

## **Digital Revolution and Youth Empowerment in Nigeria: Is social media A Boon or A Bane for Anambra Youths**

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### **Abstract**

This study examines the relationship between social media on youth empowerment in Anambra State, Nigeria using Anaocha local government youth. The study by the objectives were to examine the influence of social media on youth empowerment; identify the positive effect of social media on the achievements of youth and determine the negative effect of social media on the achievement of youth in Anaocha local government area. The study adopted a survey approach and purposive sampling technique for sample selection. Questionnaire were the research instrument used for the data collection. A sample size of one hundred and twenty (120) respondents were drawn for the study. However total number of ninety-eight were used for the analysis after retrieving the questionnaire. The instrument was validated by content validity and test- re-test reliability. Frequency counts, percentage and Mean scores were used to answer the research questions while Pearson product correlation coefficient were used for hypotheses. Ethical considerations in the entire research process were observed. Key findings showed that social media has significant impact on youth empowerment in Anaocha local government area with  $r = 0.872$ ,  $n = 98$  and  $p$  value of  $0.41(p < 0.05)$ . The study recommended that public awareness initiative should be established to educate and inform youth about effective social media usage and its benefits; the government should make internet access affordable enabling entrepreneur to advertise and deliver their product or services online from their homes and Strategies must be implemented to strike a balance between control and participation while minimizing negative outcome.

**Keywords:** Digital Transformation, social media, Youth, Youth Empowerment

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### **Introduction**

The digital revolution has significantly changed how people around the world connect, communicate, and manage different parts of their daily lives. Today's communication technology has turned the world into a "Global Village." The rise of the Internet has made it easy to share, store, and access information from anywhere, breaking down distance barriers. Many individuals use the Internet every day to exchange information. Recent statistics show that there are 5.44 billion internet users globally, representing 67.7 percent of the world's population. Out of this total, 5.07 billion people, or 62.6 percent, are active on social media (Internet World Stats, 2024). In Nigeria alone, there are about 103.5 million internet users, making up 45.5 percent of the population; among them, 36.75 million are social media users, accounting for 16 percent of the total population (Global Digital Insights, 2024).

Social media consists of web-based and mobile applications let individuals and organizations create and share new or existing content in digital spaces through two-way communication. Popular social media platforms include Facebook, WhatsApp, X (formerly Twitter), Instagram, YouTube, TikTok, Facebook Messenger, Snapchat, Telegram, LinkedIn, and Pinterest have become ubiquitous among Nigerian youth. These platforms allow users to set up personal or organizational profiles and share information easily. It also provides avenues for communication, learning and research, entertainment, self-expression, even entrepreneurship while reshaping social norms and interactions especially among young people. According to recent statistics, Nigeria boasts one of the largest populations of social media users in Africa, with millions of young people logging in daily to these platforms (Statista, 2023). This high engagement is driven by the proliferation of smartphones, improved internet accessibility, and the inherent appeal of social media in facilitating instant and broad-reaching

communication. Driven by their entrepreneurial spirit, Nigerian youth have discovered valuable opportunities on these social media platforms to create, brand, and market their products and services to a wider audience while directly interacting with customers. This digital trend has democratized business opportunities, allowing youth from various backgrounds to start and grow their ventures with minimal capital investment, which made it serve as a catalyst for economic empowerment and innovation among Nigerian youth (Nwaorgu, 2021).

Conversely, the evolution of social media in Nigeria infuses all facets of society with positive and negative impacts. While some persons believe that social media is an extension of the freedom of speech, create employment opportunities, lift the spirit of entrepreneurship, enhanced communication, networking opportunities, brand promotion, information sharing, business and marketing opportunity, fosters innovation and learning, provides entertainment, promotes skill development, supplement to education and community building. On the other hand, others point out negative effects such as privacy issues and data risks, the addiction, bullying and harassment, scams and fraud etc, the aforementioned are bound to affect other areas of life and the society at large, (Oluwatuyi and Abosede 2019). Nigerian government as well as state government has made effort to utilize social media as a tool for youth empowerment by initiating several youth empowerment plans. Some of the initiatives by Anambra state government are (1) One youth, two skills initiatives-the program was aimed to equipped ten thousand (10,000) youths with digital skills annually and (2) Anambra digital tribe (ADT)-the program was also aimed to empower young people with digital skills like coding, marketing and content creation etc. The extent to which this digital awareness created has felt in Anaocha local government area has not been empirically determined. As such, previous research literature is predominated by the growing needs for digital literacy and awareness among Anambra youth and Nigeria at large to navigate the challenges of social media effectively and to use social media in a way that maximizes its benefits while minimizing its risks (Ojo et al., 2022). It often does not extend the discussion to address the more valuable question why and the need for digital literacy and awareness among the youths in the localities. For this reason, this study seeks to examine the impact social media on youth empowerment in Anaocha local government of Anambra state.

### **Statement of problem**

Social media addiction is an increasing concern that negatively impacts young people as many of them have developed an obsession with these platforms. As such social media are now seen as a life wire to their existence. Many young people are found to be so attached to their smartphone that they hardly do with browsing the internet or social media. Excessive use of social media has detrimental effects as youth who use certain social media sites are more likely to fall victim to cyber bullying, misinformation, scams, frauds and engaging in anti-social behaviours. In addition to other harmful habits that can destroy a careers and purposeful living, according to Ononogbo and Chiroma (2018) additional negative effects may include loss of privacy, reduced learning and research skills, weakened writing abilities or skills, greater vulnerability to crime, emotional distress, anxiety, and severe isolation (physical human interaction) amongst other vices. This study seeks to examine the impact social media on youth empowerment in Anaocha local government of Anambra state.

### **Objectives of the study**

The main objective of the study this study seeks to examine the relationship between social media on youth empowerment in Anaocha local government of Anambra state. The specific objectives of this study include:

1. To assess the impacts of social media on youth empowerment in Anaocha local government area.

2. To identify the positive impacts of social media on the achievement of youth in Anaocha local government area.
3. To determine the negative impacts of social media on the achievement of youth in Anaocha local government area.

### **Research Questions**

To accomplish the purpose of this study, the following questions were proposed:

1. What impact does social media have on youth empowerment in Anaocha local government area?
2. What are the positive impact of social media on the achievements of youth in Anaocha local government area?
3. What are the negative impact of social media on the achievements of youth in Anaocha local government area?

### **Conceptual review**

#### **Social Media**

Social media are web-based communication platforms that allow people to create, share, and exchange information and ideas. Its core purpose is interaction and connectivity among users (Obiora, Chiamogu & Chiamogu, 2022). Ogbe (2014) describes social media as new media that enhance conversations and make communication more interactive. Similarly, Ukozor and Ojiakor (2020) see it as electronic platforms that enable users to form online communities for sharing ideas and information. Nair and Bargstadt (2017) add that social media include mobile and internet-based applications that promote participation and content creation. Popular platforms such as Facebook, X (formerly Twitter), LinkedIn, Instagram, and WhatsApp have transformed how people access and share information globally (Fallah, 2011; Chiamogu, Obikeze, Chiamogu & Odikpo, 2021). These platforms support instant messaging, image and video sharing, publishing, branding, marketing, and networking across borders. According to Vein (2013), social media have four main features: persistence (content lasts over time), replicability (content can be copied and shared), searchability (content can be easily found), and accessibility (available anywhere with internet access). Youths remain the most active users, reflecting their strong presence and influence in the digital age.

#### **Youth and Youth Empowerment - Who is a Youth?**

Youth is a term used to refer to a period in one's life, when he or she is young and full of energy. It is usually the period in life, between childhood and adulthood. According to United Nations (2020) defines youth as the period of transitioning from the dependence of childhood to the independence of adulthood, and a consciousness of the interdependence that exists between members of the community. African Youth Charter (2021) however, defines youth as "any individual between 15 - 35 years. Similarly, the Nigerian National Youth Policy of 2019 categories youth as those between the ages of 15 and 29 and also recognize age between 15 – 35 respectively. For the purpose of this research, focusing on the youth of Anaocha local government, the term youth will refer to all individual, regardless of gender, aged 15 – 35 with the Anaocha local government area.

#### **Youth Empowerment**

Empowerment means the process of strengthening the existing capacities and capabilities of disadvantaged groups in the society to enable them perform towards improving themselves, their families, and the society as a whole. According to Hornby (2016) empowerment is given somebody more control over their own life or the situation they are in. Empowerment is a multidimensional process involving the transformation of economic, social, psychological, political and legal circumstances of the powerless. Youth empowerment therefore is a process where children and young

people are encouraged to take charge of their lives. It is a process where young people are encouraged to take charge of their lives. They do this by addressing their situation and then take action in order to improve their access to resource and transform their consciousness through their beliefs, value and attitudes, (Younger 2013). It is different from youth development which centered on developing individuals. Youth empowerment is focused on creating greater community change relies on the development of individual capacity (Hackman and Johnson, 2016). Youth empowerment are often addressed as a gateway to intergenerational equity, civic engagement and democracy building.

### **Social Media and Youth Empowerment**

Social media has become a powerful tool for youth empowerment, providing young people with access to information, platforms for self-expression, and avenues for activism (Obiora, Chiamogu & Chiamogu, 2025). Its growing use among Nigerian youths highlights its role in fostering participation, awareness, and social change. According to Vein (2013), social media not only drives communication but also creates new forms of employment and flexible work opportunities, contributing to both economic and social development. Globally, millions of users engage with platforms such as Facebook, YouTube, and WhatsApp, making social media a major channel for information dissemination (Amita, 2016). Ambrose and Catherine (2013) argue that these platforms can significantly empower youths through education, entertainment, technological exposure, and self-expression. While many young people initially use social media for leisure, it now serves as a critical space for learning, networking, innovation, and national development.

### **Social Media Use and Youth**

In the digital age, young people increasingly rely on social media as their primary means of communication, shifting away from traditional media like television and radio. Studies show that about 75% of Nigeria's internet users, mostly youths, actively engage on social media platforms (Ogunkola, 2018). Consequently, much of their social, emotional, and mental development now occurs online (Ononogbu & Chiroma, 2018). With widespread access to internet-enabled mobile phones, youths can easily connect, communicate, and conduct business from anywhere. Social media fosters interaction, openness, and community, providing a virtual public space for collaboration and social change (Veil, Buehner & Vein, 2023). According to Levenson et al. (2016), youths use these platforms for communication, education, entertainment, information sharing, activism, creativity, and even e-commerce. However, alongside these benefits, concerns remain about negative patterns of engagement among young users.

**Effect of social media on youth:** As beneficial as the evolution of the social media has been, it has also brought both opportunities and challenges:

### **Positive impact of social media on youth**

According to Ambrose and Catherine (2013), social media can significantly empower its users, empowering its users particularly youths in various ways

- a) **Communication:** social media has greatly enhanced relationship by offering a continuous and immediate communication platform, enabling youths to remain connected despite being apart. Thus, the primary advantage of social media is undoubtedly communication. It allows users to share life event, photos and messages promoting a feeling of closeness and community. It provides support network and groups where people can exchange experiences and advice, reinforcing connection through shared interest and common objectives.
- b) **Education:** social media has played a significant role in educating youth. There is an abundance of educational material and content available online. A good example is the YouTube allow

knowledgeable individual to create and share videos on specific topics, providing valuable information to a global audience. Other social media platforms also offer educational resources which are accessible to the general public at any time.

- c) **Avenue for Business Promotion and Growth:** Since social media reaches the world as far as the internet can go, it is an avenue for promotion of one's business. With the millions of graduates from Nigeria tertiary institutions annually, and the reality that government cannot provide enough traditional job (white collar job), many youths have delved into various entrepreneurial venture to make a living. Some of these businesses operate successfully without a physical outlet, allowing owner to advertise and deliver their product or services online from the comfort of their homes.
- d) **Social Inclusion:** social media offers the youth the opportunity to engage socially without needing to be physically present to express their opinions on current issue like entertainment, politics, education, etc. It has helped people who are temperamentally introverted to socialize without being unconsciously deterred by their personality.
- e) **Community building and social change:** social media platform facilitates the formation of community based on share interests fostering a sense of belonging and support. These platforms can be used to raise awareness about important social issue and promote positive social change.
- f) **Information dissemination:** social media been a good venue for passing and accessing information. Current trends, world events and happenings can quickly reach people as soon as it is happening. Many youths have become gainfully employed through information gotten from various social media platforms. it offers a forum for exchanging viewpoints and accessing real-time information during crises or momentous international events

#### **Negative impact of social media on youth empowerment**

Just as every area of technological advancement has been shown to have both positive and negative impact on human existence, so has social media influenced Youths both positively and negatively. Oluwatuyi & Abosede (2019) states that social media has its negative impact on mental health, privacy, and the potential for exposure to harmful contents; misinformation and cyber-bullying are significant concerns that can have detrimental effects on the well-being and safety of young users. In furtherance they added also that social media excessive use has been linked to issues such as anxiety, depression, and a sense of isolation, as young people may feel pressured to conform to unrealistic standards of success and beauty presented online. Some other negative impacts of social media identified include:

- i. **Digital Addiction:** The research by Chou, Condron, and Belland (2005) cited in Umeogu and Ojiakor (2014) observed that youths especially students have become obsessed with the internet, besides using it for academic purposes and thus can be said to be addicted to the internet. The reason for the addiction was laid on ease of access and low cost.
- ii. **Cyber bullying or online harassment:** Cyber bullying or online harassment is the act of deliberately using digital platform to spread false, humiliating, or hostile information about someone else. Though not common in Nigeria, it nonetheless takes place among youth especially in the context of dating. This behaviour led to serious psychological effect such as depression, anxiety and feeling of isolation (Amita 2016).

- iii. **Distractions:** Despite the new socioeconomic, educational and technological opportunities that social media provides, there is concern that young people (often referred to as digital natives) are significantly distracted by these platforms. According to Agbawe (2018) found out that social media addicts give more than 20% of their daily time schedule to chatting or browsing on social media platform.
- iv. **Lack of self-control:** There is also a concern regarding the lack of self-control among young people in their use of social media which can result in moral decline, low educational values and unethical behaviors, (Agbawe 2018; Umeogu & Ojiakor 2014). Other negative impact includes: Misinformation, ideological manipulation, Privacy and safety concerns, fraud and Cybercrimes.

### **Theoretical framework**

**Use and Gratification theory:** This study was anchored on uses and gratifications theory of social media propounded by Elihu Katz and Jay Blumler in (1974), which emphasized that gratifications or benefits of media attracts and holds audiences to various types of media and the types of content that satisfy their social and psychological needs. This theory advocates the need to consider what people do with media. In this perspective, the perceived benefits and gratification which social media serve is a strong determining factor for youth's usage, as social media could be empowerment or destructive. However, the empowerment or destructive aspect of social media depends on the aims and mindset of the user (youth). Such motives sustain the drive in the use of social media. Uses and gratifications theory is applicable in this study because it offers a clear understand of how gratifications fostered the intention to usage of social media by the youth and why various social media platforms are used depending on youth's intention, (Matei, 2010). This theory gives an insight on why youth in Anaocha Local Government Area engage and developed a strong habit of using social media, to the point where it has become an integral part of their daily lives.

### **Methodologies**

This study employed qualitative and quantitative methods. A survey approach was utilized, along with a purposive sampling technique for selecting participants. A Questionnaire served as the primary tool for data collection. A sample size of one hundred and twenty (120) respondents was drawn for the study, but ninety-eight (98) were used for the analysis after data collection. The validated of the instrument was established through content validity and test re test reliability. Frequency counts, percentage and Mean scores were used to address the research questions. The hypotheses were tested using coefficient at 5% level of significance. Ethical considerations were upheld throughout the entire research process.

The bio-data of the respondents were presented in table 4.2.1.and 4.2.2. The variables covered include gender, length of service, among others.

**Table 1 -Age Distribution**

<b>Age</b>	<b>Number of Respondents</b>	<b>Percent</b>
15-20	16	13.3%
21 – 25	42	35%
26 – 30	38	31.6%
31 – 35	24	20%
<b>Total</b>	<b>120</b>	<b>100%</b>

The respondents of the study represent different age bracket. The highest respondents 42(35%), 38(31.6%), and 24(20%) fell under the age bracket of 21-25, 26-30 and 31-35 respectively, while the lowest category 16 (13.3%) was between the age bracket of 15-20 years.

**Table 2- Summary Questionnaires Administered and Response Rate**

Questionnaires	Number Of Respondents	Percentage
Copies retrieved	98	82%
Copies not retrieved	22	18%
<b>Total</b>	<b>120</b>	<b>100</b>

Table 2 shows that 120 copies of the questionnaire distributed, 98 copies of 82% were well retrieved while 22 copies of (18%) out of the 120 copies were not retrieved. 98 copies of 82% of the well retrieved formed the basis of our analysis and discussions in this study.

**Table 3 - Devices Used to Access social media**

Mode of access	Number of Respondents	Percent %
Parents' phones	3	3%
Cellphone	73	74%
Laptop/iPad	2	2 %
Desktop	3	3%
Tablet	17	18%
<b>Total</b>	<b>98</b>	<b>100%</b>

**\*Multiple responses**

**Table3:** the respondents were asked the devices they use to access social media. The table shows that 3 respondents (3%) used their parents' phones, while 73 respondents (74%) owned cellphone. Additionally, 2 respondents (2%) accessed social media using laptops or iPad while 3 respondents (3%) utilized the Desktop. Finally, 17 respondents (18%) accessed social media their tablets.

**Table 4 - Types of social media account**

Social media platform	Number of Respondents	Percent %
Whatsapp	<b>80</b>	<b>82%</b>
Twitter	<b>33</b>	<b>34%</b>
Facebook	<b>85</b>	<b>87 %</b>
<b>Instagram</b>	51	52%
<b>Snapchat</b>	56	57%
<b>Other</b>	10	10%

**\*Multiple responses**

From the table 4, the respondents were asked about the type of the social media account they possess: 80 respondents (82%) had accounts on WhatsApp, 33 respondents (34 %) had accounts with Twitter, 85 respondents (87%) had account on Facebook, 51 respondents (52%) had accounts on Instagram, 56 respondents (57%) respondents had accounts on snapchat, and 10 respondents (10%) respondents had accounts on other social media platforms. Data obtained from the second part of the questionnaire were analyzed in line with the research questions and presented in the tables below. The questions were grouped into three sections, each addressing a specific research question. Using a four-point

Likert scaling, our decision rule for each question is derived from the mean score of the cumulative frequencies of the respondents' responses to each of the statements made. If the mean score averages at 3.0 and above, it is assumed that the respondents generally agreed to the particular statement in focus. On the contrary, a mean score of less than 3.0 indicates a disagreement to the particular statement in focus.

**Research question one:** What impact does social media have on youth empowerment in Anaocha local government area?

The data for providing answers to the above research questions are presented in table 4 below.

**Table 5:** Mean scores of respondents' responses on social media impacts on youth empowerment in Anaocha local government area?

N=98

S/N	QUESTIONS	Cumulative frequencies $\Sigma F_x$	Mean X	Decision
1	Social media enhances individual's consciousness, belief in self-efficacy, awareness and knowledge of problems and solution and of how individual can address problems that affect their quality of life.	333	3.4	Agree
2	Social media focuses on enhancing the community through leadership development improving communication, and creating a network of support to mobilize the community to address concerns.	299	3.1	Agree
3	Social media aims to create self-confidence and give youth the skill to acquire knowledge	289	3.0	Agree
4	Social media teaches entrepreneurial skill, how to take ownership to their assets and how to have income security.	329	3.4	Agree
5	Social media teaches youth about social inclusion and literacy as well as helping kids find the resources to be proactive in their communities.	326	3.3	Agree
6	Social media aims to recreate cultural practices and redefine cultural rules and norms for youth.	300	3.1	Agree

**Source: researcher's survey 2025**

From Table 5, all the items addressed the first research question which is "What impacts does social media have on youth empowerment in Anaocha local government area?" From the data analysis items 1,2,3,4,5 and 6 obtained a mean rating above the criterion mean of 3.0. the result of the analysis indicated that all the respondents supported that social media has significant impact on youth empowerment in Anaocha local government area.

**Research question two:** What are the positive impacts of social media on the achievements of youth in Anaocha local government area?

The data for providing answers to the above research questions are presented in table 6 below.

**Table 6:** Mean scores of respondents' responses on the positive impacts of social media on the achievement of youth in Anaocha local government area

N=98

S/N	QUESTIONS	Cumulative frequencies	Mean X	Decision
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1	Social media enhances individual learning and promotes acquisition.	343	3.5	Agree
2	Social media create employment opportunities; lift the of entrepreneurship, networking opportunities, promotion, information sharing, and business and marketing opportunities.	226	3.2	Agree
3	Social media teaches entrepreneurial skill, create confidence and give youth the skill to acquire knowledge	335	3.4	Agree
4	Social media curb unemployment in your area by creating an enabling environment for employment opportunities	201	2.1	disagree
5	Social media teaches youth about social inclusion and leadership as well as helping kids find the resources to be productive in their communities.	316	3.2	Agree
6	Social media provide avenues for communication, entertainment, self-expression, learning, research	300	3.1	Agree

### Source-researcher's survey 2025

From Table 6, all the items addressed the first research question which is "What are the positive impacts of social media on the achievements of youth in Anaocha local government area?" From the data analysis items 1,2,3,5 and 6 obtained a mean rating above the criterion mean of 3.0. and the item 4 obtained a mean rating below the criterion mean of 3.0. The result of the analysis indicated that all the respondents supported that social media has significant impact on youth empowerment in Anaocha local government area.

**Research question three:** What are the negative impacts of social media on Anaocha youth achievement?

The data for providing answers to the above research questions are presented in table 7 below.

**Table 7:** Mean scores of respondents' responses on the negative impacts of social media on achievement of youth in Anaocha local government area.

N=98

S/N	QUESTIONS	Cumulative frequencies	Mean X	Decision
1	Social media promotes unethical / sexual pictures, video clips and images among youth.	330	3.4	Agree
2	Cyber bullying, and sexual solicitation are associated with negative consequences for youth.	293	3.0	Agree
3	Many young people end up wasting a lot of their time on social media and chatting on social networks	300	3.1	Agree
4	Irrelevant and anti-religious post and links create hatred among peoples of different communities	305	3.1	Agree
5	Use of social media deprive privacy and deteriorating our social norms	323	3.3	Agree
6	useless information creates ambiguity and confusion in the mind of youth	315	3.2	Agree

### Source-researcher's survey 2025

From Table 7, all the items addressed the first research question which is "What are the negative impacts of social media on the achievements of youth in Anaocha local government area?" From the data analysis items 1,3,5 and 6 obtained a mean rating above the criterion mean of 3.0. The result of the analysis indicated that all the respondents supported that social media has significant impact on youth empowerment in Anaocha local government area.

**Test of hypothesis one**

**Ho<sub>1</sub>:** social media has no significant impact on youth empowerment in Anaocha local government area.

**Hi<sub>2</sub>:** social media has significant impact on youth empowerment in Anaocha local government area

**Table 8:** correlation between social media and youth empowerment in Anaocha local government area

Variables		Social media	Youth empowe
Social media	Pearson Correlation	1	.872**
	Sig. (2-tailed)		.041
	N	98	98
Youth empowerment	Pearson Correlation	.872**	1
	Sig. (2-tailed)	.041	
	N	98	98

**Test of hypothesis two**

**Ho<sub>1</sub>:** There is no positive impact of social on youth achievement in Anaocha local government area

**Hi<sub>2</sub>:** There is positive impact of social on youth achievement in Anaocha local government area

**Table 9:** correlation between positive impact social media and youth achievement in Anaocha local government area

Variables		Positive social media	Youth achievem
Positive impact social media	Pearson Correlation	1	.647**
	Sig. (2-tailed)		.015
	N	98	98
Youth achievement	Pearson Correlation	.647**	1
	Sig. (2-tailed)	.015	
	N	98	98

**Test of hypothesis three**

**Ho<sub>1</sub>:** There is no negative` impact of social on youth empowerment in Anaocha local government area

**Hi<sub>2</sub>:** There is negative impact of social on youth empowerment in Anaocha local government area

**Table 10:** correlation between negative impact social media and youth achievement in Anaocha local government area

Variables		Negative Impact media	youth achievement
	Pearson Correlation	1	.922**

negative impact	Sig. (2-tailed)		.023
media	N	98	98
	Pearson Correlation	.922**	1
youth achievement	Sig. (2-tailed)	.023	
	N	98	98

### Discussions of findings

Hypothesis one revealed that social media has significant impact on youth empowerment in Anaocha local government area with  $r = 0.872$ ,  $n = 98$  and  $p$  value of  $0.41$  ( $p < 0.05$ ). Therefore, the study accepted the alternate hypothesis and concluded that social media has significant impact on youth empowerment in Anaocha local government area. This finding is in congruent with Ambrose and Catherine (2013) believe that social media can play very significant roles in empowering its users especially youths in various ways; This suggests that the use of social media reflect the diversity of meeting the information needs and yearning of the youth.

Hypothesis two revealed that social media has positive impact of social on youth achievement in Anaocha local government area with  $r = 0.647$ ,  $n = 98$  and  $p$  value of  $0.15$  ( $p < 0.05$ ). Therefore, the study accepted the alternate hypothesis and concluded that that social media has a positive impact of social on youth achievement in Anaocha local government area. This result is harmonious with the findings of Ambrose and Catherine (2013) believe that social media can play very significant roles in empowering its users especially youths in various ways which includes provide avenues for communication, learning and research, entrepreneurship, entertainment as well as redefined social norms, behaviors, and interactions, especially among the youth.

Hypothesis three revealed that social media has negative impact of social on youth achievement in Anaocha local government area. with  $r = 0.922$ ,  $n = 98$  and  $p$  value of  $0.23$  ( $p < 0.05$ ). Therefore, the study accepted the alternate hypothesis and concluded that that social media has negative impact of social on youth achievement in Anaocha local government area. The findings are in agreement with the findings of Ambuchi (2015), who reported that the negative effects of the media have impacted the youth as media access and media use (internet) among the youth is rampant and subsequently consumes a significant amount of their time. Chukwuebuka (2016) that social media has become an avenue for some youth to share nude or sexual images, and also findings of Umeogu and Ojiakor (2014) that reported social media, negative impact on Nigerian youth's education, morality and culture amongst others.

### Conclusion

Social media has significantly changed the live of youth in Anaocha local government area, providing both positive avenue for creativity, learning and connection, as well as negative effect such as digital addiction, deteriorating social norms and social skill. As society continues to navigate the complex impacts of these platforms. it is important to find a balance between leveraging the benefits and mitigating the risks. By promoting digital literacy, encouraging responsible usage and enhancing protective measures. As new social media platforms and technologies emerge, ongoing research will be crucial to understand their long-term impact and develop strategies to support healthy development among youth in the digital era.

### Recommendation

From the research analysis and conclusions above, the followings recommendations are proposed:

- a) Public awareness initiative should be established to educate and inform youth about effective social media usage and its benefits.
- b) Since some of these businesses successfully operate without a physical outlet, the government should make internet access affordable enabling entrepreneur to advertise and deliver their product or services online from the comfort of their homes.
- c) Strategies must be implemented to strike a balance between control and participation while minimizing negative outcome, therefore youths especially students should use the internet for academic purposes curtail its obsession.

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