# Social Media Use in Propagating Fake News and Its Influence on Security Challenges in Nigeria: Study of Unknown Gunmen

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Abstract:- Social media have proven to possess humongous benefits in information dissemination and creation of awareness. Given the recent spike in the number of attacks perpetrated by armed groups viz-a-viz Boko Haram insurgence, banditry, kidnapping and most recently, the unknown gunmen in the South-East region of Nigeria, social media serves as veritable tool to create security awareness and consciousness. However, the growth of social media in Nigeria has birthed the emergence of fake news as a bane to its effective deployment for promoting security awareness. This study utilized Survey research method to obtain primary data from respondents while available literature served as secondary data. Technological Determinism theory and Disruptive Technology theory were used. The study found among other things that social media users spread fake information on social media to gain more followers; also people do not un-follow social media platforms for reporting fake stories or news. Fake news spread on social media creates panic and tension when rapidly shared by multiplicity of the audience. The researchers recommend among others that Government and security agencies should utilise social media to create security awareness among members of the public on how best to react to security challenges.

# I. INTRODUCTION

Social media platforms have remained an indispensible tool for information dissemination, communication and idea sharing. Over the past decade, the innovations and improvements across the platforms improved their use and accessibility. Social media are internet enabled platforms that enables users to share and disseminate information. Put succinctly, social media are those internet-based platforms that create participation, conversation, sharing, collaboration and linkage (Agbo, 2015; Okafor & Onyenekwe, 2020). These platforms have become one of the most commonly used communication and information methods for people of all ages, gender and Nationalities. Social media platforms are arguably among the fastest means of disseminating information and powerful tools for public enlightenment, mobilization, interaction and exchange (Okafor & Onyenekwe, 2020). Before now, the ability of the media to reach a vast audience locally and globally seemed difficult but social media have closed the gap in reaching and impacting huge number of people. News sharing by both trained and untrained journalists across social media platforms has radically improved as people from any part of the globe share, access and uploads videos. This has made social media an invaluable asset cherished and massively used by people. According to (Nwabueze, 2014), social media have proved to be virile channels of mass enlightenment and mobilisation in contemporary society.

The use of social media platforms in Nigeria has been attributed to adaptation and smart mobile phone use in Nigeria. Statistics abound on the figures of mobile phone use, social media and internet use which points to the fact that the market is growing rapidly despite the economic and poor infrastructure that hampers business development in Nigeria. In January, 2021, the number of social media users stood at 33 million with increase of six million from 2020 to 2021 (Kemp, 2021). Most Nigerians have seen that the use of social media is an indispensible tool that will aid information sharing and dissemination. Agreeing to this, (Uzuegbunam, 2020) opines that Nigeria is the largest mobile market in Africa's growing mobile economy.

The new media have changed how news is generated, shared and read across numerous social media platforms. This has enabled people who use internet enabled gadgets or smart phones to post several stories on social media whether the facts are right or not. Citizen journalists are reporters or people who collect news stories, pictures, videos or live streaming of an event through social media platforms with internet enabled smart phones or gadgets. Most citizen journalists are active users of social media platforms like Facebook, Twitter, Instagram, Whatsapp and host of other platforms where their followers help to share those stories thus, making them go viral. Due to the fact that they are not trained journalists who adhere to the principle of objective reporting, fake news thrives among many citizen journalists. A citizen journalist wants to be the first to break the news on a social media platform without considering the basic questions a trained journalist asks before publishing or airing a story. Most fake news thrives on social media platforms due to internet which aids its spread. Fake news refers to "a type of online disinformation, with totally or partially false content, created intentionally to deceive and/or manipulate a specific audience, through a format that imitates a news or report (acquiring credibility), through false information that may or may not be associated with real events, with an opportunistic structure (title, image, content) to attract the readers' attention and to persuade them to believe in falsehood, in order to obtain more clicks and shares across social media platforms (Joan&Baptista, 2020). The above

clearly explains that fake news motive is deliberate intention to deceive and create false image and impressions.

The insecurity in Nigeria currently has affected the socio-economic development of the country as every region is battling with one security challenge to another. The South-East part of Nigeria is facing a serious challenge largely caused by heinous activities of unknown gunmen who destroy public facilities, kill security operatives and create atmosphere of fear in the region.

Social media posts on activities of unknown gunmen ignite certain feelings for the group, although some Nigerians who are active users of social media spread certain information that is not true about ESN/IPOB and Federal Government. Since the onset of repeated clashes between the Nigerian army and ESN on January 22, 2021 in Orlu which left one person dead, pro-Biafra social media accounts are alleged to spread false claim about the violence online (Olakoyenikan, 2021).

Today, millions of Social Media users across Nigeria and those in the Diaspora are connected to events happening in Nigeria, while some use this medium to promote fake news, propaganda and events (Chukwuere & Onyebukwa, 2018). In light of this, this study seeks to ascertain social media use in propagating fake news and its influence on security challenges in Nigeria.

## A. Statement of the Problem

The advent of social media platforms in Nigeria is a welcome development as people can communicate, share ideas and information. The new media has been accepted and adopted by multifaceted groups across all age range in Nigeria as a formidable means of communication and social interaction. However, social media platforms breed false and fake news which threatens the security of the country. The citizens themselves are using the medium to render terror on each other by means of fake news and fake postings on social media which promote propaganda and fear (Chukwuere & Onyebukwa, 2018). Social media platforms are not regulated, therefore, people that are not well exposed to differentiate between fake news and real news fall prey to fake news on social media platforms. Due to the fact that news or stories on social media are not verified or confirmed, it leads to spread of fake news by users. The unrestrictive and affordable nature of the medium has increased its appeal among the populace.

Manipulating and misinforming the public through social media platforms have caused great damage to the security of lives and properties in unprecedented scale in Nigeria. Hence, this study sought to ascertain the role of fake news in the escalating security challenges deviling the country, with a particular focus on unknown gunmen in the South-East region.

### B. Objectives of the study

- To ascertain the factors that lead people to spread fake news via social media
- ➤ To determine the effects of fake news spread through social media on security challenges

> To find out the impacts of fake news reports on audience followership/subscription of a social media platform

### II. THEORETICAL FRAMEWORK

#### A. Technological Determinism Theory

The foundation of the theory states that technology shapes and determines events in the society. Propounded by Marshal McLuhan, who posited that changes in the modes of communication shape human existence and inventions in technology invariably cause cultural change (Griffin; Nwabueze, 2014). Internet is driven by social media and the position of the theory is that such innovation helps change the society and social media platforms have been integrated into the society. Also, the internet and social media are changing the structure of the society because the social media have radically changed the human communication system.

The spread of fake news across social media platforms on security challenge is achieved through internet. According to this theory, technology shapes and directs the activities of the society and here the technology is internet. This theory is relevant to the study because social media and the internet have a great impact on the society and it also affects how people react to news from the media.

### B. Disruptive Technology Theory

The concept of Disruptive Technology denotes the tendency of a new innovation to challenge and alter the values and modus operandi that have defined a given activity. Disruptive technology theory was advanced by Clayton Christensen (1997) to explain how technologies shifted thinking of marketers on how best to reach audiences for their goods and services, sometimes resulting in flawed strategies that moved marketers out of comfort zones and away from established customer base (Berenger & Taha, 2012). In other words, it is a technology that tends to redefine the existing philosophy and strategy underpinning a given endeavour or business. In other words, it is a piece of technology that tends to redefine the existing philosophy and strategy underpinning a given endeavour or business. In other words, it is a piece of technology that tends to redefine the existing philosophy and strategy underpinning a given endeavour or business.

Social media platforms have altered the exposure to news and information making it possible for people to have easy access to the media. Unlike the traditional media, where certain restrictions are placed on information gathering and dissemination the social media have altered exposure patterns and media use. This affirms the position of the Disruptive theory that states that technology has changed the old ways of media use and accessibility.

# C. Conceptual Review

# > Social Media and Fake News

In the past, the media landscape was dominated by the traditional media that performed the role of informing, entertaining and educating the people. Presently, the Information and Communication Technology have changed the entire media and communication industry where people

can connect and share ideas irrespective of where they are. The advent of social media is a welcome development in the media industry because it has brought a lot of improvement in communication and interaction.

The internet drives social media social media platforms and without the internet, the social media cannot function. Social media are internet enabled platforms that enables people to interact, communicate and share ideas. Internet penetration in Nigeria is high and telecommunication industries are improving on the quality of internet service they offer Nigerians. According to Uzuegbunam, 2020, he opines that Mark Zuckerberg's visit to Nigeria between August and September 2016 was for some internet related developmental project. Social media refers to the web-based technologies that transforms and broadcast media monologues into social media dialogues (Kaplan & Haenlin, 2010; Nwabueze, 2014). From the definition, social media allows for participation, social association with many people who utilize the social media.

Across social media platforms, the spread of fake news has been on the increase. In this era of new media, distinguishing between real news and fake news has posed a difficult problem due to volume of stories that are on social media platforms. Fake news refers to "a type of online disinformation, with totally or partially false content, created intentionally to deceive and/or manipulate a specific audience, through a format that imitates a news or report (acquiring credibility), through false information that may or may not be associated with real events, with an opportunistic structure (title, image, content) to attract the readers' attention and to persuade them to believe in falsehood, in order to obtain more clicks and shares across social media platforms(Joan&Baptista, 2020). From the definition above, fake news is also misleading headlines, misleading content or any false information that intentionally misleads the public. Fake news can be categorized into several forms that include: misleading false news, fabricated false news, intentional false news and negligent false news (Thorsten, Lena, Svenja & Tim 2019). Misleading false news refers to news that that is not to misled people by presenting false facts to swell emotions. Fabricated false news is presenting nonexistent facts to create panic and confusion for the people. Intentional false news is deliberate issuing out of false news to people to misinform them. Negligent false news refers to maliciously omitting facts in news or stories. Also (Muigai, 2019) listed several types Satire or parody - no intention to cause harm but has potential to fool, False connection - when headlines, visuals or captions don't support the content, Misleading content - misleading use of information to frame an issue or an individual, False context - when genuine content is shared with false contextual information. Impostor content - when genuine sources are "impersonated" with false, made-up sources, Manipulated content - when genuine information or imagery is manipulated to deceive", as with a "doctored" photo, Fabricated content - news content is 100% false, designed to deceive and do harm.

The increase in the use of social media platforms like Facebook, Twitter, WhatsApp and others have increased the avenue for spread of fake news because the number of people on these platforms are many. The cycle of fake news includes inventors, consumers, spreaders and channels. Inventors of fake news concoct stories to misinform, sway opinions, spread propaganda, incite hate, alter perceptions, etc., through opinions, predictions and blatant fabricated narratives (Muigai, 2019).

# > Insecurity in Nigeria

In Nigeria the level of insecurity is high and government is not doing enough to mitigate the negative effect that comes with it. Insecurity is virtually destroying the socio-economic activities of the entire country as each region is battling with one security challenge to another. Generally, insecurity refers to state of being in danger or feeling unsecured. Nigeria is blessed with rich material and human resources and it prides herself as the biggest country in the continent of Africa. No doubt, Nigeria is faced with huge security challenges and various scholars have pointed out their position on the cause of insecurity in Nigeria.

According to (Nweze,2004; Zubairu,2020), the writer pointed out eight causes of insecurity in Nigeria and it includes: menace of unemployment and poverty, elite exploitation of ethnicity and religious differences, corruption, weak security apparatus, porous border, marginalization and inequalities in the country and bad governance and poor leadership. These problems no doubt currently affect the country and its influence on security situation is alarming. Security issues affect the Foreign Direct Investment (FDI) business activities and threat to life and property. In another study, (Adegbami, 2013) listed the cause of insecurity to include; political factors, leadership factor, unemployment factor, jobs racketeering factor. These factors listed are rearing its ugly head to the security of lives and properties.

The impacts of the insecurity we have in Nigeria are disturbing. It cut across every facet of the society that currently moving from a state to another in Nigeria is a security challenge. Ozoigbo, (2019) averred the impacts of insecurity to include; Underdevelopment, Poverty/hunger, Insurgency/ youth restiveness. Drug abuse / kidnappings, Brain drain and Poor image at the international community. The impacts of listed factors to the society are numerous that no meaningful development can happen where such anomaly exists. Also, Onime, (2018) is of the view that insecurity result to the following factors; Effect on population, Effect on oil production, Export and oil revenue, Effect on unemployment, Effect on Agriculture, Effect on the informal sector and effect on foreign investment.

In Southeast of Nigeria, the activities of unknown gunmen are a deadly monster that the region is grappling with. The unknown gunmen are responsible for killing security personnel, destruction of police stations and government properties. South-East has come under bombardment with attacks coming from three major prongs: commercial crimes such as kidnapping, ritual killing and yahoo-yahoo; herdsmen attacks which leave entire

communities desolate; and now, agitators who seem to acquire "odieshi"-potency- with which they confront military and police formations (Chukwu,2021). Unknown gunmen have been a source of concern for the people of the region as people are afraid of moving around.

### III. METHODOLOGY

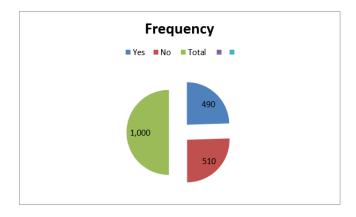
Given the nature of this study which sought to determine the use of social media in propagating fake news and its influence on security challenges in Nigeria, with a particular focus on unknown gunmen activities in the South-East region, the researchers utilized a quantitative research method involving social media users on WhatsApp and Facebook platforms. An online questionnaire comprising of closedended and open-ended questions was generated using Google Forms to ascertain the views and opinions of users with regard to the research topic and objectives. The generated questionnaire was sent to respondents through WhatsApp, Facebook, Twitter and email accounts. The questionnaire was open for responses between 12th May to 8th June, 2021. A total of 1,000 responses were received and analysed by the researchers. Respondents were required to answer 13 questions. The Microsoft Excel was used in analysing the collected data while tables and charts are used to present data.

### IV. DATA PRESENTATION AND ANALYSIS

This section presents the results of the Survey study conducted. From the data collected, answers to the research questions which guided the study are presented below:

Table 1: Respondents' choice of social media

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Response	Frequency	Percentage
WhatsApp	667	66.7
Facebook	167	16.7
Instagram	125	12.5
Twitter	41	4.1
Total	1,000	100



Data from table 1 indicate that majority of the respondents make use of WhatsApp (66.7%) while a distant 16.7% utilise Facebook. Twitter is the least used social media platform with only 4.1% of the respondents affirming to usage of the micro blogging platform.

**Table 2:** Frequency of respondents' social media use

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Response	Frequency	Percentage
Often	490	49%
Always	408	40.8%
Sometimes	102	10.2 %
Never	0	0%
Total	1,000	100

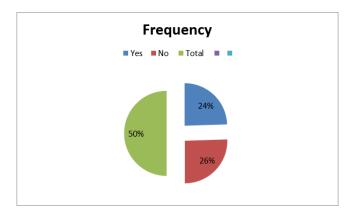
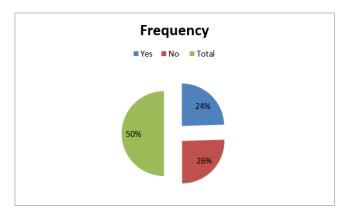


Table 2 shows that 89% of the respondents make use of social media either often or always while a meager 10.2% occasionally use social media. This implies that social media are in high demand by the respondents as affirmed by majority of the respondents.

Table 3: Awareness of unknown gunmen attacks

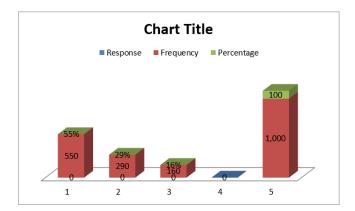
Response	Frequency	Percentage
Yes	490	93.9%
No	408	6.1%
Total	1,000	100



An analysis of table 3 indicates that bulks of the respondents (93.9%) are aware of the activities of the unknown gunmen in the southeastern region of Nigeria. A paltry 6.1% said they are not aware of their attacks. This shows that awareness of the security threat posed by the armed group is prevalent among the respondents.

**Table 4:** Factors that lead users to spread fake news

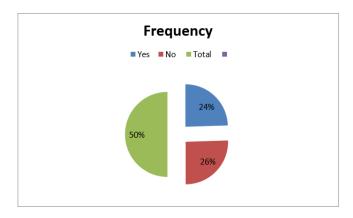
Response	Frequency	Percentage
To gain more	550	55%
followers		
	290	29%
Haste to break		
the news	160	16%
To heighten		
panic among the people	1,000	100
Total		



Findings in the table shows that majority of the respondents (55%) said they were influenced to share fake news in an attempt to gain more followers by spreading recent news occurrence while 29% were in a haste to break to news, neglecting fact check. Also, 16% of the respondents said it was an attempt to create panic.

**Table 5:** Responses on if fake news has increased the spate of unknown gunmen attacks in South-East

Response	Frequency	Percentage
Yes	500	50%
No	229	22.9%
Sometimes	271	27.1%
Total	1,000	100



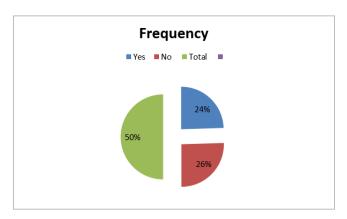
An analysis of table 5 shows that half of the respondents agree that fake news have increased the spate of unknown gunmen attacks in the South-East while a meager 22.9 percent disagree to that effect. A paltry 27.1 also agree that

fake news stories have sometimes increased the frequency of the attacks.

The respondents thereafter highlighted examples of how fake news has helped hike insecurity in the open-ended section of the questionnaire. Instances identified by respondents includes: The guy that was shot in Ifite by armed group was an Anti-cult member. But on some of social media sites, I read he was a cultist; Reports of robberies that don't actually happen in Awka presently, we don't know the difference between gunmen attacks and cult clash because both are ongoing in the city; Other groups like cults, robbers, even the police now attack and even steal from people and the unknown gunmen are blamed even when it's not them; If there is a false information stating that the federal government will be deploying army troops to a certain area in the south east area, this will ignite the unknown gunmen because they are always pissed when they hear such news. I say this because of the frequent gun battle between the military and the unknown gunmen. I believe some of these unknown gunmen are locals of those areas, so, it may give hurtful propaganda and views to probably an opposing party of persons who as a result of such news, may decide to retaliate therefore bringing a rise to the increase of the unknown gunmen.

**Table 6:** Responses on whether the attacks have affected them

Response	Frequency	Percentage
Yes	82	8.2%
No	469	46.9%
Not directly	449	44.9%
Total	1,000	100



Data from table 6 shows that most of the respondents representing 46.9% are not affected by the unknown gunmen attacks, closely followed by 44.9 percent who are not directly directly. Only 8.2% said they were affected. This shows that the activities of the group do not affected majority of residents in the South-East zone.

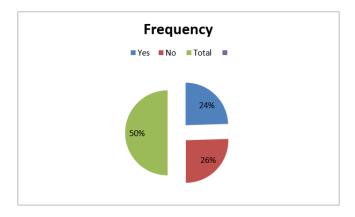
# ➤ Accounts of respondents' experience

The respondents' highlighted how the activities of the unknown gunmen have affected them in the open-ended section of the questionnaire. Experiences narrated include: It concerns South East which is my region; I stay in Awka. The proximity of the attacks gives me serious worries and trauma coupled with the current cult situation in UNIZIK

where I study; I was arrested as a journalist while covering one of the attacks; My uncle was attacked can't give account of it; the armed men gunned down a fellow just in front of my lodge.

**Table 7:** Do you follow social media posts on the attacks

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Response	Frequency	Percentage
Yes	388	38.8%
No	265	26.5%
Sometimes	347	34.7%
Total	1,000	100



The table indicates that most of the respondents (38.8%) follow updates on the attacks while 26.5% do not follow social media posts on the attacks and a further 34.7% of the respondents do not sometimes. This shows that majority of the respondents are interested and informed of the attacks in the South-East region.

**Table 8:** Responses on believability of stories on unknown gunmen

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Response	Frequency	Percentage
Yes	388	38.8%
No	20	2%
Sometimes	592	59.2%
Total	1,000	100

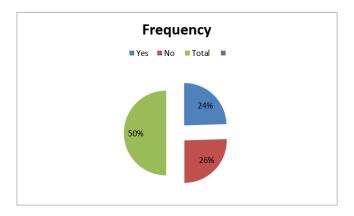
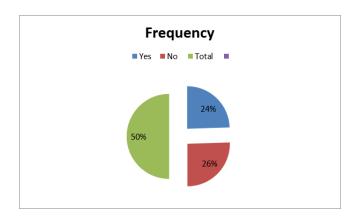


Table 8 shows that almost all the respondents representing 98% either believe social media news on unknown gunmen or do so occasionally. A distant 2% said they do not believe stories on insecurity in the South-East. The data shows there are social media stories on the activities

of unknown gunmen shared on social media are believed by the majority of the respondents.

**Table 9:** Responses on verification of the source(s) of the stories

Response	Frequency	Percentage
Yes	250	25%
No	295	29.5%
Sometimes	432	43.2%
Never	23	2.3%
Total	1.000	100



An analysis of table 8 shows that majority of the respondents 43.2% verify story sources sometimes while 25.5% affirm to doing so. This is followed by 29.5% of the respondents who do not bother to very news source and a paltry 2.3% who have never verified story sources. The data points to the fact that most social media users 68.2 % verify the source of stories they access. This is opposed to 31.3 percent who do not bother to do so.

**Table 10:** Responses on whether the respondents have ever shared unverified stories about the unknown gunmen

attacks		
Response	Frequency	Percentage
Yes	82	8.2%
No	898	89.8%
Sometimes	20	2%
Total	100	100

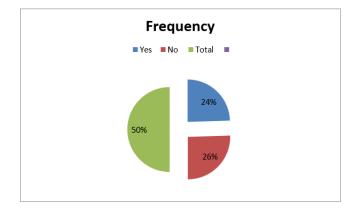
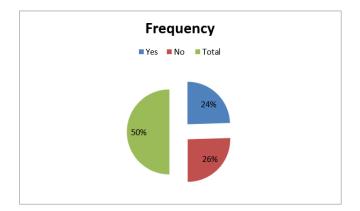


Table 10 shows that only 8.2 percent of the respondents agreed to have shared unverified stories on unknown gunmen while a majority 89.8 percent has never shared fake news on

the activities of the group. This shows that social media users are not in a haste to share unverified news stories on the group.

**Table 11:** Have you had to unfollow social media handle for spreading take news?

Response	Frequency	Percentage
Yes	490	49%
No	510	51%
Total	1,000	100



The data captured in table 11 above shows that more than half of the respondents (51%) have not had to unfollow a news platform for reporting a fake news story. On the other hand, 49% have unfollowed a platform for reporting fake news. This shows that fake news does not impact on the subscription and or followership of a particular news platform by readers.

# V. DISCUSSION OF FINDINGS, CONCLUSION AND RECOMMENDATION

On the research question which sought to ascertain the factors that lead people to spread fake news via social media, the study found that 55% of the respondents said they spread fake news on social media platforms to gain more followers of people on social media platforms. This is an ugly development that will worsen the security challenge in the country. Social media platforms promote and rewards people that have many followers and this could lead to spread of fake news. This affirms what Joan&Baptista,2020 said that fake news attract the readers' attention and persuades them to believe in falsehood, in order to obtain more clicks and shares across social media platforms(Joan&Baptista,2020).

The second research question that sought to determine the effects of fake news spread through social media on security challenges, the study found that fake news spread contributed to security currently experienced in the country. This agrees with (Thorsten, Lena, Svenja & Tim 2019) that false news is misleading, fabricated, intentional and negligent.

Lastly, to find out the impacts of fake news reports on audience followership/subscription of a social media platform if found that social media users do not unfollow social media platforms for reporting a fake news story. This affirms the massive use of social media in Nigeria. In January, 2021, the number of social media users stood at 33 million with increase of six million from 2020 to 2021 (Kemp, 2021)

Furthermore, the study set out to examine the use of social media in propagating fake news and its influence on security challenges in Nigeria: a study of unknown gunmen. The study is important as social media have become a core companion of several Nigerian youths today. Insecurity on the other hand has become a major challenge for the government of the day and security agencies to combat. Findings show that most of the respondents - 66.7 percent use WhatsApp to access news stories, followed by Facebook and Instagram. Twitter is the least used social media platform among the respondents.

The research also revealed that bulk of the respondents 89% use social media regularly while a paltry 10.2 percent affirm using social media sometimes. It serves as a pointer that social media is widely used by the respondents to access information. Also, findings show that there is high rate of awareness of the activities of unknown gunmen in the region among the respondents is high judging from 93.9 percent who are aware of their activities.

Despite the established security threat posed by the unknown gunmen, a higher percentage of the respondents (91.8%) posit that they are not directly affected by the activities of the group. While only 8.2 percent of the respondents agree to being affected. Narrating how the attacks have affected them, the respondents said among other things that it has put them in constant panic, another who is a journalist was arrested while covering one of the attacks in Awka while one said his uncle was attacked.

Other findings show that though fake news is prevalent on varied social media platforms, the majority of the respondents (98%) believe stories on the attacks. The study proves that a high percentage of those (68.2) make conscious effort to verify the source of stories they access on the attacks of the group. Also, the study revealed that majority of the respondents (89.8) do not share unverified news stories on their social media handles, while more than half of the respondents (57.1%) believe that fake news has been an important factor in escalating the spate of attacks. However, despite their believe in the negative impact of fake news, most of the respondents (51%) have not had to un-follow a social media handle for reporting a fake news.

The researchers therefore conclude the following: most of the studied audience use social media to access news stories. A higher percentage also do so regularly compared to those that do not. This shows the high appeal of social media in the society. Majority of the respondents are equally aware of the activities of the unknown gunmen in the South-East region. However, responses showed that there activities not directly affect most people in the region. The study also agrees that there is high level of believability of news stories on social media by users despite the negative influence that fake news possesses. Interestingly, fact checking is popular

among the people as pointed out by responses on verification of news authenticity. This prompts them not to share unverified news stories.

Interestingly, the respondents agree that fake news contributes to escalation of unknown gunmen attacks. However, fake news does not lead users to unfollow social media handles of news platforms.

### RECOMMENDATION

The study recommends the following:

- ➤ There should be increased social media channeled sensitization on fake news and how users can independently verify the source/authenticity of news stories they access to rid the platform of misleading information.
- ➤ Government and security agencies should utilise social media to create security awareness among members of the public on how best to react to security challenges.
- ➤ Also, security agencies should monitor and harness social media as an avenue to get information on distress situations as most people would rather upload a security bridge on social media than call the police.
- > Security agencies should ensure that they respond quickly to distress alerts raised on social media platforms.

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