



## Comparative Analysis of Online Advocacy for Good Governance and Actual Political Involvement among Nigerian Youths

Ojo Adakole James

<https://orcid.org/0009-0006-9549-3080>

\*Corresponding author: [jamesojo73@gmail.com](mailto:jamesojo73@gmail.com)

### ABSTRACT

**Background:** Online advocacy for good governance among Nigerian youths has become more pronounced in recent years. However, their offline involvement in the political process, which is crucial to achieving good governance, remains less visible and underexplored.

**Objective:** This study investigated the level of offline political involvement of Nigerian youths advocating for good governance online and the factors discouraging their participation.

**Method:** The study adopted a descriptive survey design. Data was collected from 385 youths across the country on social media via a structured questionnaire, and analysed using quantitative and qualitative methods.

**Results:** Findings show that despite increased online advocacy for governance among the youth, majority do not engage in offline political activities and have poor knowledge of their political leaders.

**Conclusion:** The study concludes that beyond online advocacy for good governance, the youth need to actively engage in offline political activities to drive real reforms in Nigeria.

**Unique contribution:** This study provides new insight into major barriers discouraging the youth from participating in offline political activities. They include fear of violence, lack of interest and distrust in the election body. If these barriers are looked into by relevant stakeholders, there is hope that more youths will get involved in the electoral process offline.

**Key recommendation:** The study recommends urgent reforms to improve security before, during, and after elections to encourage offline participation of youth in political activities and elevate trust in the electoral system in the country. There is also a need for increased enlightenment of Nigerian youths to improve their understanding of their political leaders.

**Keywords:** Good governance, offline political activities, online advocacy, Nigerian youths

### INTRODUCTION

The demand for good governance is a burning issue globally, particularly among the citizens, who are overtly or covertly affected by its presence or the lack of it. The reason is simple: good governance is the engine room of meaningful development in key sectors of any nation. In nations where good governance is lacking, the citizens endure harsh economic realities and struggle for essential things that make life worth living, while institutions lack the required efficiency. Corroborating this, Ogangan and Umma (2019) described good governance as “a powerful key that unlocks the doors of development in any nation” (p.1). They also posited that good governance, when in place in a country, guarantees progress, prosperity and development. Also buttressing this, Mark (2024) contended that the level of development and political stability enjoyed by any country hinges on the “quality of leadership and governance” holding sway in such a nation (p.15).



From the foregoing, it is unsurprising that the yearnings for good governance have attained a crescendo in recent years, especially in developing countries like Nigeria. Since the country's independence on October 1, 1960, a widely-held opinion among Nigerians is that the country's major challenge is the lack of good governance. Heavily blessed with mineral and human resources, the country's development, to the dismay of many, has been at a snail's pace, as health, education, security, infrastructure, and others remain in a shambolic state while major institutions are not operating at optimal capacities. Reflecting on this, Yerima (2021) quipped that "it is logically unbelievable" that good governance remained elusive in Nigeria despite the country's years-long independence from the colonial masters (p. 2450).

This sad reality has resulted in increased online activism to demand good governance, led by the country's youth in recent decades. Generally known for their vibrancy, the youth in Nigeria have leveraged the potential of the digital media to drive advocacy for reforms in key sectors. From the #LazyNigerianYouth and #EndSARS hashtags to the #NotTooYoungToRun movement, the youth in Nigeria have capitalised on social media to register their disapproval (Oladoyin et al., 2024). Cooper (2023) attributed the rise of online activism to the amalgamation of the digital landscape and political sphere. Akeusola (2023), who analysed the 2023 elections in Nigeria, also reflected on the growing political consciousness among the youth online. The scholar posited that the youth are increasingly leveraging "digital platforms to organise campaigns, share information, and engage in discussions about pressing societal issues" (p.8).

Several studies have explored the agitations for good governance through the use of social media platforms. However, none has comparatively measured whether such online advocacy for good governance translates into actual offline political participation in Nigeria. Adopting a unique approach, this study attempts to fill this lacuna as active youth involvement -- both online and offline -- is sine qua non to national development. Chidozie and Newo (2024) posited that countries where the youth are not actively involved in the political and nation-building process are likely to witness stunted national development. Wachikma (2018) pointed out that there is a need to balance online and offline activism/advocacy, adding that over-reliance on social media does not always bring about the desired results. Gladwell (2010) argued that online activism often falls short, describing it as "small change." In contrast, he characterised traditional activism as "high-risk activism" due to the deep personal connections and significant sacrifices involved. Wachikma (2018) opined that the major limitation of digital activism is its "low effort action". Therefore, it is imperative to comparatively measure the online and offline political involvement of youth advocating good governance in Nigeria.



## **RESEARCH QUESTIONS**

The researcher made efforts to answer the following questions:

1. How frequently do Nigerian youths use social media (online) to demand good governance in the country?
2. What is the level of offline political involvement of Nigerian youths advocating for good governance?
3. Is there any relationship between online advocacy for good governance and offline political participation among youth in Nigeria?
4. What are the factors driving offline political participation of youth in Nigeria?
5. What are the factors discouraging offline political participation of youth in Nigeria?

## **LITERATURE REVIEW**

### **Youth Political Involvement in Nigeria**

For decades, youths have remained at the centre of conversations that have to do with engineering good governance and sustainable development in Nigeria. This is not unconnected to the country's young population, which is considered a significant potential for meaningful change if well harnessed. Several scholars have documented the youth population in the country and its economic potential. Amzat and Abdullahi (2016) opined that the large youth population in Nigeria represents a major asset for "socio-political transformation" (p.2).

While this realisation remains a consensus among scholars, the level of youth participation and political involvement in Nigeria has remained a subject of interest, and often a concern. For the purpose of this research, political involvement or participation refers to youth engagement in political activities and processes that promote good governance and foster transparency as well as accountability in leadership. These include, but are not limited to, voting, campaigning, participating in protests or demonstrations, taking part in petitions around policies and governance, engaging in political discussions (online and offline), contesting for political offices, being a part of political groups or movements and engaging elected public officials to bring about meaningful change in the polity. In the context of nation-building, Kitanova (2020) itemised major forms of youth participation to include economic participation, cultural participation, social participation, and political participation.

Historically, youths in Nigeria were famed for their active participation in politics and nation-building. Even without access to advanced technology, they formed an integral part of the nationalist struggle that culminated in Nigeria's independence from the British colonial masters in 1960. Amzat and Abdullahi (2016) observed that the establishment of the Lagos Youth Movement (LYM), led by young and visionary Nigerians, and renamed the Nigerian Youth Movement (NYM) in 1936, pioneered the emergence of other political parties, including the National Council of Nigeria and the Cameroons (NCNC) in 1944, Action Group (AG) in 1950, National Element Progressive Union (NEPU) in 1950, and the Northern People's Congress (NPC) in 1951.



Analysing the critical roles of the youth in Nigeria's history, Umar and Danjuma (2008) pointed out that Nigeria's independence was made possible by young nationalists. The scholars added that the majority of the pre-independence political parties were offshoots of previous youth movements led by Anthony Enahoro, Nnamdi Azikwe, Obafemi Awolowo, Tafawa Balewa, Ahmadu Bello, among others. Onoge (2004) explained that the youth-led nationalists of the time "popularised anti-imperialist consciousness" through the NYM, the Zikist Movement, and the West African Students' Union (WASU). Though relatively young at the time, they stood tall in their fight against colonialism and quest for Nigeria's independence. Buttressing this, Amzat and Abdullahi (2016) said the late Anthony Enahoro was below 30 when he moved the motion for Nigeria's independence in 1953.

In the post-independence era, the youth also remained a vibrant force and inspired radical reforms. At just 29, Major Chukwuma Kaduna Nzeogwu led the first coup d'état in Nigeria on January 15, 1966. General Yakubu Gowon, also a youth at the time, oversaw a major part of Nigeria's history. As the head of state, he resisted attempts by the eastern region in the country to secede via a bloody three-year war that lasted from 1967 to 1970. Ex-president Olusegun Obasanjo and Gen. Murtala Muhammed were also in their thirties when they held the highest offices in the country.

Although Nigeria has a rich history of youth political participation in the past, there has been a gradual shift in the level of involvement in the political process and national development among youth in the country in recent decades. Unlike in the pre-independence and immediate post-independence era, many youth have relegated themselves from the front to the back seat in Nigeria's socio-political reality. According to Umar and Danjuma (2008) and Bolaji (2008), youth participation in Nigeria started nosediving in the Second Republic. They noted that in the Second Republic, the youth were relegated to "youth wings" of political parties (Umar and Danjuma, 2006, p.6). Amzat and Abdullahi (2016) added that after the Second Republic collapsed, some youth metamorphosed into willing tools in the hands of the political class to advance their self-interests.

In their work, Ogundiya & Baba (2005) and John et al. (2007) submitted that youth in the country have become an instrument for perpetuating violence during political campaigns and elections since 1999. Nweke (2005) linked the involvement of youth in such ignoble acts to a lack of trust in Nigeria's political and democratic system as a result of years-long failure by the political class. From being heroes of Nigeria's independence, the youth are gradually becoming "the most disturbing threat to democratic stability" (Amzat and Abdullahi, 2016, p.127). The authors go on to state that "...the history of youth involvement in Nigerian politics is that of gradual dissipation: it is a gradual movement from the forefront to the backstage of politics. This is perpetuated by elite circulation of power" (p.128).

On his part, Atime (2020) stated that "institutional and mundane challenges" have largely constrained Nigerian youths' chances in the country's political landscape. Meanwhile, in spite of these challenges, the youth, in recent times, are renewing their demand for good governance in Nigeria, particularly on social media. Reflecting on this, Felix and Newo (2024) stated that "social media has now become an instrumental tool for youth participation in Nigeria"



(p.11077). Buttressing this, Akeusola (2023) opined that social media have become the go-to platform for the youth to make their political views known, demand accountability and advocate for change. With rising advocacy for good governance online among youth in Nigeria in recent times, it is imperative to measure their actual involvement in the political process offline.

## **EMPIRICAL REVIEW**

In recent decades, good governance as a concept has attracted the attention of scholars, particularly in the context of Nigeria's reality. Researchers, concerned by the situation of things in Nigeria, have explored various aspects of the topic, ranging from the challenges hindering its manifestation in the country to plausible recommendations capable of turning the situation around. In their work, "Good Governance and National Development in Nigeria: Challenges and Prospects", Momoh, Okoye, Eze, and Sankey (2025) noted that while good governance is integral to national development, its absence in the country was due to several factors, including corruption and institutional inefficiency. To fix the outlined challenges, the scholars recommended, among others, anti-corruption mechanisms, development through public-private partnerships, reforming electoral processes, and promoting inclusivity to address regional disparities. In her study, "Navigating Governance Challenges in Nigeria: Lessons, Impacts, and Paradigms", Favour (2024) called for "urgent transformative changes, ethical leadership, and strengthened institutions" to achieve sustainable development and inclusive governance in Nigeria.

While researchers continue to explore good governance and its elusiveness in Nigeria, another area of interest is the level of political involvement of youth in Nigeria. Scholars are united in the fact that youth are integral to sustainable development and the attainment of good governance across nations globally. Akinyetun (2021) confirmed this in his study, "Youth Political Participation, Good Governance and Social Inclusion in Nigeria," which found that "there is a significant positive relationship between youth political participation and good governance in Nigeria". In other words, the higher the more youth participate in politics, the better the chances of Nigeria achieving good governance.

In spite of this, the level of youth engagement in the political process in Nigeria has been a concern for stakeholders. Chidozie and Newo (2024) in their study, "Youth Participation and Nation-Building in Nigeria, noted that while the youth have been involved in nation-building efforts since independence, there is a disconnect between youth engagement efforts made by the state and the actual youth engagement. Atime (2020) juxtaposed the level of youth involvement in the country in his study "The Place of the Youths in Nigeria's Democratic Leadership, 1999 - 2019". Findings of the study showed that the youth's political involvement in terms of holding political offices in Nigeria since 1999 is marginal. The researcher, in his recommendation, advocated a talent-infused leadership approach devoid of age discrimination to drive youth participation in the country.

To address this, attention is drifting towards how social media can be leveraged to bring about active youth participation in the political process in Nigeria. Chidozie and Newo (2024) said social media can be leveraged as a tool to engage the youth actively. Akeusola (2023), in her



study “Online Activism and Political Knowledge among Nigerian Youth during the 2023 Elections: Analyzing the Role of Online Information Sources”, investigated the nexus between online activism, political knowledge, and the mediating influence of diverse online information sources among Nigerian youth during the 2023 elections.

Findings from the study showed a “significant positive correlation between engagement in online activism and political knowledge, substantiating the hypothesis that active participation in digital advocacy activities enhances political awareness among Nigerian youths” (p.1). The research also established that online platforms shaped the political knowledge of Nigerian youths during the 2023 elections.

Abideen (2024) also did a study on “Restless Development Civic-Tech Tools And Youths' Participation In Nigeria Elections”. The study found that “85.7% of Nigerian youths are inclined towards participating in electoral engagement, with 63.9% relying on civic tech tools for political participation”. The study also showed that civic technology influenced “voting decisions among respondents, highlighting its potential to shape electoral outcomes and foster political awareness” (p.3).

From the literature reviewed, it was established that social media has strengthened online advocacy for good governance. However, a gap exists in terms of whether such digital activism/online advocacy for good governance translates into actual/offline political participation in Nigeria. This study aims to bridge this knowledge gap.

## **THEORETICAL FRAMEWORK**

This study is anchored in Slacktivism Theory and Digital Public Sphere Theory to examine the relationship between online advocacy and political participation among Nigerian youths. Slacktivism explains low-effort online actions such as liking, sharing, and hashtag activism that raise awareness but may not translate into meaningful offline political engagement (Morozov, 2009; Gladwell, 2010).

Digital Public Sphere Theory extends Habermas’s concept of the public sphere to online platforms, viewing social media as spaces for political discourse and mobilisation, particularly among youths in Nigeria. Together, these frameworks help interrogate whether online political engagement results in active participation in formal political processes.

## **METHODOLOGY**

This study adopted descriptive survey design due to its suitability for the subject of interrogation. The population of study consists of youth in Nigeria. The National Youth Policy (2019-2023) defines a youth as someone between the ages of 15-29 (p.3). In its 2022 data on Nigeria’s projected population by age group and sex, the latest available as of the time of this report, the National Bureau of Statistics (NBS) said there were 56,633,445 youth in the country. However, considering that 18 is the constitutionally recognised voting age in Nigeria, the researcher calculated the total population of individuals between the ages of 18 and 29, which resulted in 42,871,518.



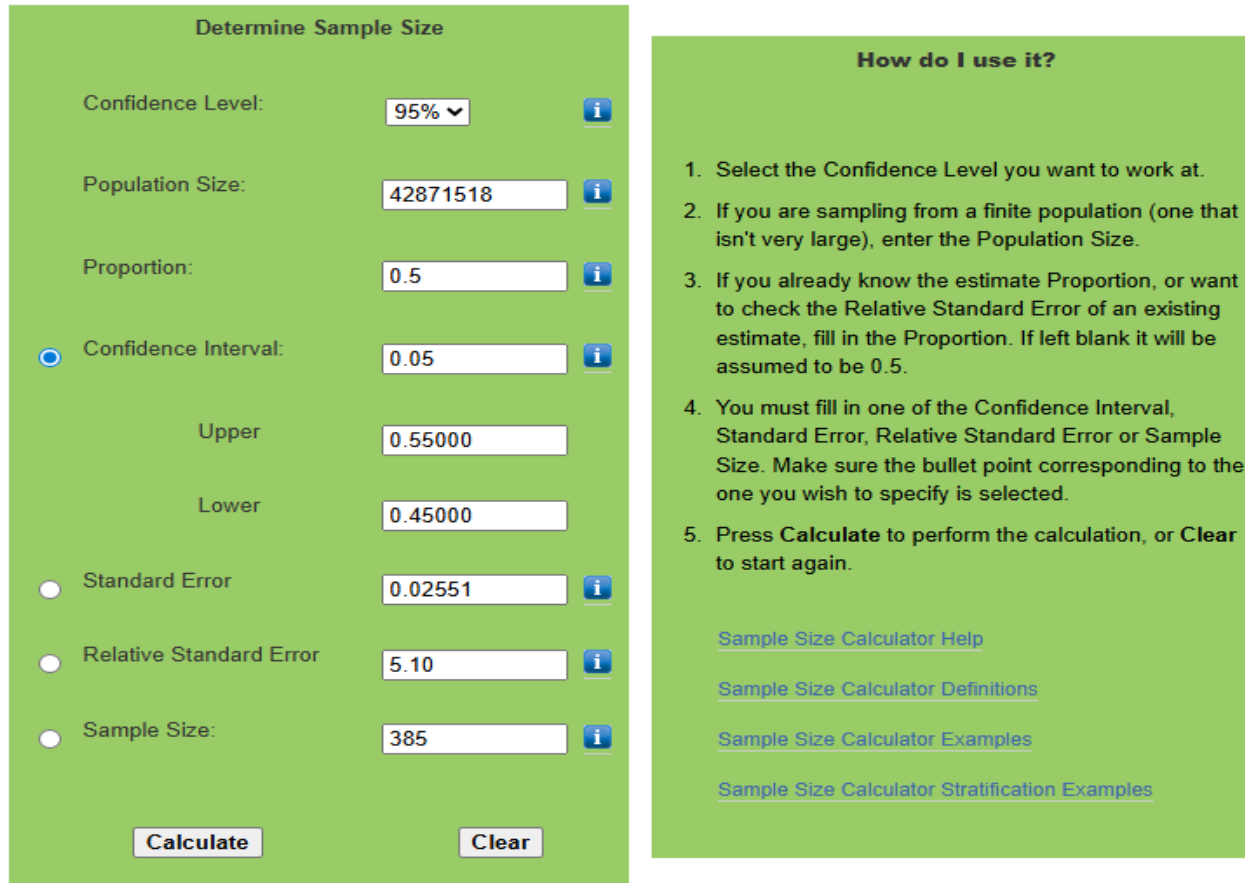
**Table 1: Nigeria projected population by single age 0-80+, male and female, Nigeria (2018-2022)**

Age	Male	Female	Total
18	2,072,123	2,007,155	4,079,278
19	2,043,485	1,976,676	4,020,161
20	2,022,032	1,954,881	3,976,913
21	2,003,669	1,903,685	3,907,354
22	1,949,780	1,842,823	3,792,603
23	1,892,689	1,778,825	3,671,514
24	1,832,903	1,712,211	3,545,114
25	1,771,244	1,644,379	3,415,623
26	1,708,995	1,577,767	3,286,762
27	1,648,087	1,515,865	3,163,952
28	1,590,749	1,462,591	3,053,340
29	1,538,379	1,420,525	2,958,904
<b>Total</b>			<b>42,871,518</b>

**Source: NBS**

Due to the impossibility of sampling the entire study population, the researcher adopted the Australian Sample Size Calculator to determine the sample size for the study. To achieve this, the researcher imputed the population of the study on the website at a confidence interval of 0.05. Using the results from the exercise, a sample size of 385 at a 95% confidence level was used for the study.

**Figure 1: Sample size**



The image shows a web-based calculator for determining sample size. The interface is divided into two main sections: 'Determine Sample Size' and 'How do I use it?'. The 'Determine Sample Size' section contains several input fields and radio buttons. The 'Confidence Level' is set to 95%. The 'Population Size' is 42871518. The 'Proportion' is 0.5. The 'Confidence Interval' section is selected with a radio button, and its 'Upper' and 'Lower' values are 0.55000 and 0.45000, respectively. Other options include 'Standard Error' (0.02551), 'Relative Standard Error' (5.10), and 'Sample Size' (385). There are 'Calculate' and 'Clear' buttons at the bottom. The 'How do I use it?' section provides five numbered instructions on how to use the calculator, including selecting the confidence level, entering population size, and choosing the appropriate metric for the confidence interval. It also includes links for 'Sample Size Calculator Help', 'Sample Size Calculator Definitions', 'Sample Size Calculator Examples', and 'Sample Size Calculator Stratification Examples'.

Photo: <https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Sample+Size+Calculator>

The questionnaire was used as a data collection instrument for this study. It was divided into two sections, A and B, respectively, to get demographic and psychographic data from the respondents. The study used closed-ended questions and a 5-point Likert scale, where 1 signifies “strongly disagree”, and 5 signifies “strongly agree” to ensure uniformity in analysing the responses of respondents. The researcher developed the questionnaire using Google Forms and consequently shared the link via social media platforms such as Twitter, Facebook, and WhatsApp. Akeusola (2023) described the online survey approach as efficient because of its “cost-effectiveness, wide accessibility, and capability of real-time data collection” (p.12). Using the purposive sampling technique, youth between the ages of 18 and 29 years were targeted. The researcher also used the snowball sampling to ensure seamless distribution of the questionnaire link to more participants with the desired characteristics. Using this method, the researcher shared the links with a few people online and encouraged them to circulate with their network, provided they met the research criteria. The data collected was presented and analysed using the quantitative and qualitative (which is largely descriptive) methods.

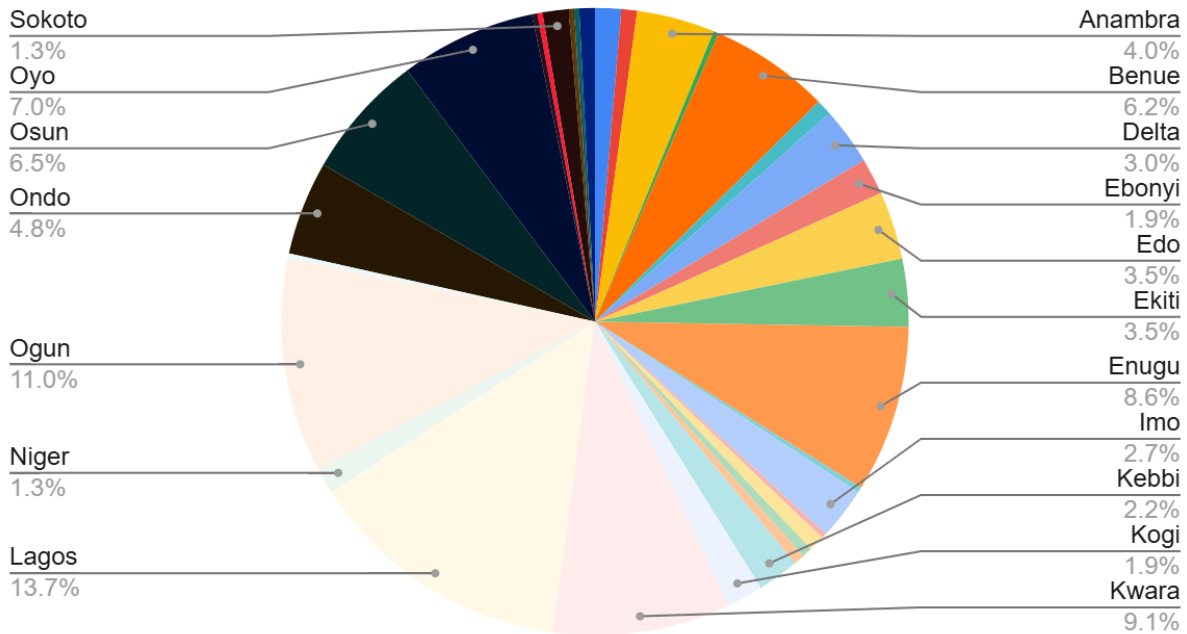


## RESULT

The findings of this report were presented with utmost accuracy. The raw data were translated into percentages to enable the researchers to draw reasonable conclusions based on the information gathered. In line with the sample size of this study, 385 respondents were engaged for the questionnaire. However, 12 respondents did not properly fill out the questionnaire. This meant the researcher analysed 373 valid responses.

**Figure 2: Pie chart showing breakdown of respondents' state of origin**

### Respondents' State of origin



The above showed the majority of the respondents were from Lagos.



**Figure 3: Chart showing respondents' state of residence**

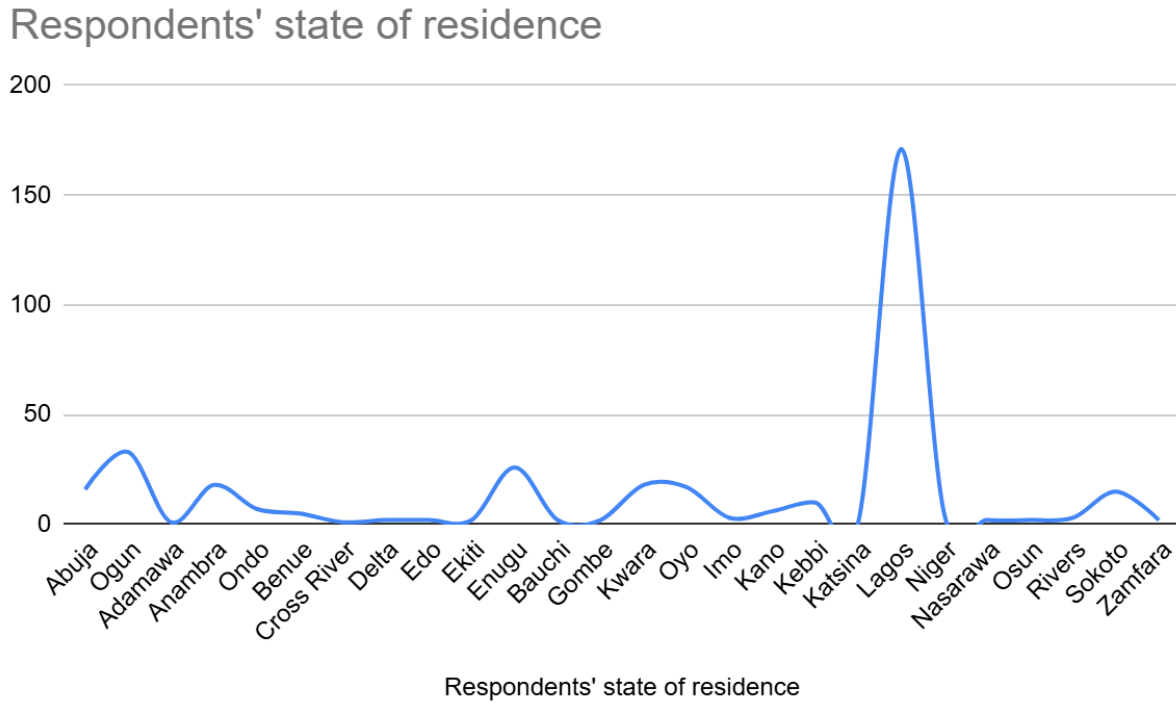
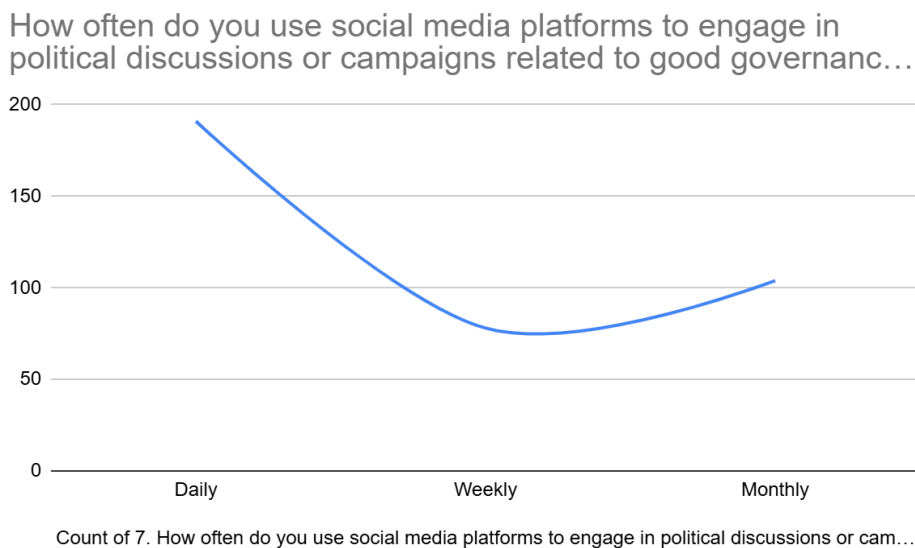


Figure 3 showed most of the respondents were based in Lagos.

**Figure 4: Graphical representation of how often respondents use social media for political discussions around good governance online**





The above figure showed that the majority of the youths use social media for political discussions related to good governance on a daily basis.

**Figure 5: Chart showing respondents' knowledge of their current councillor or ward representative in their state of residence.**

I know the name of my current councilor or ward representative. [State of residence]





Figure 6: Chart showing respondents' knowledge of their current councillor or ward representative in their state of origin.

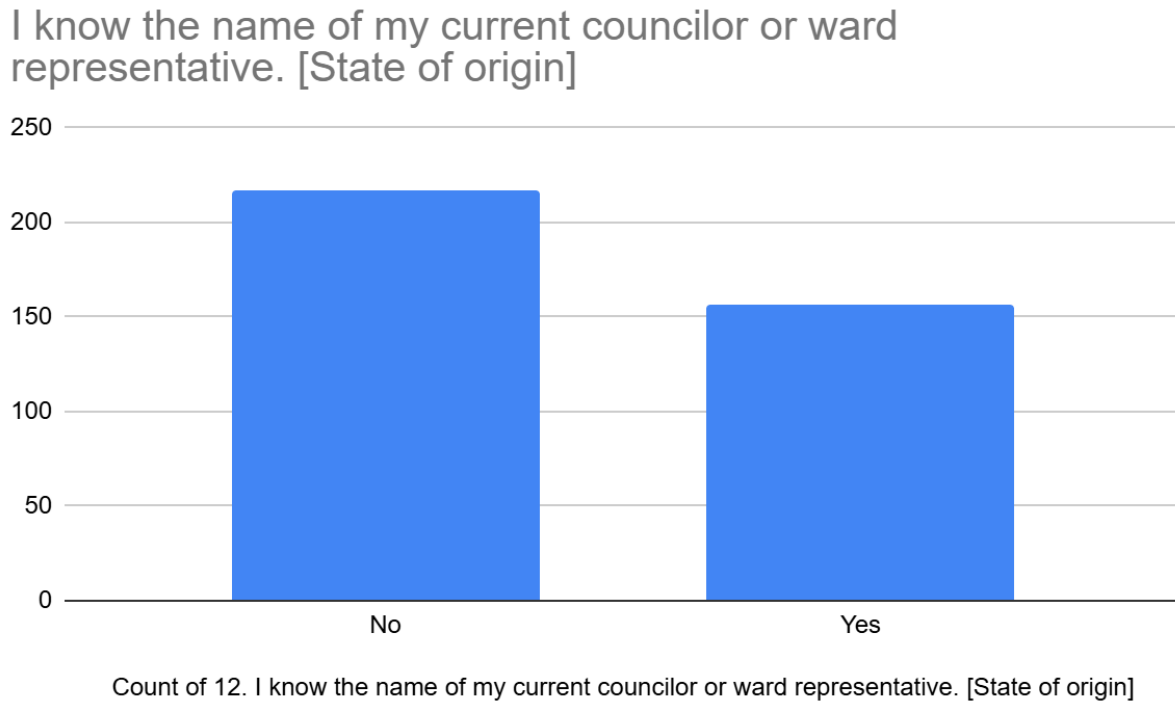
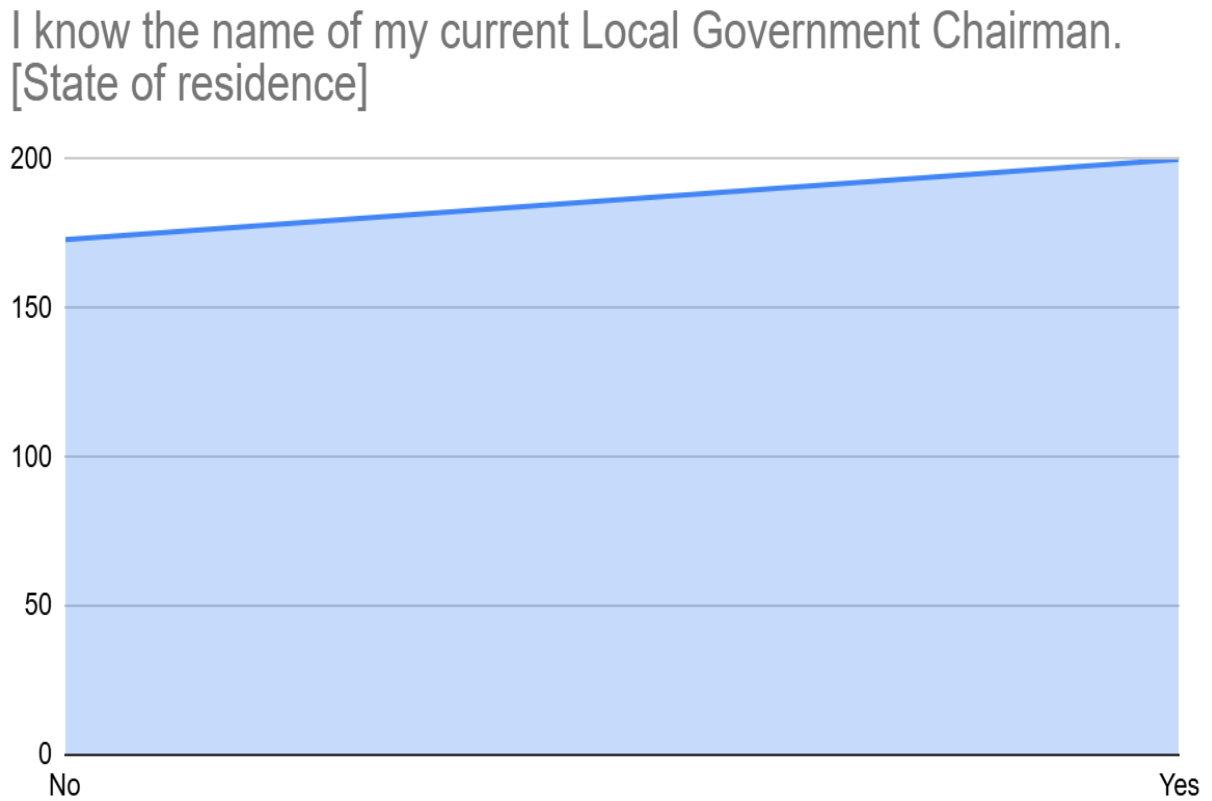




Figure 7: Graph showing respondents' knowledge of their LG chairman (state of residence)



Count of 13. I know the name of my current Local Government Chairman. [State of residence]



Figure 8: Graph showing respondents' knowledge of their LG chairman (state of origin)

I know the name of my current Local Government Chairman.  
[State of origin]

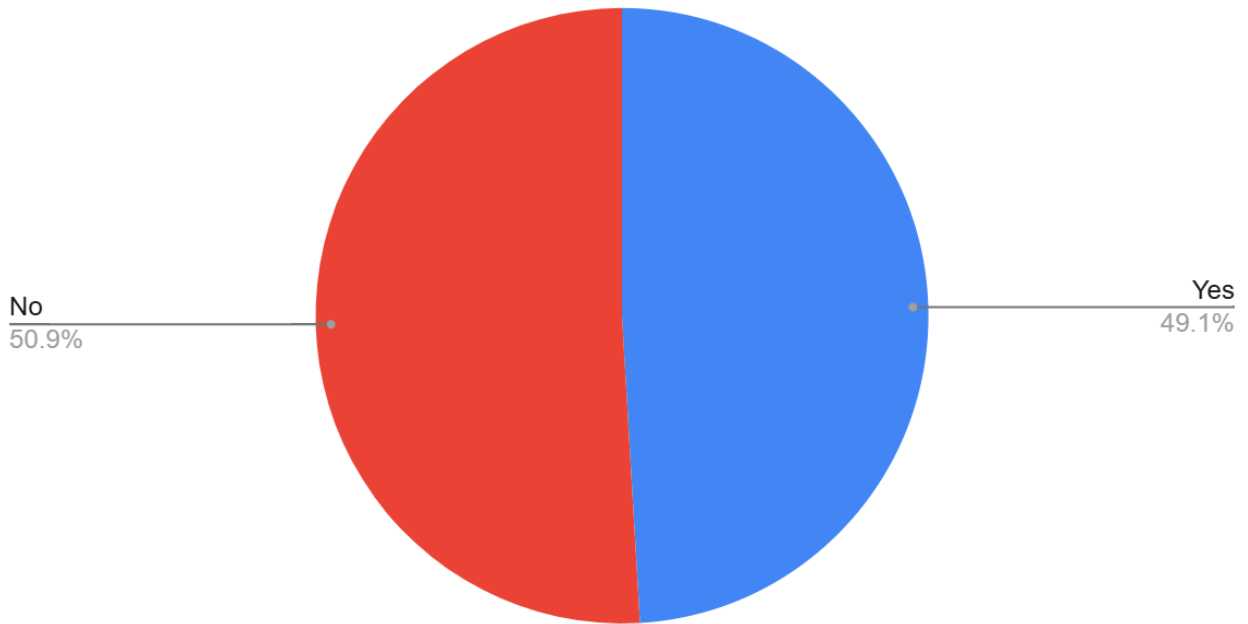




Figure 9: Graphical representation of respondents' knowledge of governors in their state of residence

### I know the name of my State Governor [State of residence]

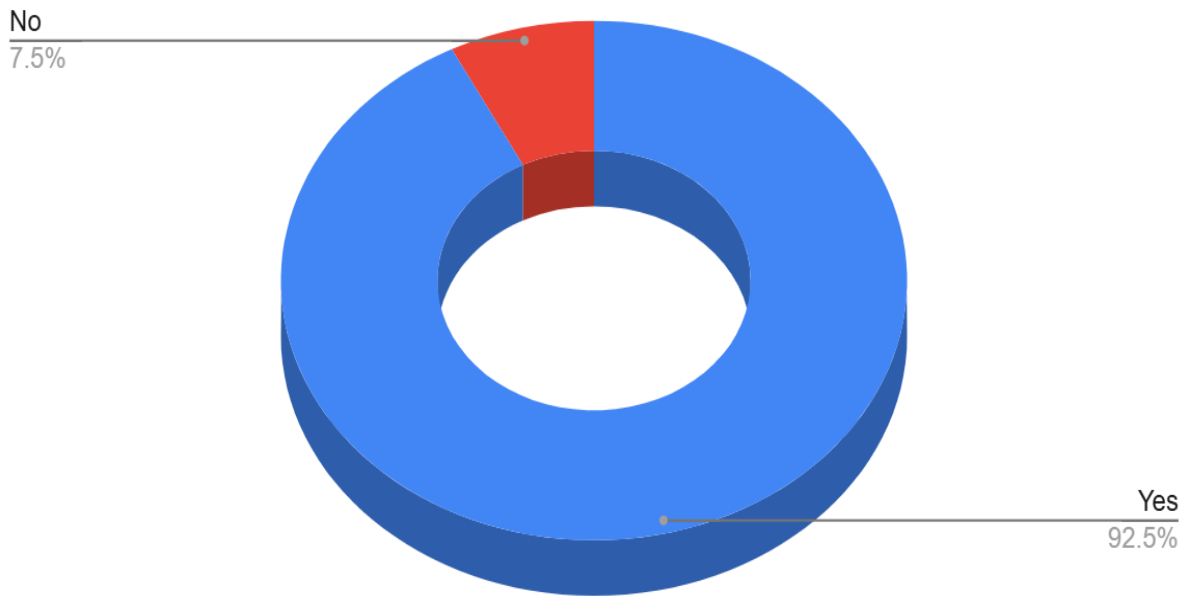




Figure 10: Graphical representation of respondents' knowledge of governors in their state of origin

I know the name of my State Governor [State of origin]

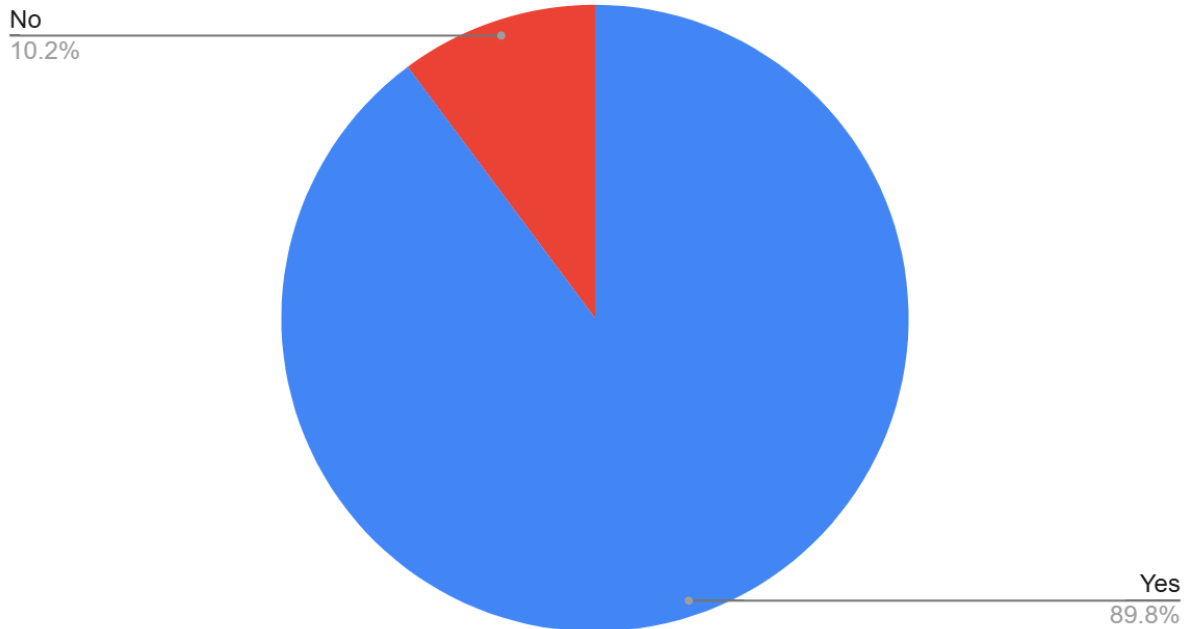
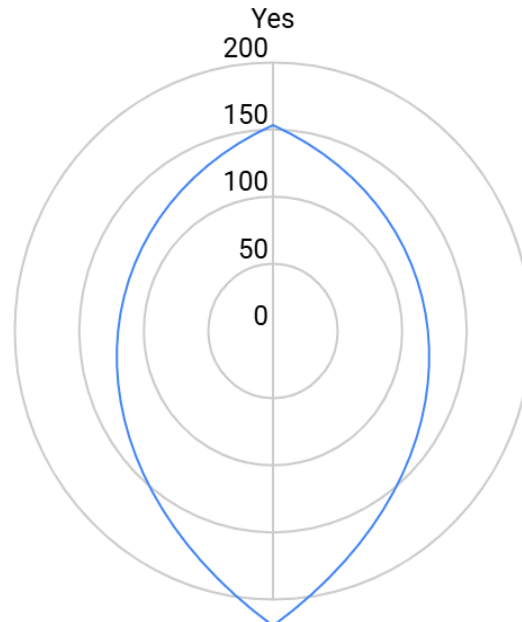




Figure 11: Graphical representation of respondents' knowledge of their house of assembly representatives (state of residence)

I know the name of State Assembly member(s) representing my constituency. [State of residence]

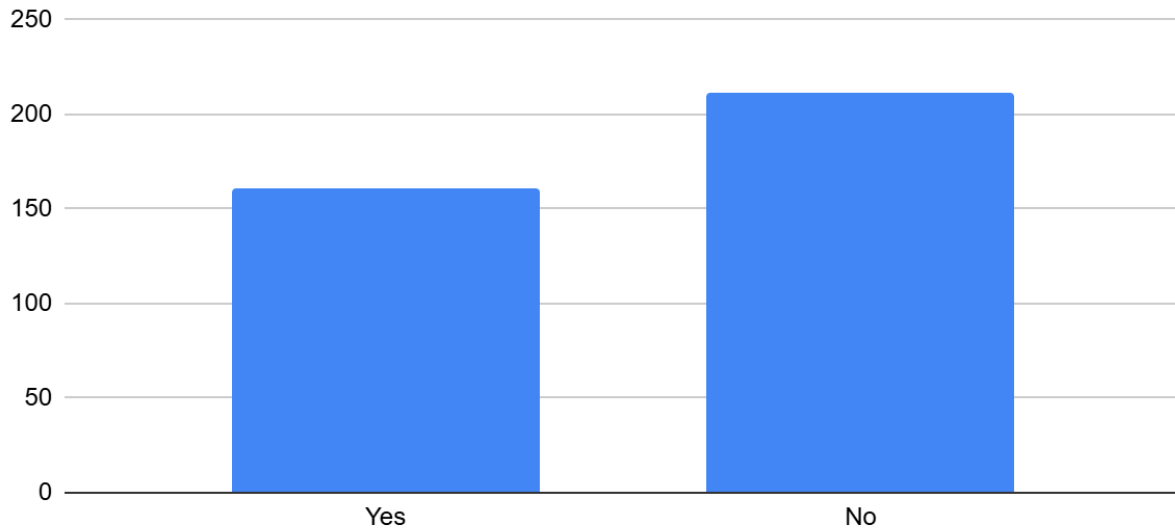


Count of 15. I know the name of State Assembly member(s) representing my constituency. [State of resi...]



Figure 12: Figure 11: Graphical representation of respondents' knowledge of their house of assembly representatives (state of origin)

I know the name of State Assembly member(s) representing my constituency. [State of origin]



Count of 15. I know the name of State Assembly member(s) representing my constituency. [State o...



Figure 13: Graphical representation of respondents' knowledge of members representing them at the Federal House of Representatives (state of residence)

I know the name of the Federal House of Representatives member (s) representing my federal constituency. [State of re...

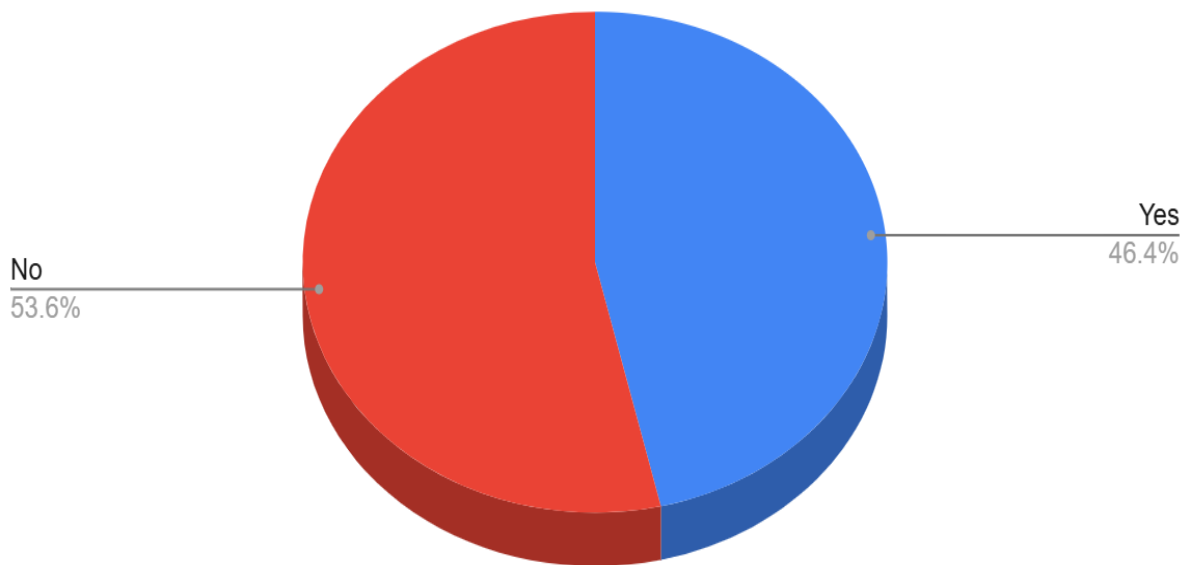




Figure 14: Graphical representation of respondents' knowledge of members representing them at the Federal House of Representatives (state of origin)

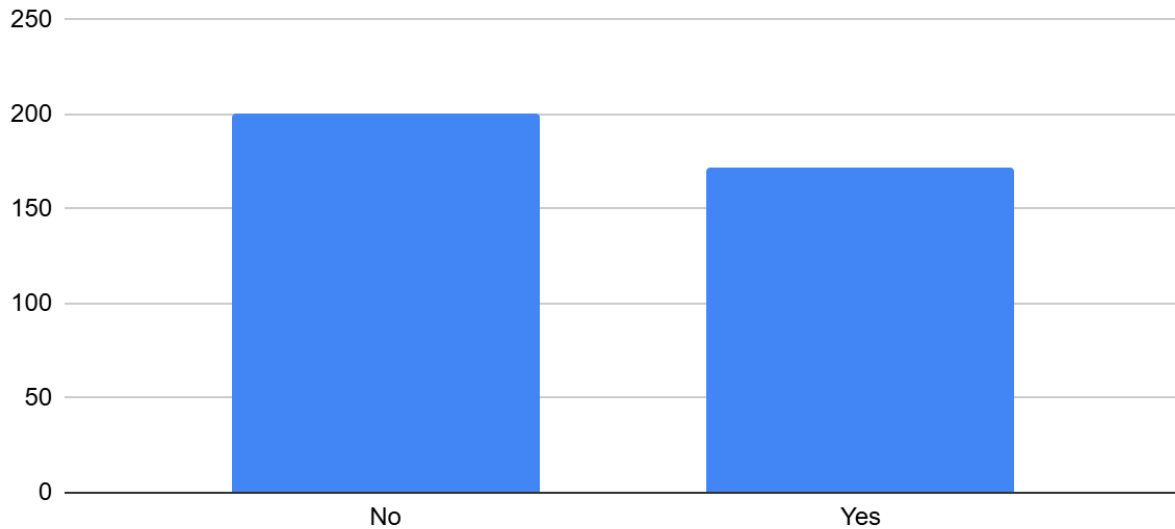
I know the name of the Federal House of Representatives member (s) representing my federal constituency. [State of or...





Figure 15: Graphical representation of respondents' knowledge of senator representing them at the senate (state of origin)

I know the name of the Senator representing my senatorial zone. [State of origin]



Count of 17. I know the name of the Senator representing my senatorial zone. [State of origin]

**Figure 16: Graphical representation of respondents' knowledge of members representing them at the senate (state of residence)**

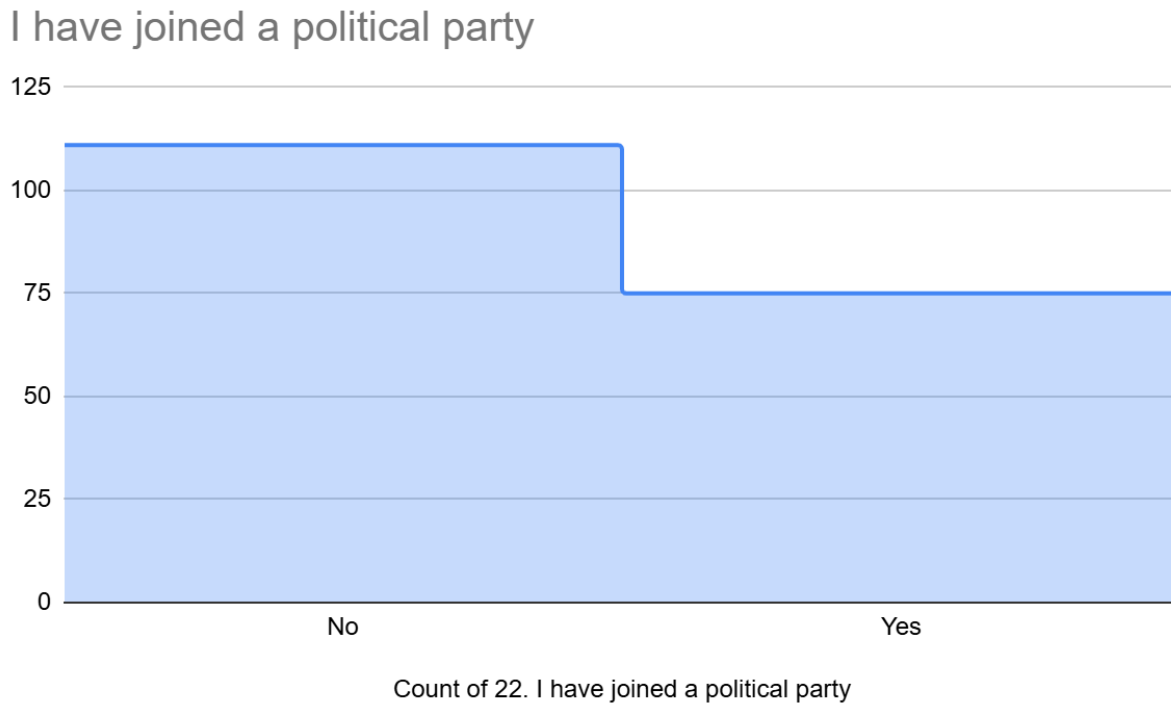
I know the name of the Senator representing my senatorial zone. [State of residence]



Figure 5 to 16 showed that majority of the respondents did not know their political leaders, except governors in their states of origin and residences. Most of the respondents also demonstrated good knowledge of their local government chairman in their states of residence.



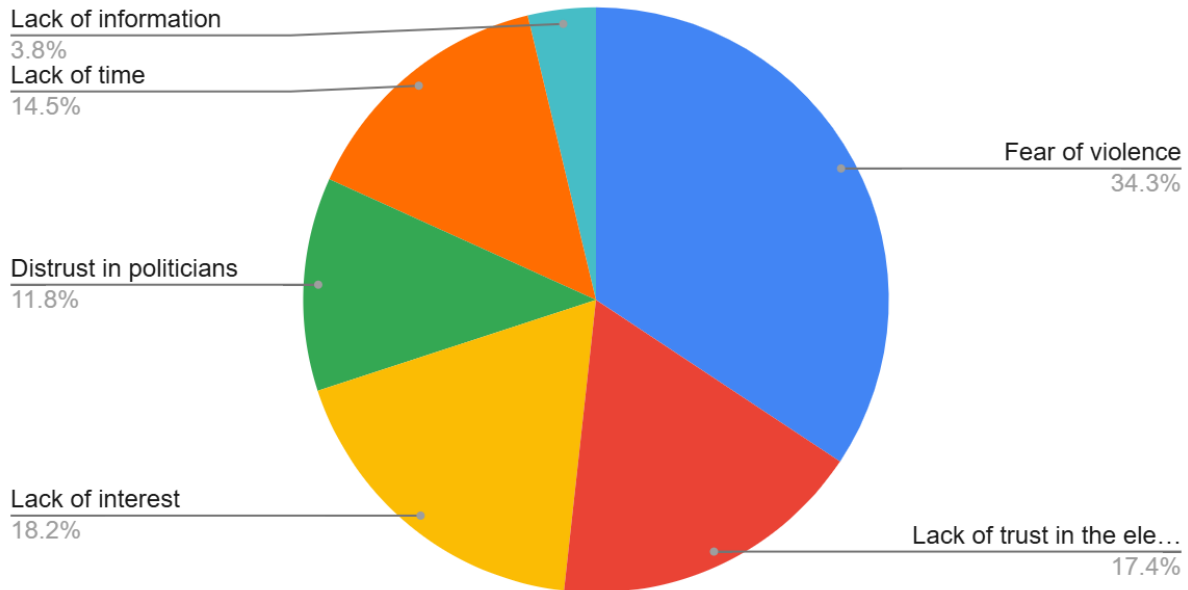
**Figure 17: Graphical representation of respondents who have joined a political party**



The above figure showed that the majority of the respondents are yet to join a political party.

**Figure 18: Graph showing factors hindering youth participation in offline political activities**

Count of 30. Which of the following prevents you from participating in offline political activities?



The above showed fear of violence as the major barrier preventing youth participation in offline political activities.



**Figure 19: Graphical representation of how safe respondents feel participating in political activities in their areas**

How safe do you feel participating in political activities in your area?

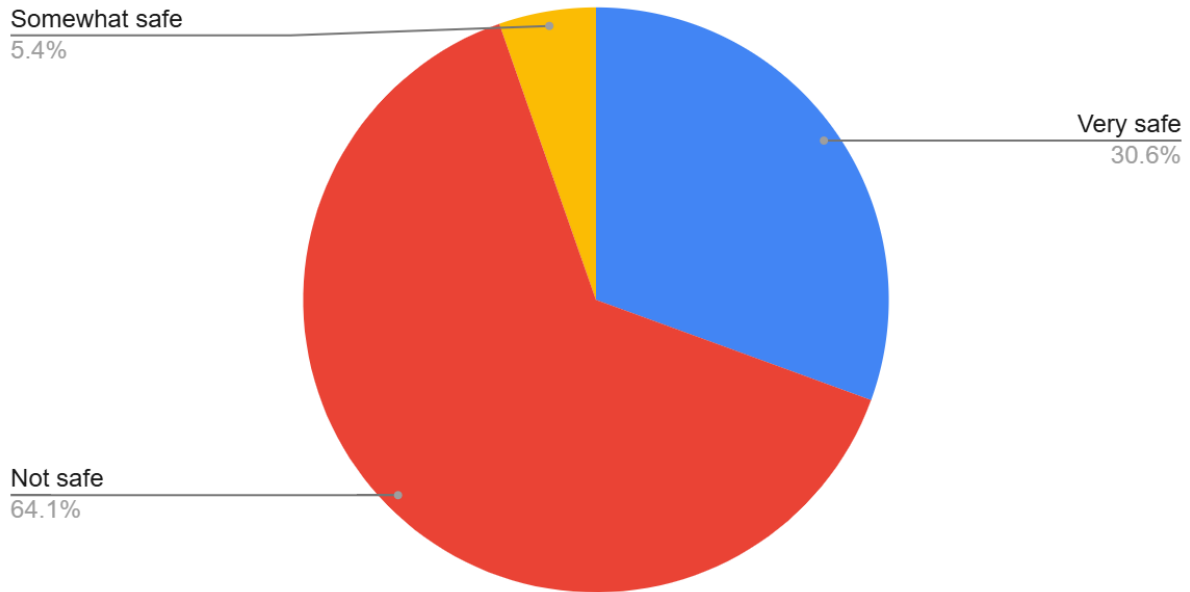
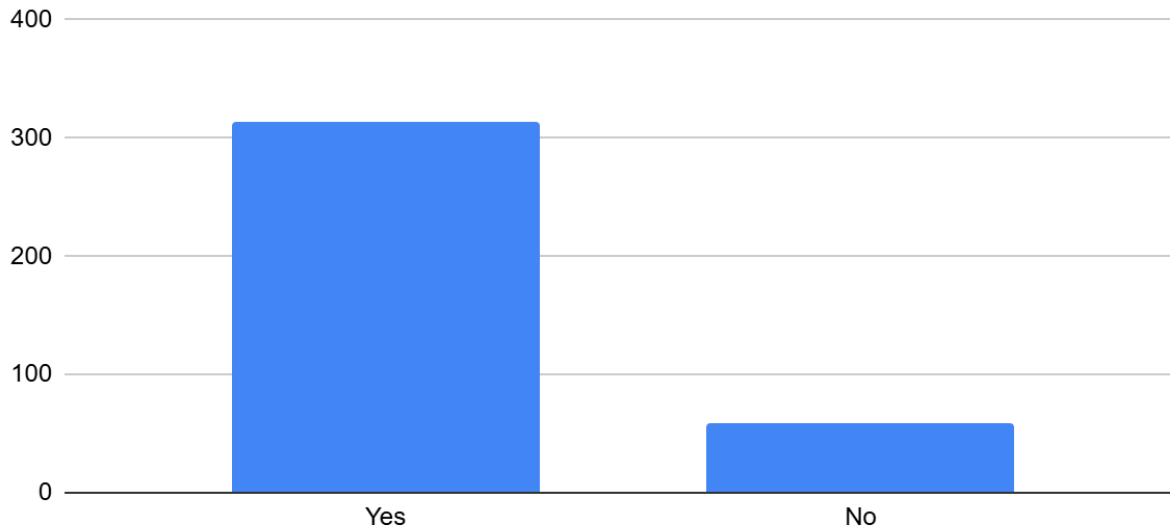


Figure 19 showed that majority of the youth feel unsafe participating in offline political activities.

**Figure 20: Graphical representation showing respondents' willingness to participate in offline political activities**

Do you intend to be more active in offline political participation in the next election cycle if this is addressed?



Count of 34. Do you intend to be more active in offline political participation in the next election cycl...

From the above, majority of the respondents indicated interest in participating in next election cycle if their concerns are addressed.

## DISCUSSION

Findings showed that most respondents were aged 18–20 years (38.3%), predominantly male (49.6%), Bachelor's degree holders (50.7%), and largely students (58.2%), with most residing in Lagos State (13.7%). Nigerian youths actively engaged in online political discussions on good governance, with over half (51.2%) doing so daily, mainly on WhatsApp, followed by Facebook and X. The most common online activities were commenting on political discussions (36.2%) and sharing governance-related posts, driven by the belief that social media campaigns can promote good governance, a view strongly held by 43.6% of respondents.

Despite high online engagement, findings revealed significant gaps in political knowledge and offline participation. Most youths were unfamiliar with their representatives at the ward, state assembly, and federal legislative levels, though a large majority knew their governors in both states of residence (92.5%) and origin (89.8%). Offline political participation was generally low, as over half (50.1%) had never voted, protested, or attended political rallies. Among those who



had participated offline, engagement was irregular, with most doing so only occasionally, while the majority had not joined political parties or attended political training.

Nonetheless, positive indicators emerged. Most youths who had participated offline possessed PVCs, had attended rallies or protests, and had voted previously, including in the most recent elections. Many respondents acknowledged that sustained online advocacy could encourage offline participation, with 32.8% strongly agreeing that online engagement influenced their real-world political involvement. However, fear of violence was identified as the main barrier to offline participation, followed by lack of interest and distrust in the electoral body, with most youths reporting that they felt unsafe engaging in offline political activities.

Finally, the study found that offline participation was largely motivated by the desire to promote good governance (69.7%), personal civic beliefs, and dissatisfaction with government policies. Respondents indicated that improved security, greater transparency, electoral credibility, and reduced corruption would encourage greater participation, and a strong majority (84.2%) expressed willingness to be more active in offline political activities if these concerns were addressed.

## **CONCLUSION**

The youth have remained a cornerstone of Nigeria as a nation since the pre-colonial years. Their efforts culminated in the country's eventual independence in 1960. Nigeria is currently at a critical stage. In spite of its resources, leadership crisis, harsh economic realities, and rising insecurity, among other challenges, have become a new normal, prompting rising advocacy for good governance among the youths online. The peculiarity of Nigeria's political and governance landscape, however, demands more than online advocacy. More than ever, the youth need to come together and actively engage in offline political activities to drive real reforms in the system. Until this is done, the yearning for good governance in Nigeria will remain a mere wish.

## **RECOMMENDATIONS**

Based on the findings of this study, the researcher recommends the following:

1. There should be comprehensive efforts by the government and relevant stakeholders at all levels to deepen the enlightenment of the youth about their political leaders. This can be incorporated into school curricula at various levels. It is worrisome that most youth do not know their representatives at the local and national levels.
2. Insecurity in the country remains a major threat to offline political participation among the youth. The government must holistically address this to address fear of violence and security concerns before, during, and after every election cycle.
3. Nigerian youths should strive to go beyond online advocacy in their pursuit of good governance. To drive real reforms in the political landscape and governance generally, they must participate actively in offline political activities, such as voting, attending political rallies, engaging in genuine protests, and others.



4. Trust in the Independent National Electoral Commission (INEC) continues to remain a concern. Therefore, there is an urgent need for real reforms to restore the confidence of Nigerian youths in the electoral process to enable them to participate during elections.
5. In addition to rebuilding trust in the electoral system, efforts should also be intensified by the government and other stakeholders to ensure increased transparency and a reduction of corruption when it comes to governance in Nigeria.

#### **Ethical clearance**

Ethical consent was sought and obtained from the participants used in this study. They were made to understand that the exercise was purely for academic purposes, and their participation was voluntary.

#### **Acknowledgements**

I acknowledge Dr. Ambrose Igboke and Israel Igiri for their insights during the course of this research. I also appreciate Elizabeth Ogunbamowo, Faith Ajiboye, and James Mary for their support during data collection.

#### **Sources of funding**

The study was not funded.

#### **Conflict of Interest**

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

#### **Author's Contributions**

Ojo Adakole James conceived the study, including the design, collated the data, handled the analysis and interpretation, and the initial manuscript. I have critically reviewed and approved the final draft, and I am responsible for the content and similarity index of the manuscript.

#### **Availability of data and materials.**

The datasets on which conclusions were made for this study are available on reasonable request.

#### **Citation**

James, O. A. (2025). Comparative analysis of online advocacy for good governance and actual political involvement among Nigerian youths. *International Journal of Sub-Saharan African Research*, 3 (1),



## REFERENCES

- Abideen, O. (2024). Restless development civic-tech tools and youths' participation in Nigeria elections. <https://restlessdevelopment.org/wp-content/uploads/2024/07/Civic-Tech-Tools-and-Youths-Participation-in-Elections-in-Nigeria-Accountability-1.pdf>
- Akeusola, B.N. (2023). Online activism and political knowledge among Nigerian youth during the 2023 elections: Analyzing the role of online information sources. *European Journal of Humanities and Social Sciences*, 3(5). <https://eu-opensci.org/index.php/ejsocial/article/view/18495/4588>
- Akinyetun, T. (2021). Youth political participation, good governance and Social Inclusion in Nigeria. *Commonwealth Youth and Development*.18(2). [https://www.researchgate.net/publication/355409973\\_Youth\\_Political\\_Participation\\_Good\\_Governance\\_and\\_Social\\_Inclusion\\_in\\_Nigeria/link/6184370feef53e51e12ea179/download?](https://www.researchgate.net/publication/355409973_Youth_Political_Participation_Good_Governance_and_Social_Inclusion_in_Nigeria/link/6184370feef53e51e12ea179/download?)
- Amzat, J. & Abdullahi, A. (2016). Youth and Political Change in Nigeria: Historical Note and Critical Discourse. *AFFRIKA: Journal of Politics, Economics and Society*, 6(2), pp. 119-137.
- Australian Bureau of Statistics. (2024). Sample size calculator. Retrieved from: <https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Sample+Size+Calculator>
- Atime, B. (2020). The place of the youths in Nigeria's democratic leadership 1999 - 2019. *Journal of history and social sciences*, 11(1). [https://www.researchgate.net/publication/358522611\\_The\\_Place\\_of\\_the\\_Youths\\_in\\_Nigeria's\\_Democratic\\_Leadership\\_1999\\_-2019/link/625e6b411c096a380d0faa9b/download?](https://www.researchgate.net/publication/358522611_The_Place_of_the_Youths_in_Nigeria's_Democratic_Leadership_1999_-2019/link/625e6b411c096a380d0faa9b/download?)
- Bolaji, K. A. (2008). Youth mainstreaming in Nigerian democracy: Challenges and opportunities. A Paper Presented at The International Conference on Nigerian Youth, Political Participation and National Development Organized by the Center for Democratic Research and Training (CDRAT) Mambayya House Bayero University, Kano, August 5-6, 2008.
- Chidozie, F. C., & Newo O. A. (2024). Youth participation and nation-building in Nigeria. *Pakistan Journal of Life and Social Sciences*, 22(2), 11073-11080. [https://pjlss.edu.pk/pdf\\_files/2024\\_2/11073-11080.pdf](https://pjlss.edu.pk/pdf_files/2024_2/11073-11080.pdf)
- Cooper, K. (2023). The effectiveness of online activism: Who it is effective for, what issues it is effective for, and what time period it is effective for. University at Albany, State University of New York. Retrieved from [https://scholarsarchive.library.albany.edu/cgi/viewcontent.cgi?article=1042&context=honorscollege\\_pos](https://scholarsarchive.library.albany.edu/cgi/viewcontent.cgi?article=1042&context=honorscollege_pos).



- Gladwell, M. (2010, October 4). Small change: Why the revolution will not be tweeted. *The New Yorker*. <https://www.newyorker.com/magazine/2010/10/04/small-change-malcolm-gladwell>
- Momoh, S. A., Okoye, C., Eze, H.C, & Sankey, Z. (2025). Good governance and national development in Nigeria: Challenges and prospects. *Global Journal of Political Science and Administration*, 13(1), 1-24.
- Morozov, E. (2009, May 19). The brave new world of slacktivism. *Foreign Policy*. <https://foreignpolicy.com/2009/05/19/the-brave-new-world-of-slacktivism>
- National Bureau of Statistics. (2022). Demographic Statistical Bulletin. <https://www.nigerianstat.gov.ng/download/1241422>
- National Youth Policy (2019-2023). Retrieved from: <https://nigerianyouthsdgs.org/wp-content/uploads/2022/03/National-Youth-Policy-2019-2023.pdf>
- Nweke E. N. (2005). State, youth and electoral violence in Nigeria. Onu, G. and Momoh, A. (Eds.), *Elections and democratic consolidation in Nigeria* (385-393). Nigerian Political Science Association (NPSA).
- Ogangan, J. & Umma, I. J. (2019). Good governance, its challenges and prospect to development. *Global Journal of Applied, Management and Social Sciences (GOJAMSS)*, 16, (1). 251 - 260.
- Onoge, O. F. (2004). Urhobo youth and the Urhobo future. Address at the fifth Annual Conference of Urhobo Historical Society, Saturday October 30, 2004.
- Umar, M. Z., & Danjuma, I. A. (2008). The youth, political violence and prospect for democratic deepening in Nigeria. A paper presented at the International Conference on Nigerian Youth, Political Participation and National development organized by the Center for Democratic Research and Training (CDRAT) Mambayya House Bayero University, Kano, August 5-6, 2008.
- Wachikma, M. M. (2018). The political power of social media in Nigeria: A case study of the 2014 #Bringbackourgirls campaign. A master's thesis, Master Media Studies - Media, Culture & Society Erasmus School of History, Culture and Communication, Erasmus University Rotterdam.
- Yerima, H. (2021). Challenges of leadership and good governance in Nigeria. *International Journal of Advances in Engineering and Management (IJAEM)*, 3(7), 2450-2459.