



WWJMRD 2025; 11(02): 13-21
www.wwjmr.com
International Journal
Peer Reviewed Journal
Refereed Journal
Indexed Journal
Impact Factor SJIF 2017:
5.182 2018: 5.51, (ISI) 2020-
2021: 1.361
E-ISSN: 2454-6615

Obiora Cynthia Chiamaka
Department of Sociology and
Anthropology, Faculty of
Social Sciences, University of
Benin, Nigeria.

Social Media and Protest Mobilisation Among Nigerians: A Case Study of Endsars

Obiora Cynthia Chiamaka

Abstract

This study examined the effect of social media on protest mobilisation among Nigerians: a case study of EndSARS. The objectives of the study were to find out the relationship between social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria; to ascertain the influence of public awareness generated through social media on governmental responses regarding police brutality in Nigeria and to assess the impact of various strategies employed on social media on participant engagement levels during the EndSARS protests in Nigeria.

The study's population comprised Nigerian youths who took part in the #EndSARS protests. The sample size was drawn from four major cities: Port Harcourt, Benin City, Abuja and Lagos. The sample size of the study was 377 respondents who were randomly selected as respondents from the population. The study adopted descriptive statistics (frequency, percentages and tables) and inferential statistics (p-value, t-value and F-statistics) as its major statistical tools for data analysis. The analysis revealed that social media platforms has significant relationship on the mobilization of protesters during the EndSARS movement in Nigeria, that public awareness generated through social media has significant influence on measurable response from government authorities regarding police brutality in Nigeria and that strategies employed on social media has significant relationship on participant engagement levels during the EndSARS protests in Nigeria. Finally, the study recommends that it is essential to enhance digital literacy among Nigerian youth so as to optimize the impact of social media in upcoming protests, that activists should devise well-structured social media strategies that utilize multiple platforms to reach a wider audience and that governments should consider social media as a means of engagement rather than simply a platform for dissent.

Keywords: Social Media, Protest Mobilisation, EndSARS, Police Brutality, Public Awareness.

Introduction

Background of the Study

The influence of social media in activism has significantly evolved in recent years, becoming a crucial instrument for organizing, mobilizing, and promoting social change worldwide. Platforms like Facebook, Twitter, TikTok, Instagram, and have empowered activists to quickly share information, connect with those who hold similar views and coordinate collective actions in ways that were once unimaginable (Rizal, 2024). The immediate nature of these platforms facilitates real-time communication and rapid information dissemination, which is essential during crises or urgent situations. This ability to swiftly gather support and resources has established social media as a vital element of contemporary activism (Keith, 2023).

In Nigeria, the profound influence of social media on political participation and activism is predominantly evident. Traditional media often encounters obstacles such as censorship and limited outreach, which can impede the spread of essential information regarding social issues. In contrast, social media creates a platform where marginalized voices can be amplified, enabling citizens to share their experiences and advocate for their rights directly with a global audience (Adisa, 2021). The youth demographic in Nigeria has been especially skilled at utilizing these platforms to confront systemic injustices and demand accountability from those in power.

The #EndSARS campaign acts as a prominent instance of how social media can spur protest

Correspondence:

Obiora Cynthia Chiamaka
Department of Sociology and
Anthropology, Faculty of
Social Sciences, University of
Benin, Nigeria.

mobilization among Nigerian youths. Launched in October 2020, this movement was initiated in response to widespread accusations of police brutality by the Special Anti-Robbery Squad (SARS), known for its violent practices and violation of human rights (Oyinloye & Omotayo, 2023). The movement rapidly gained momentum as young Nigerians utilised social media in documenting instances of police violence, organize protests, and raise awareness about the necessity for police reform. Within days of its launch, the hashtag #EndSARS trended globally, amassing millions of tweets and attracting international attention to the challenges faced by Nigerian citizens (Malefakis, 2020). This digital mobilization not only underscored the urgency of addressing police brutality but also demonstrated social media's capacity to unite diverse groups across ethnic and socio-economic divides in a collective struggle against injustice.

Despite the social media growing dependence for political mobilization in Nigeria, there is still a limited understanding of its specific effects on protest dynamics and governmental responses. Much of the existing literature has focused on general trends in digital activism without thoroughly exploring how social media impacts protest organization, participant engagement, and governmental accountability during movements like #EndSARS (Okocha & Dapoet, 2022).

Statement of the Research Problem

The growing dependence on social media for political mobilization has become a hallmark of modern activism, especially among younger demographics. In Nigeria, social media platforms have played a crucial role in fostering public dialogue and organizing protests, as exemplified by the #EndSARS movement. Launched in October 2020, this youth-driven protest sought to combat systemic police brutality carried out by the Special Anti-Robbery Squad (SARS) and quickly gained momentum both online and offline (Oyinloye & Omotayo, 2023). While social media significantly contributed to rallying support and organizing demonstrations, there is still a limited understanding of its precise effects on protest dynamics and governmental responses within Nigeria.

Previous research has emphasized social media's ability to improve communication among activists, raise awareness about social issues, and democratize political participation (Malefakis, 2020; Adisa, 2021). However, a significant gap exists in the literature regarding how these platforms affect protest organization, participant involvement, and the reactions of government authorities. For example, while it is recognized that social media enabled the rapid information dissemination during the #EndSARS protests, questions linger about how this digital mobilization translated into tangible actions on the ground and influenced government accountability (Okocha & Dapoet, 2022).

Additionally, the response of Nigerian government to the protests illustrates a multifaceted relationship between activism of social media and state actions. Reports suggest that authorities employed various strategies to counteract social media's influence on public dissent, including internet shutdowns and targeted repression of protest leaders (Maclean, 2020). This situation raises important questions about the effectiveness of social media as a means for sustained activism in an environment

characterized by governmental resistance.

Accordingly, this research is targeted at exploring these dynamics by addressing key questions: How did social media facilitate protest mobilization during the #EndSARS movement? What specific effects did social media have on protest organization and participant engagement? How did governmental responses evolve in relation to social media activities surrounding the protests? By answering these questions, this study seeks to enhance our comprehension of the role of social media in influencing protest dynamics in Nigeria and contribute to broader discussions on digital activism in developing contexts.

Objectives of the Study

The general objective of the study is to investigate the relationship between social media and mobilisation of protesters during the EndSARS protest in Nigeria. The specific objectives are:

1. find out the relationship between social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria,
2. to ascertain the influence of public awareness generated through social media on governmental responses regarding police brutality in Nigeria and
3. to assess the impact of various strategies employed on social media on participant engagement levels during the EndSARS protests in Nigeria.

Research Questions

1. What is the relationship between different social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria?
2. How did public awareness created through social media influence governmental responses to issues of police brutality in Nigeria?
3. What is the impact of the various strategies employed on social media on participant engagement levels during the EndSARS protests in Nigeria?

Research Hypotheses

1. There is no significant relationship between social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria.
2. There is no significant influence between public awareness generated through social media and measurable response from government authorities regarding police brutality in Nigeria.
3. There is no significant relationship between strategies employed on social media and participant engagement levels during the EndSARS protests in Nigeria.

Literature Review

The Role of Social Media in Activism

The significance of social media in activism has become a key area of academic research, especially concerning political mobilization and social movements. Platforms like Facebook, Twitter, TikTok and Instagram have emerged as vital tools for enhancing communication, organizing protests, and intensifying the voices of groups that are marginalized. This literature review explores existing research on digital activism, with a particular emphasis on the #EndSARS movement in Nigeria, highlighting the implications of social media for protest dynamics and government responses.

Social media has reshaped the activism landscape by enabling quick information sharing and fostering engagement among activists. Keith (2023) describes social media platforms as a "digital agora," where individuals can convene to discuss issues, share their experiences, and rally support for collective actions. This trend is especially evident among youth populations, who increasingly utilize platforms like Instagram, Twitter and Facebook to promote social change (Rizal, 2024). The #EndSARS protests illustrate this phenomenon as young Nigerians harnessed social media in documenting cases of police brutality, organize demonstrations, and connect with global audiences (Malefakis, 2020).

The #EndSARS movement gained considerable momentum through effective use of social media. Research shows that Twitter was the primary platform for mobilization during the protests, with over Twenty-Eighty Million (28,000,000) tweets featuring the #EndSARS hashtag within just the first weekend (Maclean, 2020). This digital mobilization not only enabled real-time communication among demonstrators but likewise assisted in mapping protest locations and disseminating vital information about police activities (Okocha & Dapoet, 2022). According to Adisa (2021) social media allowed activists to circumvent traditional media limitations, providing a space for citizen journalism that documented police violence and raised awareness about systemic injustices.

Moreover, social media played an essential role in bridging societal divides during the #EndSARS protests. The movement brought together individuals from various backgrounds—ethnic, religious, and socio-economic—united by a common goal: ending police brutality (Malefakis, 2020). This shared identity was cultivated through collective narratives and visual content shared across social media platforms. Adetunji, Abdulrahman and Joel (2020) emphasize that social media's ability to overcome geographical barriers enabled activists to forge a cohesive movement that resonated throughout Nigeria.

Despite its potential for fostering positive change, relying on social media for activism also presents challenges. The Nigerian government reacted to the protests with strategies aimed at suppressing dissent, including internet shutdowns and targeted repression of protest leaders (Oyinloye & Omotayo, 2023). These actions highlight the complex relationship between digital activism and state power. While social media can empower citizens to mobilize against injustices, it also exposes them to risks associated with governmental retaliation.

Youth Activism in Nigeria

Youth activism in Nigeria has experienced significant growth in recent years, fueled by a combination of socio-political challenges and the widespread influence of social media. Young Nigerians have increasingly taken to both the streets and online platforms to advocate for social justice, accountability, and reform. The #EndSARS movement, which began in October 2020, exemplifies this trend by showcasing the essential role social media plays in mobilizing youth and influencing protest dynamics.

Historically, Nigerian youth have been at the forefront of various movements pushing for change. A prominent example is the #BringBackOurGirls campaign, which arose in response to the kidnapping of schoolgirls by Boko Haram in 2014. This movement effectively utilized social media to raise awareness and garner international support

for the safe return of the abducted girls (Akeusola, 2024). It demonstrated how digital platforms could amplify voices and mobilize action on urgent social issues, setting a precedent for later movements like #EndSARS.

The #EndSARS protests specifically targeted police brutality and systemic injustices committed by the Special Anti-Robbery Squad (SARS). Social media played a crucial role in organizing these protests, with platforms such as Twitter and Instagram being utilised to share personal accounts of police misconduct, coordinate protest logistics, and raise awareness about the movement (Okoye & Tokpo, 2023). The hashtag #EndSARS trended worldwide, highlighting how digital activism can transcend geographical boundaries and draw international attention to local issues (Maclean, 2020).

Research indicates that Nigerian youth have increasingly relied on social media as their primary means of communication and organization. A study by Adetunji et al. (2020) found that social media platforms facilitate instant communication and enable activists to mobilize quickly in response to emerging crises. This capability was particularly vital during the #EndSARS protests, where real-time updates about protest locations and police activities were widely shared (Malefakis, 2020). The incorporation of multimedia content—such as videos and images—further enhanced engagement and effectively conveyed the urgency of the situation to a broader audience.

Additionally, youth activism in Nigeria has been marked by its ability to build alliances across diverse demographic groups. The #EndSARS movement brought together individuals from various ethnicities, religions, and socio-economic backgrounds around a shared cause: ending police brutality (Adisa, 2021). This collective identity was nurtured through shared narratives on social media that resonated with many young Nigerians facing similar challenges.

However, despite these achievements, youth activism in Nigeria encounters significant obstacles. Government responses to protests have frequently included repression and censorship. For example, during the #EndSARS protests, authorities implemented internet shutdowns to disrupt communication among activists (Oyinloye & Omotayo, 2023). Such actions underscore the precarious nature of digital activism in an environment where state power seeks to suppress dissent.

Theoretical Framework

Understanding the interactions between social media and protest mobilization among Nigerians, particularly in relation to the #EndSARS movement, necessitates a solid theoretical framework. This literature review explores three pertinent theories: Networked Individualism, Framing Theory, and The Public Sphere. Additionally, it places the #EndSARS movement within the context of global movements like the Black Lives Matter and Arab Spring to highlight similarities and differences.

Networked Individualism

Networked Individualism denotes to the means through which individuals connect and organize in a digital age where social networks are essential for activism. Wellman (2001) argues that this concept shifts attention from traditional group-based activism to individual participation enabled by technology. In Nigeria, social media platforms have empowered individuals to mobilize independently

while still being part of a broader collective movement. The #EndSARS protests illustrate this trend, as young Nigerians used Twitter and Instagram not only to share their experiences of police brutality but also to coordinate protests and quickly disseminate information (Malefakis, 2020).

This focus on individual agency within a networked context allows activists to engage in a flexible and adaptive manner. Rainie and Wellman (2012) note that networked individualism reflects a transformation in social structures, where individuals are connected through personal networks rather than traditional group affiliations. This adaptability enables activists to respond promptly to emerging issues, making social media an indispensable resource for modern movements.

Framing Theory

Framing Theory is crucial for comprehending how social movements create meaning around their causes and garner support. According to Snow and Benford (1988) framing involves the process through which social movements construct shared understandings of issues that resonate with potential supporters. This theory suggests that activists must effectively articulate grievances to attract attention and support. In the context of #EndSARS, activists successfully framed police brutality as a human rights violation, transforming personal experiences into collective injustices that required immediate action (Maclean, 2020).

The framing process also includes contesting dominant narratives put forth by authorities or opposing movements. For example, during the protests, government officials made attempts to portray the movement as violent or disruptive; however, activists reframed it as a peaceful demand for justice (Oyinloye & Omotayo, 2023). This struggle over meaning is essential for shaping public perception and influencing governmental responses. Additionally, effective framing can promote solidarity among different groups of individuals within the movement by emphasising shared experiences and goals (Benford & Snow, 2000).

The Public Sphere

According to Habermas (1991), the term "public sphere" describes an area where people are free to congregate and engage in discourse about societal issues. Social media has revolutionized traditional ideas of the public sphere by providing an accessible platform for dialogue and mobilization. In Nigeria, platforms like Twitter have become crucial venues for public discussions on topics such as police brutality and governance (Adisa, 2021). The #EndSARS movement utilized this digital public sphere to encourage dialogue among citizens, enabling them to share information and effectively organize protests.

However, the digital public sphere faces challenges. Government efforts to control narratives through censorship and misinformation can hinder discourse and diminish the effectiveness of social movements (Okocha & Dapoet, 2022). The relationship between social media as a facilitator of public discourse and governmental repression underscores the complexities inherent in contemporary activism.

Comparative Analysis

Placing the #EndSARS movement alongside global movements like the Arab Spring and Black Lives Matter

offers valuable insights into its dynamics. The Arab Spring illustrated how social media could mobilize large-scale protests against authoritarian regimes across North Africa and the Middle East (Howard, Duffy, Freelon, Hussain, Mari & Mazaid, 2011). Users of social media sites like Facebook and Twitter did more than just plan demonstrations, but also to share information about government repression, thereby fostering international solidarity (Tufekci & Wilson, 2012).

Similarly, social media has been used by the Black Lives Matter movement to spread awareness of police brutality and institutional racism in the United States while promoting global solidarity (Tufekci, 2017). The movement's use of hashtags such as #BlackLivesMatter has sparked a worldwide conversation about racial injustice that resonates with various contexts beyond the U.S., including Nigeria's issues with police brutality.

Both movements share similarities with #EndSARS in their utilisation of social media for rapid mobilization and creating a global dialogue around issues of injustice. However, distinct differences exist in their socio-political contexts. For instance, while the Arab Spring was marked by uprisings against authoritarian regimes seeking democratic reforms, the #EndSARS movement emerged from a specific context of police brutality within Nigeria's democratic framework grappling with systemic corruption (Malefakis, 2020).

Additionally, while Black Lives Matter primarily addresses systemic racism within U.S. institutions, #EndSARS highlights policing practices in Nigeria while also tackling broader themes of governance and accountability (Adisa, 2021). This contextualization emphasizes how local struggles can resonate with global movements while maintaining unique characteristics shaped by national histories and socio-political realities.

Methodology

This study utilised descriptive survey research design as its research design. The study's population comprised Nigerian youths who took part in the #EndSARS protests. The sample size was drawn from four major cities: Port Harcourt, Benin City, Abuja and Lagos. These locations were chosen due to their substantial youth populations and active participation in the protests. Since the exact number of participants is unknown, the sample size (n) for distributing questionnaires was determined using the Raosoft Calculator, which recommended a sample size of 377 respondents to ensure statistical validity. This study used the primary source of data collection. The sample size of this study was 377 respondents and random sampling technique was adopted to select the respondents. Descriptive statistics as well as inferential statistics were used as methods of data analysis.

Result And Discussions

Presented below are the respondents' demographic details.

Table1: Respondents’ Demographic Characteristics.

Demographic Characteristics	Categories	Frequency	Percentage
Gender	Male	217	57.6
	Female	160	42.4
	Total	377	100.0
Age	18 – 25 years	88	23.3
	26–35 years	120	31.8
	36-45 years	111	29.4
	46-55 years	42	11.1
	56 years and above	16	4.2
	Total	377	100.0
Marital Status	Single	224	59.4
	Married	153	40.6
	Total	377	100.0
Highest Educational Qualifications	SSCE/NECO/GCE	32	8.5
	NCE/OND	63	16.7
	HND/B.Sc.	178	47.2
	PGDE/MBA/M.Sc	89	23.6
	Ph.D	15	4.0
	Total	377	100.0

Source: Researcher’s Field Work (2025)

As seen in Table 1, there were 217 (57.6%) males and 160 (42.4%) females. The analysis reveals that there are more male respondents than female respondents.

Ages 18 to 25: 88 (23.3%) respondents; 26 to 35: 120 (31.8%) respondents; 36 to 45: 111 (29.4%) respondents; 46 to 55: 42 (11.1%) respondents; and 56 and above years: 16 (4.2%) respondents. Nearly 85% of the sample is composed of people between the ages of 18 and 45.

As regard the marital status of respondents, 224 (59.4%) of the participants were not married (single) while the remaining (153, 40.6%) respondents were married.

In terms of highest educational qualification of participants, 32 (8.5%) respondents had SSCE/NECO/GCE certificates, 63 (16.7%) had NCE/OND certificates, 178 (47.2%) had HND/B.Sc certificates, 89 (23.6%) had PGDE/MBA/M.Sc certificates and 15 (4%) participants had Ph.D qualifications. This shows that a larger number of the participants are well-educated and are well-informed on the EndSAR Protest issue.

Hypothesis Testing

Regression analysis (t-test) was used in this study to assess the hypotheses at the 5% significant level. Whether or not we accept a hypothesis is determined by the p-value. The null hypothesis is accepted if the p-value is more than 0.05, or higher than 5%. The null hypothesis is rejected if the p-value is less than 0.05, or less than 5%.

The following are the hypotheses that were investigated in this study and are expressed in the null form:

H₀₁: There is no significant relationship between social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria.

H₀₂: There is no significant influence between public awareness generated through social media and measurable response from government authorities regarding police brutality in Nigeria.

H₀₃: There is no significant relationship between strategies employed on social media and participant engagement levels during the EndSARS protests in Nigeria.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.420 ^a	0.176	0.174	0.58221
a. Predictors: (Constant), Social Media Platforms				

The value of R² which is 0.176 indicates that the independent variable (social media platforms) explains only 17.6%; 82.4% of the dependent variable’s (the mobilization of protesters during the EndSARS movement in Nigeria) systematic variation goes unaccounted for. After

adjustments of the R-squared, this percentage drops even lower to 17.4%. This indicates that the mobilization of protesters during the EndSARS movement in Nigeria is determined by factors other than the independent variable (social media platforms).

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	27.189	1	27.189	80.210	0.000 ^b
Residual	127.113	375	0.339		
Total	154.302	376			
a. Dependent Variable: Protest Mobilization					
b. Predictors: (Constant), Social Media Platforms					

At 0.000, the F statistic of 80.210 is significant. This indicates that there is a statistically significant relationship

between social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria.

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.852	0.153		18.591	0.000
1	Social Media Platforms	0.329	0.037	0.420	8.956	0.000

a. Dependent Variable: Protest Mobilization

H₀₁: There is no significant relationship between social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria.

Social media platforms is significant at the 0.05 level of statistical significance, as indicated by the p-value of 0.000. Therefore, with a t-value of 8.956 and P-values of 0.000,

we reject the null hypothesis, which states that there is no significant relationship between social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria. This implies that the mobilization of protesters during the EndSARS movement in Nigeria is statistically predicted by social media platforms.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	0.280 ^a	0.078	0.076	0.64675

a. Predictors: (Constant), Public Awareness Through social media

The value of R² which is 0.078 indicates that the independent variable (public awareness generated through social media) explains only 7.8%; 92.2% of the dependent variable's (measurable response from government authorities regarding police brutality in Nigeria) systematic variation goes unaccounted for. After adjustments of the R-

squared, this percentage drops even lower to 7.6%. This indicates that measurable response from government authorities regarding police brutality in Nigeria is determined by factors other than the independent variable (public awareness generated through social media).

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
2	Regression	13.330	1	13.330	31.867	0.000 ^b
2	Residual	156.857	375	0.418		
	Total	170.187	376			

a. Dependent Variable: Government Response

b. Predictors: (Constant), Public Awareness Through social media

At 0.000, the F statistic of 31.867 is significant. This indicates that there is a statistically significant relationship between public awareness generated through social media

and measurable response from government authorities regarding police brutality in Nigeria.

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
2	(Constant)	3.025	0.225		13.420	0.000
2	Public Awareness Through social media	0.302	0.053	0.280	5.645	0.000

a. Dependent Variable: Government Response

H₀₂: There is no significant influence between public awareness generated through social media and measurable response from government authorities regarding police brutality in Nigeria.

Public awareness generated through social media is significant at the 0.05 level of statistical significance, as indicated by the p-value of 0.000. Therefore, with a t-value of 5.645 and P-values of 0.000, we reject the null

hypothesis, which states that there is no significant influence between public awareness generated through social media and measurable response from government authorities regarding police brutality in Nigeria. This implies that measurable response from government authorities regarding police brutality in Nigeria is statistically predicted by public awareness generated through social media.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
3	0.529 ^a	0.280	0.278	0.76506

a. Predictors: (Constant), Strategies Employed on social media

The value of R² which is 0.280 indicates that the independent variable (strategies employed on social media) explains only 28%; 72% of the dependent variable's (participant engagement levels during the EndSARS protests in Nigeria) systematic volatility goes unaccounted for. After adjustments of the R-squared, this percentage drops even lower to 27.8%. This indicates that participant

engagement levels during the EndSARS protests in Nigeria is determined by factors other than the independent variable (strategies employed on social media).

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	85.480	1	85.480	146.041	0.000 ^b
Residual	219.494	375	0.585		
Total	304.974	376			

a. Dependent Variable: Participant Engagement Levels
 b. Predictors: (Constant), Strategies Employed on social media

At 0.000, the F statistic of 146.041 is significant. This indicates that there is a statistically significant relationship between strategies employed on social media and

participant engagement levels during the EndSARS protests in Nigeria.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.817	0.268		3.044	0.002
Strategies Employed on social media	0.770	0.064	0.529	12.085	0.000

a. Dependent Variable: Participant Engagement Levels

H03: There is no significant relationship between strategies employed on social media and participant engagement levels during the EndSARS protests in Nigeria.

Strategies employed on social media is significant at the 0.05 level of statistical significance, as indicated by the p-value of 0.000. Therefore, with a t-value of 12.085 and P-values of 0.000, we reject the null hypothesis, which states that there is no significant relationship between strategies employed on social media and participant engagement levels during the EndSARS protests in Nigeria. This implies that participant engagement levels during the EndSARS protests in Nigeria is statistically predicted by strategies employed on social media.

Discussion of Findings

The EndSARS protests in Nigeria represented a pivotal chapter in the nation’s history, emphasising the important role of social media in rallying citizens for social change. This discussion expands on the findings related to the relationship between social media platforms and protest mobilization, the influence of public awareness on governmental reactions, and the strategies utilized on social media that boosted participant engagement throughout the protests.

The results reveal a strong link between social media platforms and the mobilization of protesters during the EndSARS movement. Social media acted as an essential communication medium that enabled swift organization and coordination among activists. The capacity to share information instantly allowed protesters to distribute details about protest locations, timings, and safety protocols, effectively facilitating large gatherings across multiple cities (Olanrewaju, Sanusi, Ajala & Oluwasanmi, 2024).

The extensive use of hashtags, especially EndSARS, was instrumental in bringing individuals together under a shared cause. This aligns with Tufekci’s (2017) assertion that social media can foster a "collective identity" among participants, enhancing their sense of belonging and urgency. The EndSARS movement not only drew local participants but also attracted global attention, amplifying its effects (Crisis Group, 2020). This international visibility played a crucial role in garnering support from various stakeholders, including celebrities and global organizations, which further validated the demands of the protesters. Additionally, the findings underscore that public awareness

generated through social media had a significant impact on governmental responses to police brutality in Nigeria. As online awareness about police misconduct and human rights abuses grew, it sparked public outrage and calls for accountability (Adisa, 2021). The protests were characterized by viral videos that documented instances of police violence, which were widely shared on platforms like Twitter and Instagram. This real time reporting not only informed the public but also exerted pressure on government officials to address escalating discontent.

The involvement of social media in influencing public discourse is supported by Bennett and Segerberg (2013), who argue that digital networks can enable collective action by constructing a shared narrative around social issues. The Nigerian government's eventual acknowledgment of the protests—culminating in commitments to disband SARS—illustrates how sustained public pressure via social media can lead to concrete policy changes (Olanrewaju et al., 2024). However, it is imperative to recognize that while initial governmental responses were encouraging, subsequent actions reflected a complex interplay of political strategy and public sentiment.

The strategies implemented on social media were crucial for enhancing participant engagement throughout the EndSARS protests. Activists employed various content types—including infographics, live streams, and personal stories—to effectively engage their audiences (Ngwu, Ejishie & Ukam, 2024). These approaches not only kept participants informed about protest logistics but also educated them about their rights and the broader implications of police brutality.

A notable strategy involved organizing crowdfunding campaigns through social media to support protesters on the ground. For example, organizations like the Feminist Coalition raised substantial funds to provide medical assistance, legal aid, and food for demonstrators (Crisis Group, 2020). This strategic mobilization not only aided logistical efforts but also cultivated community solidarity among participants. The opportunity for individuals to contribute financially or volunteer empowered those who could not participate physically in protests.

Moreover, engaging storytelling through social media helped humanize the issues at hand. Personal accounts shared by victims of police brutality resonated strongly with audiences, eliciting emotional responses that spurred further participation (Adisa, 2021). This approach aligns

with research on narrative engagement in activism, which indicates that storytelling can enhance empathy and motivate collective action (Bennett & Segerberg, 2013).

Conclusion and Recommendations

Conclusion

This study examined effect of social media on mobilisation of protesters during the EndSARS protest in Nigeria. The objectives of the study were to find out the relationship between social media platforms and the mobilization of protesters during the EndSARS movement in Nigeria; to ascertain the influence of public awareness generated through social media on governmental responses regarding police brutality in Nigeria and to assess the impact of various strategies employed on social media on participant engagement levels during the EndSARS protests in Nigeria. The study concludes, based on the data that social media platforms has significant relationship on the mobilization of protesters during the EndSARS movement in Nigeria, that public awareness generated through social media has significant influence on measurable response from government authorities regarding police brutality in Nigeria and that strategies employed on social media has significant relationship on participant engagement levels during the EndSARS protests in Nigeria.

Recommendations

Based on the findings concerning the significant connections between social media platforms and protest mobilization, public awareness and governmental responses, as well as the strategies utilized on social media that improved participant engagement during the EndSARS protests, several recommendations can be proposed. These suggestions aim to harness social media for future activism and enhance interactions between citizens and government authorities.

1. **Improve Digital Literacy and Awareness Initiatives:** To optimize the impact of social media in upcoming protests, it is crucial to enhance digital literacy among Nigerian youth. Educational programs should focus on equipping individuals with the skills needed to effectively use social media for activism, including organizing protests, sharing information, and engaging with policymakers.
2. **Create Comprehensive Social Media Strategies for Activism:** Activists should devise well-structured social media strategies that utilize multiple platforms to get to a wider audience. While Twitter was instrumental during the EndSARS protests, other platforms such as WhatsApp, Instagram, and Facebook should also be leveraged to broaden outreach. Each platform has unique features that can enhance engagement; for instance, the storytelling capabilities of Instagram's visual can be utilised in sharing videos and images that are compelling and resonate emotionally with viewers.
3. **Encourage Government Engagement via Social Media:** Governments should consider social media as a means of engagement rather than simply a platform for dissent. Establishing official communication channels on social media can facilitate dialogue between authorities and citizens. This could involve dedicated platforms where citizens can report issues or provide feedback on government actions related to public safety and human rights.

References

1. Adetunji, A. M., Abdulrahman, I., & Joel, L. S. (2020). The role of mass media in promoting value re-orientation and transformation in Nigeria: *Al-Hikmah Journal of Educational Management and Counselling*, 2(1), 154–159. <https://alhikmah.edu.ng/AJEMC/index.php/ajemc/article/view/73>
2. Adisa, H. (2021). Protests in Nigeria: The influence of social media. *Global history dialogues*. <https://globalhistorydialogues.org/projects/protests-in-nigeria-the-influence-of-social-media/>
3. Adisa, H. (2021). Protests in Nigeria: The Influence of Social Media. *Global History Dialogues*. <https://globalhistorydialogues.org/projects/protests-in-nigeria-the-influence-of-social-media/>
4. Akeusola, B. (2024). Online activism and political knowledge among Nigerian youth during the 2023 Elections: Analyzing the role of online information sources. *Acta Universitatis Danubius: Relationes Internationales*, 17(1), 7–22. Retrieved from <https://dj.univ-danubius.ro/index.php/AUDRI/article/view/2466>
5. Benford, R. D., & Snow, D. A. (2000). Framing processes and social movements: An overview and assessment. *Annual Review of Sociology*, 26(1), 611-639.
6. Bennett, W. L., & Segerberg, A. (2013). The logic of connective action: Digital media and the personalization of contentious politics. *Information Communication & Society*, 16(1), 39-60.
7. Crisis Group. (2020). Social media and violent and non-violent mobilisation in Nigeria: What role for mediation? | Conciliation Resources. [www.c-r.org](https://www.c-r.org/accord/still-time-talk/social-media-and-violent-and-non-violent-mobilisation-nigeria-what-role).
8. Habermas, J. (1991). *The structural transformation of the public sphere*. MIT Press. <https://mitpress.mit.edu/9780262581080/the-structural-transformation-of-the-public-sphere/>
9. Howard, P. N., Duffy, A., Freelon, D., Hussain, M. M., Mari, W., & Mazaid, M. (2011). Opening closed regimes: What was the role of social media during the Arab Spring? *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2595096>
10. Keith, D. M. (2023). The impact of social media on political activism. *International Journal of Humanity and Social Sciences* 1(1), 16 – 29.
11. Maclean, R. (2020). Nigeria goes on offensive against youth protesting police brutality. *The New York Times*. <https://www.nytimes.com/2020/11/13/world/africa/Nigeria-EndSARS-protests.htm>
12. Malefakis, M. A. (2020). Social media and violent and non-violent mobilisation in Nigeria: What role for mediation? | Conciliation Resources. [www.c-r.org](https://www.c-r.org/accord/still-time-talk/social-media-and-violent-and-non-violent-mobilisation-nigeria-what-role).
13. Ngwu, U. I., Ejishie, D. A., & Ukam, C. A. (2024). Implications of Social Media and Youth Mobilisation during the EndSARS Protests in Nigeria for Peace Building. *Biannual Review of Glorious Vision University Glorious Vision University*, 1(1), 126-137.

14. Okocha, D. O., & Dapoet, B. A. (2022). Social media and hashtag activism in Nigeria: A Narrative Review. 7(2).
https://www.researchgate.net/publication/364910641_Social_Media_and_Hashtag_Activism_in_Nigeria_A_Narrative_Review
15. Okoye, A. C., & Tokpo, C. E. (2023). The role of social media in mobilizing Nigerian youths during the #EndSARS Protests: Implications for policy and activism. *Niger Delta Journal of Library and Information Science*, 4(2), 91-105.
<https://doi.org/10.5281/zenodo.11218075>
16. Olanrewaju, M. M., Sanusi, B. O., Ajala, A. O., & Oluwasanmi, O. P. (2024). Social media and youth mobilisation during the End SARS protest. *IMSU Journal of Communication Studies*, 8(1), 164-174.
<https://doi.org/10.5281/zenodo.12694044>
17. Oyinloye, O. B., & Omotayo, A. I. (2023). Social media and nonviolent protest movements: A contemporary review of the Endsars movement. *Wukari International Studies Journal*, 7 (3), 312-323
18. Rainie, L., & Wellman, B. (2012). *Networked: The new social operating system*. In *direct.mit.edu*. The MIT Press.
<https://direct.mit.edu/books/book/2187/NetworkedThe-New-Social-Operating-System>
19. Rizal, P. (2024, January 30). Awareness through clicks: The role of social media in activism and social movements. *CommsRoom*.
<https://commsroom.co/awareness-through-clicks-the-role-of-social-media-in-activism-and-social-movements/>
20. Tufekci, Z. (2017). *Repository for media studies*.
<https://doi.org/10.25969/mediarep/14848>
21. Tufekci, Z., & Wilson, C. (2012). Social media and the decision to participate in political protest: Observations from Tahrir Square. *Journal of Communication*, 62(2), 363–379.
22. Wellman, B. (2001). Physical place and cyberplace: The rise of personalized networking. *International Journal of Urban and Regional Research*, 25(2), 227–252. <https://doi.org/10.1111/1468-2427.00309>