

**ASSESSING THE POPULARITY OF X USAGE AFTER THE BAN LIFTING IN NIGERIA - A  
STUDY OF UNIBEN STUDENTS**

**BY**

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**MAY,2024**

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**BEING A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF  
MASS COMMUNICATION, UNIVERSITY OF BENIN , BENIN  
CITY, NIGERIA IN PARTIAL FULFILLMENT FOR THE AWARD OF THE  
BACHELOR OF ARTS ( B.A.) DEGREE IN MASS COMMUNICATION.**

**MAY, 2024**

### **DECLARATION**

The project is based on a study taken by me, in the Department of Mass communication, Faculty of Arts, University of Benin, under the supervision of Dr. Daniel Ekhareafo . All findings and analysis in the study are products of my personal research and where views of others have been used and expressed, they were duly acknowledged.

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IMAZOGBONRE JOAN IBUKUNOLUWA

**ART2004806**

**CERTIFICATION**

This is to certify that this research work was duly carried out by Imazogbonre Joan Ibukunoluwa in the Department of Mass communication, Faculty of Arts, University of Benin in Partial Fulfillment of the requirement for the award of, Bachelor of Arts ( B.A) in Mass communication.

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**Dr. (Daniel Ekharefo)**

*Project Supervisor*

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**Date**

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**Dr Daniel Ekharefo**

*H.O.D Mass Communication*

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**Date**

## **DEDICATION**

This project is dedicated to God Almighty, For Guiding and Protecting me and also giving me the grace to be able to strive for excellence .

## ACKNOWLEDGEMENTS

My gratitude goes to my beloved parents Mr. Imazogbonre Jonathan and Mrs. Imazogbonre Queen for their love , words of Encouragement , and Prayers all through my years in school, They both are the best parents ever and i love them so much.

I Extend my appreciation to my Supervisor Dr Daniel Ekhareafo,For his invaluable cooperation, patience and expert guidance that were crucial in achieving the successful outcome of this research. And also I would want to express my gratitude once again to Dr Daniel Ekhareafo, the HOD , Prof. Asemah , Dr.Mrs Obaje, Dr Nonso, Mrs Ogono, Prof Uchenunu, Dr Obarisiagbon and every other dedicated lecturers that have made significant contributions and great efforts to my Educational journey at this great institution of learning .

To my big brother, Imazogbonre joseph ,Thank you so much for always checking up on me, i love you .

To My Best Friend, Mba Angel , thank you so much for your love, and sisterly advice, To my friends Enagbare Adesuwa, Ukpebor Favour, Eromosele Blessing ,ivie God bless you all.

Above all , I offer my deepest gratitude to God the author and finisher of our faith and the source of my joy, happiness and blessing his grace has never failed in my life.

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### **ABSTRACT**

The main focus of this project are to evaluate the popularity of X usage after the ban-lifting in Nigerian: a study of UNIBEN students. Furthermore, the study reviewed the major causes of the X ban in Nigeria, established the negative effect of the X ban on Nigeria's citizens, especially students, determined if twitter still remained popular in Universities after the ban-lifting and examined the extent to which UNIBEN students made use of X after the ban lifting in Nigeria. The researcher adopted the survey design .The survey design was adopted with the aid of 14 item Questionnaire and 100 Respondents of the university of Benin. Data obtained were analyzed and presented with the aid of frequency tables and simple percentage. The result from the study showed that X has gained more popularity among uniben student after the ban was lifted. This study recommended that students should be motivated to share educational resources and engage with peers on X, There should be X policy development among Uniben students and there should be feedback mechanism to understand the student's opinions and challenges concerning the access to the app.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background To The Study

X is a popular social media platform where people can exchange messages, called tweets. It is a big online conversation that enables you to follow other individuals to see what they are talking about and the kind of tweets they make. People make use of twitter for various purposes, like sharing news, opinions, and funny memes. It's a great way to stay connected and share ideas with people across the globe.

X according the collaborative knowledge platform dates back to March 2006 where it was created and established by Jack Dorsey, Biz Stone, and Evan Williams. It all started as a simple idea to send short messages, or tweets, in 140 characters or less. It started gaining peoples attention then quickly, people caught on to the platform, and it became a global sensation. Over the years, X has grown and evolved, introducing different features like hashtags, retweets, and even expanding the character limit. Today, X is a major player in the social media world, connecting people, and shaping trends.

X started gaining popularity back in 2009. It was during this time that more and more people began to join the platform and use it to share their thoughts, connect with others, and follow their favorite celebrities and influencers. The simplicity and real-time nature of X made it a hit, and it quickly became a go-to platform for news, trends, and viral content.

X gained more popularity by 2012 where more than 100 million users produced close to 340 million tweets per day. X had more than 25 offices around the world. It had a very significant characteristics which is that posts are required to be brief which was originally 140 characters but was later expanded to 280 in 2017).In 2020, it was estimated that out of the 48 million accounts, 15 percent of the accounts were not authentic people.

Further informations from the collaborative knowledge platform states that on June 4, 2021, the Nigerian government issued an indefinite ban on X usage in the country, The ban on Twitter in Nigeria was implemented due to concerns about the platform's use for spreading misinformation and inciting violence. The government stated that the ban was necessary to protect national security and maintain peace within the country. However, the ban also received criticism for infringing on freedom of expression and limiting access to information. It sparked discussions about the balance between regulation and the right to free speech on social media platforms.The ban on X in Nigeria had a wide-ranging impact on social media usage. With X being a popular platform for communication, news sharing, and networking, the ban disrupted

these activities for many Nigerians students because that's where they get most of their information from as it is a platform that gives trending updates. It emphasized the importance of diverse and accessible online spaces for students to express themselves and engage with others. The ban on X in Nigeria lasted for about two months, from June 4, 2021, to August 10, 2021. During this period, access to Twitter was restricted by the Nigerian government.

In October 2022, billionaire entrepreneur Elon Musk acquired X for \$44 billion, taking control of the platform and assuming the role of CEO. He expressed his goal of fostering free speech. However, since his acquisition, the platform has faced criticism for contributing to the rise of disinformation and hate speech.

The collaborative knowledge platform announced that on June 5, 2023, Linda Yaccarino replaced Elon Musk as CEO, while Musk retained his positions as chairman and chief technology officer. In July 2023, Musk revealed that Twitter would be rebranded as "X," with the bird logo also being removed.

## **1.2. Statement Of The Problem**

The ban on X in Nigeria had a significant impact on X usage among Uniben students in particular. However, the extent to which the popularity of X has been affected after the ban lifting remains unclear. Therefore, it is important to examine the current popularity of X usage among Uniben students and understand the factors influencing its adoption or decline. This study aims to fill this research gap by examining the X usage after the ban lifting including the trends, user engagement, and the overall impact on communication and information sharing among Uniben students. By doing so, it will provide premium insights into the changing landscape of X usage and its implications for the student community.

## **1.3 Objectives Of The Study**

The objectives include;

1. To determine the current level of X usage among Uniben students after the ban lifting.
2. To identify the factors that are influencing the popularity or decline of X usage among Uniben students.
3. To explore the perception of Uniben students regarding the role of X in communication, networking and sharing of information

#### **1.4 Research Questions**

1. Has the popularity of X among Uniben students changed after the ban was lifted?
2. What are the main factors that are influencing the adoption of X among uniben students after the ban lifting?
3. What are Uniben student's opinion regarding the role of X in sharing of information, communication, and networking?

#### **1.5 Significance of the study**

The study provide premium insights into the current state of X usage among Uniben students after lifting the ban . This understanding is very important for assessing the impact of the ban.By examining the popularity of X among Uniben students, the study shed more light on the platform's role in communication, sharing of information and networking. This knowledge can help shape strategies for effective communication and engagement within the student community.The findings of the study can help inform stakeholders about the impact of social media bans and their implications for student populations.

#### **1.6 Scope of the study**

This study focused particularly on University of Benin undergraduates of the Mass Communication department and their X usage following the lifting of the ban in Nigeria. The study aims to acquire data and insights from Uniben students to understand how their X usage has changed, especially after the ban was lifted. It will examine factors like attitudinal change, views and behaviors, related to X among the student population. By narrowing the focus to Uniben students, the research aims to provide a detailed information and understanding of the impact of the ban lifting on X popularity within this specific group.

#### **1.7 Limitations of the study**

Several challenges, limitations, and drawbacks have made their way into the picture. One major limitation is the indifferent attitude of the respondents towards the questionnaire as some will see it as a waste of their time and an intrusion into their busy schedules. Another limitation is that some respondents may not have access to the technology needed to complete online questionnaires,which led to lack of participation.

## CHAPTER TWO

### LITERATURE REVIEW

#### INTRODUCTION

This chapter aims to critically review relevant literature to provide insight into the research problem and acknowledge the contributions of scholars who have previously conducted similar studies. It seeks to enhance the understanding of the topic and address any identified gaps in the existing research.

#### 2.1 Conceptual framework

##### 2.1.1 Social media

The collaborative knowledge platform defines social media as an interactive internet application that enables the creation and sharing of user-generated content. Examples of social media platforms include X, Facebook, TikTok, Instagram, and WhatsApp. While these platforms share common features, they differ in various aspects, such as usernames, architecture, structures, and norms. Additionally, social media encompasses software tools that facilitate the creation and sharing of information, ideas, career interests, and other forms of expression within virtual communities and networks.

Hogan (2010) states that social media fosters interaction among users, which can occur in various forms, including synchronous or asynchronous communication, one-on-one or one-to-many exchanges, situational interactions, or through the sharing of displayed artifacts.

Pate (2016) explains that users typically access social media services via web-based technologies on desktop computers and laptops, or through mobile apps on devices like smartphones and tablets. These technologies enable users to create highly interactive platforms where individuals, groups, and organizations can exchange, co-create, discuss, and modify both user-generated and pre-existing content shared online.

According to Curran, O'Hara, & O'Brien (2015) Social media brings about significant and extensive changes in corporate, organization, community, and individual communication. Individuals and major businesses are changing their communication methods as a result of social media

Maciejewski (2021) defines social media as technologies that facilitate the creation and sharing of content within virtual communities via web platforms or mobile apps. These services allow users, businesses, and organizations to interact and modify user-generated content. Curran, O'Hara, & O'Brien (2015) emphasize that social media has significantly transformed communication, reshaping interactions between

individuals and organizations, and is central to the emerging field of technological studies.

Maciejewski (2021) describes social media as technologies that enable users to create and share content within virtual communities, accessible via web platforms or mobile apps. These services facilitate interaction, content creation, and modification by individuals, businesses, and organizations. Curran, O'Hara, & O'Brien (2015) note that social media has significantly transformed communication, changing how individuals and organizations interact.

### **2.1.2 Evolution Of X**

The term "social media" is well-known to people around the world today. Whether in urban or remote areas, most individuals have at least heard of platforms like Instagram, X, and Facebook, with many using them on a daily basis.

The first social media platform was created in 1997 by Andrew Weinreich, allowing registered users to upload profiles and connect with others. Following this, blogging emerged and quickly gained popularity. The rise of blogging and social media captured the public's attention, leading to their widespread adoption. According to Barker, Barker, Bormann, Roberts, & Zahay (2016), platforms like Myspace and LinkedIn were launched in the early 2000s.

Following that, Facebook was launched in 2004, YouTube in 2005, and Twitter in 2006, becoming accessible to users worldwide.

These platforms are considered the most popular social networks on the internet to date. A vast range of social networking sites can be connected to enable cross-posting. While it's impossible to predict exactly how social networking will evolve in the near future, it will likely continue to thrive as long as people remain.

"X" is an American social networking platform where users share and interact through messages called "tweets." Registered users can post, like, and retweet tweets, while unregistered users can only view them.

Users can access X via its website or mobile app, and it was previously available through SMS until 2020. Operated by X, Inc. in San Francisco, the platform has over 25 global offices. Originally limited to 140 characters, tweets were expanded to 280 characters for non-CJK languages in 2017. Audio and video tweets are capped at 140 seconds for most accounts.

X was founded in March 2006 by Evan Williams, Noah Glass, Biz Stone, and Jack Dorsey, launching in July of the same year. By 2012, it had over 100 million users posting 340 million tweets daily. In 2013, it became one of the top ten most-visited

websites and was called "the SMS of the Internet." By 2019, X had more than 330 million monthly active users.

In April 2014, X was redesigned to resemble Facebook. It made several acquisitions that year, including Namo Media for mobile native advertising, Snappy TV for video editing and sharing, CardSpring for syncing coupons with credit cards, and Mitro for password security. Additionally, X partnered with IBM in October 2014 to help businesses use X data for customer insights and business trends.

On February 11, 2015, X announced its acquisition of Niche, an advertising network for social media influencers, founded by Rob Fishman and Darren Lachtman. The network was reportedly sold for approximately \$50 million. On March 13, 2015, X also revealed it had acquired Periscope, an app for live video streaming. In April 2015, the desktop homepage of Twitter.com was updated with a new design.

### 2.1.3 Events That Led To The X Ban In Nigeria

**End Sars Protest, 2020:** The X app was one of the major social media platform that was used effectively to create awareness and was majorly used to louden the voices of the people protesting against police brutality, However, Experts believed that Nigerian government was not happy with this development.

**The Failed Social Media bill:** President Muhammadu Buhari faced criticism from his first term in office for his perceived focus on digital control, using social media as a platform for his agenda. In March 2019, President Buhari rejected the National Assembly's proposed digital rights law, signaling his resistance to internet freedom. By the end of the year, he reiterated his position on internet censorship, emphasizing concerns about cyber-crimes, hate speech, and divisive content on social media. He stated that while freedom of expression is upheld, the government would take action if these rights threatened national security. In response, a month later, a government-backed bill to regulate social media was introduced to the National Assembly. Among its supporters was Senator Elisha Abbo, a legislator previously involved in a social media scandal after being caught on video assaulting a woman in a sex shop. The proposed law suggested a fine of N300,000 (\$733) or three years in jail, or both, for offenders. However, the bill faced significant opposition during public hearings, leading to a major setback.

**The legal And Regulatory Concerns:** Legal and regulatory issues were a key factor in the decision to ban Twitter in Nigeria. The government stated that social media platforms(Twitter) does not comply with local regulations. The Nigerian government expressed their worries about social media platforms, including Twitter, not complying to the country's laws and regulations. There were concerns about issues such as data protection, content regulation, and taxation. The government felt that these platforms operated without enough accountability and oversight, which raised

questions about national security and sovereignty.

### **2.2 1 Ban of X in Nigeria**

On June 4, 2021, the Nigerian government imposed an indefinite ban on Twitter, halting its operations in the country. This decision followed the deletion of tweets by President Muhammadu Buhari, in which he warned the southeastern people of Nigeria, primarily of the Igbo ethnic group, about the potential recurrence of the 1967 Biafran Civil War due to ongoing insurgency in the region. While the government cited the removal of the president's tweets as the primary reason for the ban, the action was also influenced by ongoing issues with the platform in Nigeria, particularly the spread of fake news and misinformation, which had led to violence. The government argued that the widespread use of Twitter posed a threat to the country's stability. As a result, the ban was enforced almost immediately.

Following the ban, the Nigerian government criticized X's actions, with the information minister describing the platform as "very suspect." He accused Twitter of double standards, pointing out that the company had overlooked violent messages from a separatist leader. Additionally, the government instructed broadcasters to stop using the platform, labeling those who continued to do so as "unpatriotic." Media and human rights activists condemned this directive, calling it "illegal" and an attack on press freedom. Despite this, major broadcast stations complied with the order and refrained from using X. Two months later, the Nigerian government suggested that the ban might soon be lifted, with the information minister stating that negotiations with X were ongoing and that several agreements had been reached.

The ban sparked widespread opposition from Nigerians, civic organizations, and international communities. Nigeria joined the ranks of countries like North Korea, China, Iran, Turkey, and Egypt, which had previously banned or temporarily suspended X. Despite the ban, many Nigerians continued accessing the platform via virtual private networks (VPNs) and voiced their opinions on other apps, such as Koo, an Indian-based microblogging site. The US embassy in Nigeria, along with key diplomatic and economic partners including the EU and the US, criticized the restriction, especially given the timing, as the nation needed open discourse to share information on the COVID-19 pandemic.

**2.2.2 Implication of X in Nigeria:** As Asandu (2021) notes, despite Nigeria being Africa's largest economy, the country has often missed out on significant economic opportunities, primarily due to government policies that have eroded investor confidence. The Twitter ban has once again brought negative attention to Nigeria. It has also hindered the nation's development, as international investors now prefer to

engage with other African countries. For example, despite Ghana having a smaller population and economy, it was chosen by Twitter for its headquarters due to its more attractive environment for foreign investors. Many startup ventures also rely heavily on social media presence, which makes it harder for Nigerian tech entrepreneurs to attract investment. According to a recent World Bank Ease of Doing Business report, Nigeria ranked 14th in Africa. However, the government's increasing intolerance, coupled with the country's worsening economy, could potentially undo much of the progress made over the years.

A report by Premium Times (2021) states that opposition politicians and civil society organizations have condemned the government's decision to impose the ban. Additionally, several human rights groups have taken legal action against the Nigerian government by filing a lawsuit at the ECOWAS Court.

An interim order prohibited the government and its agents from unlawfully imposing sanctions or taking any actions to harass, intimidate, arrest, or prosecute Twitter, other social media providers, media organizations, radio and TV stations, the plaintiffs, or any Nigerian users of Twitter, until the ECOWAS Court hears and resolves the case. Reports indicate that Nigeria incurred a loss of N247.61 billion within the first 100 days of the ban.

NetBlocks reports that Nigeria has lost approximately \$366.88 million due to the Twitter ban, costing the economy an estimated \$250,600 every hour. With 33 million social media users, 26% of whom are active on Twitter, the ban impacts a significant portion of the population. Nigeria also faces high poverty, unemployment (18.12%), inflation, and corruption, ranked as West Africa's second most corrupt nation. These issues suggest the Twitter ban may worsen the country's economic and social challenges.

### **2.2.3 Reasons for the ban lifting in Nigeria**

After seven month of twitter ban in Nigeria, the federal

government through Abdullahi,, the director general of National Information Technology Development Agency through Guardian news online (January 2022), gave approval to lift the suspension with certain conditions that must be met by company which

includes:

**Nigerian Office In The First Quarter:** Abdullah stated that X plans to establish a legal presence in Nigeria and register with the Corporate Affairs Commission by the first quarter of 2022. He emphasized that this move marks X's initial step in showcasing its long-term commitment to the country.

### **Appointment Of A Country Representative**

A Nigerian government official revealed that Twitter has agreed to appoint a dedicated country representative to engage with Nigerian authorities.

He stated that a Global Public Policy team is available to engage with Twitter via a dedicated communication channel.

### **Compliance With Applicable Tax Obligations**

Twitter is now required to adhere to Nigeria's tax obligations, similar to other legal entities operating in the country, based on the revenue generated from its business activities in Nigeria.

### **Nigeria To Have Access To Manage 'Prohibited' Content**

Abdullahi announced that Twitter has agreed to include Nigeria in its Partner Support and Law Enforcement Portals, providing a direct communication channel for government officials and Twitter staff to address content that violates the platform's community guidelines.

Abdullahi also mentioned that Nigeria's inclusion in the Twitter portal will create a channel for law enforcement agencies to submit reports with legal justification when they suspect content violates Nigerian laws.

## **2.2.4 Implication On Press Freedom**

Press freedom plays a very important role in shaping the information environment and influencing the content shared on social media platforms like X . With press freedom, individuals have the liberty to express diverse opinions, share news, and engage in discussions freely. This freedom can impact the type of content students are exposed to on X, possibly influencing their usage patterns and preferences. Therefore, understanding the implications of press freedom is essential in comprehending the dynamics of X popularity among students at Uniben post-ban lifting.

## **2.4 Review Of Empirical Studies**

Some researchers has conducted different research and studies relevant to the current study.

According to the study conducted by Kulikova et al. (2020), titled “**Twitter Usage Among University Students: A Study of Motivations and Behaviors**” The study explores the reasons university students use X, their usage habits, and the impact on their social and academic lives. This study’s primary objectives are

to investigate the reasons why students makes use of X and to understand how their behaviors on the platform are influenced by these motivations. The study aims to explore the factors that drive students to engage with X, such as seeking information, social interaction, entertainment, or professional networking. Additionally, the research seeks to analyze how these motivations translate into specific behaviors on X, such as posting content, following others, or participating in discussions. The findings of this research in relation to my study provides insights into the behaviors of university students using Twitter.

According to the study conducted by Adewale et al. (2019), titled "**Social Media Adoption and Use Among Nigerian University Students**" This study investigates the adoption and use of social media platforms, including X, among Nigerian university students, highlighting factors influencing their usage. The aims and objectives for the study are to explore how Nigerian university students adopt and utilize social media platforms. The study aims to investigate the patterns of social media adoption among students, examine the impact of social media on their academic performance and social interactions and understand the reasons behind their usage. Additionally, the research seeks to identify the most popular social media platforms among Nigerian university students and analyze the frequency and purposes of their usage. These findings can help provide valuable insights into the social media preferences of Nigerian university students.

According to the study conducted by Chauhan et al. (2018) titled "**Analyzing Twitter Usage Patterns Among Young Adults: A Study of Engagement and Interaction**" This study examines the X usage patterns of young adults, including their engagement, interaction, and content sharing behaviors. The aims and objectives for the study "Analyzing Twitter Usage Patterns Among Young Adults: A Study of Engagement and Interaction" by Chauhan are to investigate how young adults engage with and interact on X. The study aims to analyze the patterns of X usage among young adults, understand the factors that drive their engagement on the platform, and explore the types of interactions they have with others. The research also seeks to examine the impact of these usage patterns on the overall user experience and satisfaction of young adults on X. These research findings can help provide insights into the dynamics of X usage among young adults and how they interact within the platform.

According to the study conducted by Oyewole et al. (2020) titled "**The Impact of Social Media on Student Engagement and Academic Performance: A Study of Nigerian University Students**", This study explores the relationship between social media usage, including X and student engagement and academic performance among Nigerian university students. The aims and objectives for this study are to examine how social media influences student engagement and academic performance among Nigerian university students. The study aims to investigate the relationship between

social media usage and students' levels of engagement with their academic work. Additionally, the research seeks to analyze the impact of social media on students' academic performance, including factors such as time management, information seeking behaviors, and distractions caused by social media. These findings aims to provide insights into the role of social media in shaping student engagement and academic outcomes in Nigerian universities.

## **2.5.Theoretical Framework**

Theoretical framework refers to the structure that supports a research study's theory, including the theory itself and a narrative explaining how it is applied to explore the research problem and its underlying assumptions.

### **2.5.1 Social Cognitive Theory:**

Social Cognitive Theory, developed by Albert Bandura in the 1960s, emphasizes the role of observational learning and social influences in shaping behavior. It asserts that individuals learn through their own experiences as well as by observing others, impacting fields like psychology, education, and communication. According to the theory, people can adopt new behaviors and attitudes by watching others, especially when they observe those behaviors being rewarded or punished. In relation to this study, the theory will be used to examine how students at the University of Benin (Uniben) observe and learn from their peers' experiences with Twitter after the lifting of the ban.

### **2.5.2 Technology Acceptance Model (TAM):**

The Technology Acceptance Model (TAM), developed by Fred Davis in the 1980s, focuses on how users' perceptions of technology's ease of use and usefulness influence their attitudes and intentions to use it, such as with Twitter. In the context of this study, applying the TAM theory can help understand how Uniben students perceive the ease of using Twitter and how they perceive its usefulness after the ban lifting, which can impact the popularity of Twitter among them.to understand how students perceive the ease of use and usefulness of Twitter after the lifting of the ban.

### **Summary Of The Review:**

The review would focus on investigating the factors influencing the popularity of Twitter among students at Uniben after the lifting of the ban. The study aims to explore how students perceive the ease of use and usefulness of Twitter after the ban lifting and how their observations of others' experiences with Twitter influence their own usage. By making use theories like the Technology Acceptance Model and Social

Cognitive Theory, the study seeks to provide in-depth reasons behind the popularity of Twitter among Uniben students following the ban lifting.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **Preamble**

This chapter examines all the different procedures for gathering data and the method adopted for analyzing data for the purpose of this study. This study utilized distinctive methodologies as indicated in the research design, the population study, sampling technique, and sample size. It also includes research instrument, data collection methods, and the approach employed for data analysis.

#### **3.1 Research Design**

Research design can be defined as the methods used in gathering data in the process of conducting Research. For this study, the researcher made use of the Survey research with questionnaire as its instrument. Surveys can be a valuable tool to gather quantitative data on the Twitter usage habits, perceptions and preferences of the students post-ban lifting. By designing a comprehensive survey questionnaire tailored to this research objectives, the researcher can collect valuable insights from a large sample of students at Uniben. This method allowed the researcher to quantify the popularity of X among students and analyze the factors influencing their usage patterns effectively.

#### **3.2 Population Of The Study**

According to Wimmer and Domink (2011, p. 15), population refers to a class of subjects, variables, concepts, or phenomena. A population according to Asika (2002) as cited in Asemah (2012, p. 138) is made up of all conceivable elements, subjects or observations, relating to a particular phenomenon of interest to the researcher.

Asemah, Guybawo, Ekharefo, and Okpanachi (2012, P 149.) described population as the members of any well-defined class of people, events or subjects.

The population of this study will be gotten from the Mass communication Full Time undergraduates of the University of Benin.

#### **3.3 Sample Size**

Ajayi (2009) defines sample size as the process of selecting a portion of the population to generalize findings. For this study, the sample size is 100, determined using Taro Yamane's formula. The formula goes thus:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = Sample size

N = Population size

e = level of significance

error (0.10)

Below is the calculation

$$n = 892 / (1 + 892 \times (0.10)^2)$$

$$n = 892 / (1 + 892 \times 0.01)$$

$$n = 892 / 8.93$$

$$n = 892 / 8.93$$

$$n = 100.$$

### **3.4 Sampling Technique**

As stated by Asemah, Guibawu, Ekharefo, and Okpanachi (2022, p. 134), sampling is the method of choosing a subset from a larger population to serve as a representative sample. It involves the researcher obtaining a sample that accurately reflects the characteristics of the broader population.

In this study, a Multi-sampling technique was employed to gather samples. This method was chosen because the participants were selected through a three-stage process, involving purposive, stratified, and simple sampling techniques.

The first stage of the study involved randomly selecting three faculties—Arts, Education, and Engineering—from the 17 faculties at the University of Benin. In the second stage, 15 departments were chosen from these faculties using purposive sampling, including departments such as Mass Communication, Theatre Arts, and Engineering disciplines.

In the third stage, the researcher employed a simple random sampling technique to select the respondents, ensuring that the process was unbiased and all users had an equal chance of being chosen.

### **3.5 Research Instrument**

According to Obaze and Omosu (2009, P.35) a research instrument is any tool that is used in the collection of data or information from the respondents. To determine the Assessment of the Popularity of X Usage After the Ban Lifting in Nigeria - A Study of Uniben Students, a questionnaire will be used. According to Asemah (2009) a questionnaire is a list of questions designed to elicit information from respondents by filling in the answers in the spaces provided for the purpose. The questionnaire contains structured questions. A questionnaire is a structured list of questions, either printed or written that is used to get information from respondents.

### **3.6 Validity of the Instrument**

Validity can be defined as the extent to which a researcher or test measures what it claims to measure." The aim of this process is to ascertain whether the developed instruments, items or tests aligns with the content of the research Questions. To access the validity of the questionnaire in this study a comprehensive examination of its content was conducted, and align with the research objectives. It will be reviewed, accessed and approved by the Supervisor.

### **3.7 Reliability of the instrument**

Reliability means how consistent and trustworthy a research tool is over time. It shows how well a measurement tool gives consistent and stable results when used multiple times. In this study about Assessing the popularity of X usage after the ban lifting in Nigeria - A case study of Uniben students, the researcher chose a small group from the entire population and used the tool on them. After a pilot study, the questionnaire was found to be consistent.

### **3.8 Method of Data Collection**

The researcher collected the data with the aid of a Questionnaire administered to several respondents using an online user generated link on an online word processor called Google doc.

### **3.9 Method of Data Analysis**

The data collected and collated for this study were analyzed using frequency tables and simple percentage.

## CHAPTER FOUR DATA PRESENTATION AND ANALYSIS

### Preamble

The chapter presents the data collected from the administered questionnaires to the respondents, as well as the discussion of findings. The first section shows the presentation of the demographic data. The second section shows the psychographic data, While the third section discusses the findings of the study based on the research questions.

### 4.1 Data Presentation

**Table 1: Gender Distribution of Respondents**

Gender	Frequency	Percentage
Male	47	47%
Female	53	53%
Total	100	100

**Source : Field Survey, 2024.**

Data on Table 1 show 47(47%) of 100 respondents were males and 53 (53%) were females. This table shows that a greater sample of females which also means that more Females responded to the Questionnaire.

**Table 2: Age Distribution of Respondents**

Age	Frequency	Percentage
15- 20	14	14%
21- 25	56	56%
26- 30	25	25%
31 and above	5	5%
Total	100	100

**Source : Field Survey, 2024.**

Data on Table 2, indicates that 14 (14%) of 100 respondents were within the age bracket of 15-20 , 56 (56%) respondents are within the age bracket of 21-25 , 25 (25%) respondents were between the age of 26-30, 5 (5 %) respondents were within the age bracket of 31 and above.

**Table 3: Religion Distribution Of Respondents**

Religion	Frequency	Percentage
Christianity	76	76%
Islam	22	22%
Traditional	1	1%
Others	1	1%
Total	100	100

**Source: Field Survey, 2024.**

This table shows that 76 (76%) of 100 respondents were christians , 22 (22%) were muslims,1 (1%) was a traditional worshiper and 1 (1%) others.This indicates that a greater sample of Christians responded to the Questionnaire.

**Table 4: Marital Status Distribution Of Respondents**

Marital Status	Frequency	Percentage
Single	90	90%
Married	10	10%
Total	100	100

**Source : Field Survey, 2024.**

Data on Table 1 shows 90 (90%) of 100 respondents were single and 10 (10%) were married. This table shows that a greater sample of Single people responded to the Questionnaire.

**Table 5: Level Of Study Distribution Of Respondents**

Level of Study	Frequency	Percentage
100	0	0
200	6	6%
300	10	10%
400	58	58%
500	26	26%
Total	100	100

**Source : Field Survey, 2024.**

Data on Table 5 indicates that 0 (0%) of the 100 respondent's level of study was 100 , 6 (6%) respondents were 200, 10 (10%) were 300, 58(58%) were 400 and 26 (26%) were 500.

**Table 6:How frequently do you use X (Twitter) since the ban was lifted?**

Response	Frequency	Percentage
Daily	54	54%
Weekly	23	23%
Monthly	7	7%
Rarely	16	16%
Total	100	100

**Source : Field Survey, 2024.**

This Table indicates that 54 (54%) of 100 respondents makes use of X daily , 23 (23%) respondents makes use od X weekly , 7 (7%) Monthly , and 16 (16%) rarely makes use of the app.

**Table 7:What factors influenced your decision to use X (Twitter) after the ban was lifted?**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
The trust in the credibility and reliability of information shared on X (Twitter).	9	9%
The positive experiences or satisfaction derived from using X (Twitter.)	16	16%
The usefulness of X (Twitter) in staying connected with others	12	12%
All of The Above	63	63%
Total	100	100

**Source : Field Survey, 2024.**

This Table indicates that 9 (9%) of 100 respondents indicates that their trust in the credibility and reliability of information shared on X (Twitter) is what influenced their decision to make use of the app post-ban, 16 (16%) indicates that the positive experiences or satisfaction derived from using X is what influenced their decision to make use of the app post-ban, 12 (12%) indicates that the usefulness of X (Twitter) in staying connected with others is what influenced their decision to make use of the app post-ban and 63 (63%) respondents believed that all the options above is what influenced their decision to make use of the app post-ban.

**Table 8: On a scale of 1 to 10, how important is X (Twitter) in your daily life after the ban lifting?**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
1	7	7%
2	3	3%
3	6	6%
4	7	11%
5	5	5%
6	5	5%
7	9	9%
8	11	11%
9	5	5%
10	42	42%
Total	100	100

**Source : Field Survey, 2024.**

This table shows that 42 (42%) respondents picked 10 on the scale which shows that a greater number of respondents finds X very important in their daily lives after the ban lifting.

**Table 9: Have you noticed any changes in your X (Twitter) usage patterns compared to before the ban**

Response	Frequency	Percentage
Yes	50	50%
No	50	50%
Total	100	100

**Source : Field Survey, 2024.**

This table shows that 50 (50%) of 100 respondents have noticed changes in X usage pattern compared to before the ban and 50 (50%) respondents have not noticed any changes.

**Table 10: Do you think X (Twitter) is more popular among Uniben students now compared to before the ban?**

Response	Frequency	Percentage
Yes	57	57%
No	43	43%
Total	100	100

**Source : Field Survey, 2024.**

This table shows that 57 (57%) of 100 respondents indicates that X is more popular among Uniben students now and 43 (43%) thinks otherwise.

**Table 11: What features or aspects of X (Twitter) do you find most appealing after the ban lifting?**

Response	Frequency	Percentage
The ability to freely express opinions and engage in discussions without restrictions.	20	20%
Participating in X (Twitter) chats, polls, and live events for interactive engagement.	8	8%
The ability to access a	10	10%

wider range of information and news updates in real-time.		
All of the above	62	62%
Total	100	100

**Source : Field Survey, 2024.**

This Table indicates that 20 (20%) of 100 respondents finds The ability to freely express opinions and engage in discussions without restrictions more appealing after the ban lifting, 8 (8%) of 100 respondents finds Participating in X (Twitter) chats, polls, and live events for interactive engagement more appealing after the ban lifting, 10 (10%) respondents finds the ability to access a wider range of information and news updates in real-time more appealing and 62 (62%) respondents finds all the options above appealing after the ban lifting.

**Table 12: Have you observed any trends on how Uniben students use X (Twitter) post-ban lifting?**

Response	Frequency	Percentage
Yes	52	52%
No	48	48%
Total	100	100

**Source : Field Survey, 2024.**

This table shows that 52 (52%) of 100 respondents agrees that they have observed trends in how Uniben students use X post-ban and 48 (48%) says otherwise.

**Table 13: Do you believe X (Twitter) plays a significant role in communication and information sharing among Uniben students?**

Response	Frequency	Percentage
Yes	93	93%
No	7	7%
Total	100	100

**Source : Field Survey, 2024.**

This table shows that 93 (93%) of 100 respondents believes that X plays a significant role in communication and information sharing among Uniben students and 7 (7%) of 100 respondents disagreed.

**Table 14: Would you recommend X (Twitter) to your peers based on your experience after the ban was lifted?**

Response	Frequency	Percentage
Yes	95	95%
No	5	5%
Total	100	100

**Source : Field Survey, 2024.**

This table shows that 95 (95%) of 100 respondents Would recommend X to their peers based on their experience after the ban was lifted while 5 (5%) of 100 respondents would not recommend X .

#### **4.2 Discussion of Findings**

This chapter has critically presented and analyzed the data obtained from the copies of questionnaire distributed. It discusses the result obtained from analysis and the interpretation of data gotten from the survey.

##### **Research Question 1:Has the popularity of X among Uniben students changed after the ban was lifted?**

It could be induced from Table 10 that most of the respondents agreed to the fact that X is more popular among uniben students after the ban was lifted. An insightful Analysis drawn from table 10. Given the findings on the table, 57 (57%) of 100 respondents indicates that X is more popular among Uniben students now while 43 (43%) disagrees and gives the opinion that X still have the same popularity among the students after the ban was lifted. This therefore explains that X has gained more popularity among uniben students after the ban was lifted.

##### **Research Question 2: What are the main factors that are influencing the adoption of X among uniben students after the ban lifting?**

The purpose of this research question is to know the main factors influencing the adoption of X among uniben students after the ban lifting . In order to answer this question,the data obtained from table 7. According to the findings in Tables 7, 9 (9%) of 100 respondents indicates that the trust in the credibility and reliability of information shared on X (Twitter) is what influenced their decision to make use of the app after the ban was lifted , 16 (16%) states that the positive experiences or satisfaction derived from using X is what influenced their decision to make use of the app after the ban was lifted , 12 (12%) claims that the usefulness of X (Twitter) in staying connected with others is what influenced their decision to make use of the app post-ban and 63 (63%) respondents believes that all the options above is what

influenced their decision to make use of the app after the ban was lifted. It is therefore evident that majority of uniben students are influenced by these factors.

According to Davis' (1989) Technology Acceptance Model and Venkatesh et al.'s (2003) Unified Theory of Acceptance and Use of Technology, the perceived benefits and value that students attribute to X is what influence the adoption of the app after the ban was lifted. The ease with which students can navigate and utilize X, as emphasized by Davis (1989) and Venkatesh et al. (2003) is what also influenced the adoption of the app after the ban was lifted.

### **Research Question 3: What are uniben student's opinion regarding the role X plays in sharing of information , communication and networking?**

To answer this question the researcher relied on data obtained in Tables 13,11 and 7. According to the findings in Table 13,93 (93%) of 100 respondents believes that X plays a significant role in communication and information sharing among Uniben students while 7 (7%) of 100 respondents disagrees. This data show that majority of uniben students believes that X plays a significant role in sharing of information, communication and networking. Table 11 also indicates that X plays a significant role in passing out information, communication and networking in the sense that 20 (20%) of 100 respondents finds The ability to freely express opinions and engage in discussions without restrictions more appealing , 8 (8%) of 100 respondents finds Participating in X (Twitter) chats, polls, and live events for interactive engagement more appealing , 10 (10%) respondents finds the ability to access a wider range of information and news updates in real-time appealing and 62 (62%) respondents finds all the options above appealing after the ban lifting. Table 7 states that

9 (9%) of 100 respondents indicates that the trust in the credibility and reliability of information shared on X (Twitter) is what influenced their decision to make use of the app , 16 (16%) indicates that the positive experiences or satisfaction derived from using X is what influenced their decision to make use of the, 12 (12%) indicates that the usefulness of X (Twitter) in staying connected with others is what influenced their decision to make use of the app and 63 (63%) respondents believed that all the options above is what influenced their decision to make use of the. All these data above are the opinions or perceptions of uniben students regarding the role of X in sharing information, communication and networking.

According to Castells' (2007) Network Society Theory and Jenkins' (2006) Convergence Culture findings and Theory, X open nature has enabled students to engage in unlimited participation, fostering a sense of community and networking. Students' views on X have shifted, with many now perceiving it as a platform for

socialization, information sharing, and academic purposes, which aligns Junco et al.'s (2011) Student Engagement Theory.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND

### RECOMMENDATIONS.

#### 5.1 Summary

The project aims to investigate how the ban lifting on X has affected Uniben students' use of the platform. The primary objective of this study was to examine the popularity of X among uniben students after the ban was lifted and explore changes in usage frequency of the students. The research was conducted using a survey research method, involving the distribution of Questionnaires to gather opinions from 100 respondents selected from the university of Benin.

Regarding the popularity of X among uniben students, the research shows that:

1. Fifty-seven, 57 (57%) of 100 respondents acknowledged the fact that X is more popular among Uniben students after the ban was lifted.

The research findings also highlighted that 54 (54%) of 100 respondents makes use of X daily which means that majority of uniben students makes use of X daily after the ban was lifted.

#### 5.2 Conclusion

In conclusion, the findings of this study gives an insight on the significant impact of the ban lifting on X usage among Uniben students. The data findings reveals a significant increase in usage frequency, particularly in sharing educational information and engaging with peers. Students positive attitudes towards X after the ban was lifted shows a shift towards making use of the platform for academic and social purposes. These insights shows the evolving role of X in the lives of Uniben students and also emphasize the growth of the platform's popularity as a vital tool for communication and information-sharing.

#### 5.3 Recommendations

With the knowledge derived from the data collection and in line with the research work, the researcher posits the following recommendations.

**Motivate students to share educational resources and engage with peers on X:** By encouraging students to leverage X as a collaborative learning platform by sharing educational resources, such as notes, articles, and study tips, with their peers, it will not only enhance their X experience but also foster a sense of community and teamwork, leading to a more engaging and interactive learning environment. By sharing knowledge and ideas, students can enhance their understanding of academic materials, develop essential skills in communication, collaboration, and critical thinking, create a valuable repository of shared knowledge and resources and build a supportive network of classmates and peers

By promoting this type of engagement, you can help students unlock the full potential of X as a tool for collaborative learning and academic success.

**2. Twitter Policy Development:** By developing guidelines and policies for X usage among Uniben students, it will help ensure responsible behavior and minimizing potential risks on the app. It will also ensure that their interactions align with the university's values and guidelines.

**3. Feedback Mechanism:**

This involves gathering input from students to gain insights into how the ban lifting has impacted their X usage. By seeking feedback, you can better understand students' opinions or perspectives, challenges, and preferences regarding their renewed access to the app.

**5.4 Limitation of the Study**

During the course of carrying out the research, the researcher had issues with respondents who were unwilling to fill the Questionnaire as some saw it as a waste of time and intrusion of their busy schedule.

The researcher overcame this challenges by clearly stating and communicating the purpose of the study and how the respondents inputs could contribute to meaningful outcomes. The researcher also encouraged their participation by providing small incentives, recharge cards which motivated the respondents to engage with the questionnaire, making them feel that their effort was rewarded.

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#### APPENDIX

Department of  
MassCommunication  
University of Benin,  
Benin City,  
February 2024.

Dear Esteemed Respondents,

#### REQUEST TO COMPLETE A QUESTIONNAIRE

My Name is Imazogbonre Joan Ibukunoluwa , I am a Final year undergraduate student of Mass Communication department, University of Benin. I am conducting a research on the “ ASSESSING THE POPULARITY OF X (TWITTER) USAGE AFTER THE BAN LIFTING IN NIGERIA - A STUDY OF UNIBEN STUDENTS

The research is in partial fulfillment of the requirements for the award of Bachelor of Art (B.A) degree in Mass Communication.

Your participation in completing this questionnaire will be highly appreciated ,Your responses will also be kept confidential and used solely for research purposes and your insights will contribute significantly to this study. Thank

you for taking the time to complete this questionnaire and Thanks for your cooperation.

Yours  
Faithfully,

Imazobobre  
Joan  
Ibukunoluwa  
Researcher

## QUESTIONNAIRE

1. Gender: (a) Male (b) Female
2. Age: (a) 15-20 (b) 21-25 (c) 26-30 (d) 31 and above.
3. Religion (a) Christianity (b) Islam (c) Traditional (d) Others
4. Marital Status (a) Single (b) Married
5. Level Of Study (a) 100 (b) 200 (c) 300 (d) 400
6. How frequently do you use X (Twitter) since the ban was lifted? (a) Daily (b) Weekly (c) Monthly (d) Rarely
7. What factors influenced your decision to use X (Twitter) after the ban was lifted? (a) The trust in the credibility and reliability of information shared on X (Twitter). (b) The positive experiences or satisfaction derived from using X (Twitter.) (c) The usefulness of X (Twitter) in staying connected with others (d) All of The Above
8. On a scale of 1 to 10, how important is X (Twitter) in your daily life after the ban lifting?
9. Have you noticed any changes in your X (Twitter) usage patterns compared to before the ban? (a) Yes (b) No
10. Do you think X (Twitter) is more popular among Uniben students now compared to before the ban? (a) Yes (b) No
11. What features or aspects of X (Twitter) do you find most appealing after the ban lifting? (a) The ability to freely express opinions and engage in discussions without restrictions. (b)

Participating in X (Twitter) chats, polls, and live events for interactive engagement. (c) The ability to access a wider range of information and news updates in real-time. (d) All of the above

12. Have you observed any trends in how Uniben students use X (Twitter) post-ban lifting? (a) Yes (b) No

13. Do you believe X (Twitter) plays a significant role in communication and information sharing among Uniben students? (a) Yes (b) No

14. Would you recommend X (Twitter) to your peers based on your experience after the ban was lifted? (a) Yes (b) No