi Yusuf (2023) which reported that youths are not primarily influenced by TikTok and Facebook rather by other factors like peer pressure, broken family, western life pressure, etc.

- **Research Objectives Three: Investigate how youth's engagement with TikTok and Facebook celebrity contents shapes their willingness to engage in the use of illegal drugs in Enugu East L.G.A.**

The aim of this research seeks to investigate how youth's engagement with TikTok and Facebook celebrity contents shapes their willingness to engage in the use of illegal drugs. Findings showed that greater amount of youths (42.86%) spend more than five hours per-day, TikTok is more in use than Facebook, youths do not frequently watch posts by celebrities who engage in substance use,

it was detected that majority of the youths have come across TikTok and Facebook celebrity content discussing and promoting substance use, youth willingness to try substance like alcohol, cigarettes, etc are not influenced by TikTok and Facebook celebrities, youth's often do not feel pressured to try drugs or alcohol after watching TikTok and Facebook celebrity content. However, analysis still shows that celebrity promotion of substance normalizes drug use for youth. The average mean of research objective three was 2.19, this meant that the respondents' willingness towards drugs as a result of their engagement with TikTok and Facebook was negative. This finding contradicts the findings from Idowu et.al (2023), Akintayo (2025), which reported that the romanticizing of substance abuse and its constant appearance on viewers feed makes substance abuse socially acceptable among youth but the results from the respondents during these studies reads the opposite.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The research was conducted to determine the influence of TikTok and Facebook celebrity content on youths' indulgence in substance abuse in Enugu East. The study was centered on three objectives and research questions which resulted to the arrival of a decision based on the average responses of the participants. The Data analyzed shows the following findings;

1.The promotion of substance abuse by celebrities on TikTok and Facebook is positive. It was discovered that many respondents follow celebrities like Wizkid, Odumodublvck, etc and as well share their content containing excessive drinking or illegal use of drugs. The respondents also agreed that these celebrities have the responsibility to stop publishing their intake of this substance, celebrities who engage in this promotion are setting a bad example to the respondents. This finding was gotten from results in Table 4.16 with calculated average mean of 2.56 decided as accepted; shows that celebrities massively promote substance abuse on TikTok and Facebook, however, the respondents do not agree that their engagement in substance abuse is because of the portrayal of substance abuse by these celebrities.

2.The respondent's perception of substance abuse was negative. They disagreed to TikTok and Facebook celebrity content changing their view on substance abuse. It adds that they are not being influenced to start perceiving substance abuse as right due to a content seen online.

3. The respondents' engagement with social media platforms like TikTok and Facebook is very high and frequent. They also agreed to have come across contents that promotes substance abuse but those contents do not shape their willingness to engage in the use of illegal drugs. The findings

from this objective with an average mean of 2.19 rejects that youth's willingness to engage in substance abuse is as a result of their engagement with TikTok and Facebook celebrity content.

5.2 Implications of Findings

The first findings about the promotion of substance abuse being positive implies that there would be a normalization of substance abuse intake in the minds of youths even though it contradicts their belief. The implication of a negative perception towards substance abuse implies that regardless of youths' exposure to this harmful content on social media they are able to critically screen those contents and disregard information that promotes substance abuse. It also suggests that celebrity portrayal of substances abuse does not translate automatically to acceptance. The findings from objective three implies that regardless of frequent engagement with TikTok and Facebook platforms by youths, it still does not easily translate into willingness to engage in substance abuse. This suggests that technology provides access to celebrity content but it does not solely determine behavioral outcomes. Therefore, social media shouldn't be viewed as the direct cause of substance abuse among youths.

5.3 Conclusion

From the findings, it has been discovered that youths in Enugu East are exposed to celebrity contents on substance abuse as they spend large amount of time scrolling on the social media space. The exposure does not necessarily influence the way these youths perceive substance abuse. The celebrities have a role to play when it comes with the social display of the use of substance, the display makes it look glamorous and worth indulging but it was concluded that the youths' indulgence in substance abuse is not necessarily because of the portrayal but an act of self-decision.

5.4 Recommendations

Haven conducted this research and analysed the field data; the researcher recommends the following points:

1. Government regulatory bodies should implement and enforce policies that sanction influencers who promote substance abuse.
2. Media literacy education should be strengthened in schools to help young people critically evaluate online content and avoid imitation of harmful behaviors.
3. Social media platforms should enforce stricter content moderation policies to identify and remove videos that glamorize drug use.

5.5 Areas for Further Studies

The researcher suggests that further studies be conducted:

1. Influence of Social media Regulation on Substance Abuse portrayal in Enugu East Local Government Area.
2. Healthy Digital Content on Substance misuse abstinence and its influence on Youth Lifestyle in Enugu East Local Government Area.
3. Assessment of Peer Pressure as a factor influencing substance abuse intake among Youths in Enugu East Local Government Area.

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