SOCIAL MEDIA CAMPAIGNS AND ILLICIT DRUG USE AMONG UNDERGRADUATE STUDENTS OF DELTA STATE UNIVERSITY, ABRAKA.

BY

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ABSTRACT

This study, explained influence of social media platform and illicit drug use among undergraduate in Abraka, Delta State. In measuring the influence of social media and illicit drug use among undergraduates and the online qurstionaire was used. The uses and gratification theory was adopted for the study

The study has the population size of 23,000 in which sample size 378 was drawn out of the population of the study. The data was using a descriptive statistical tools which were frequency table, percentage, means and standard deviation. Through our research, it is seen that social media campaign contributed to the reduction of illicit use of drug among under grades in Abraka, Delta State.

CHAPTER 1

1.1 Background Of The Study

Nigeria has a country for years have been battling with the issue of Illicit drug use and not just the use of illicit drug but also drug trafficking. United Nations International Drug against Drug abuse and illicit drug trafficking was set to be June 26 every year.

Many are very ignorant of the effect of drug abuse, it doesn't just affect one physically but mentally and also psychologically. It ruins friendship and numerous relationships. Summing everything up drug abuse leads to destruction of lives and properties (Erubami, Bebenimibo & Ugwuoke, 2021).

Vester (2010) asserts that social media are "fast becoming the default Internet mode of interaction, communication and collaboration". Humans have been interacting before the invention of technology, with this invention the human interaction has been made into a new social structure. The conversion into this new technical era is what gave rise to the Internet and in particular, social media. Historically, newspaper were the dominant kind of media but today, Internet is seen as a crucial component of modern society that cannot be neglected.

The popularity of social media applications and social networking sites have increased tremendously during the last decade. The reason for this rapid increase is that teenagers and undergraduate students uses social media application to gain global access. Internet World Statistics (2022) plates the number of internet

use globally at 5,053,891,122, in Africa 590,296,163 while in Nigeria at 154,301,195. The expanding growth of internet users generally has brought about a corresponding increase in the usage of social media among undergraduates today.

According to a study conducted by the Pew Research Centre in 2015, 90% of internet use social media. This indicates an increase of 78% from the 13% who used social media in 2005.

According to another Pew Study, 82% of young adult online use Facebook and around 55% uses Instagram. This report of social media is rounded up by Twitter, which is used by about 32% of this group.

A drug according to Wikipedia, is any chemical substance that causes a change in an organism's physiological or psychology when consumed. Drugs are typically distinguished from food or substances that provide nutritional support. Consumption of drug can be via Inhalation, injection, smoking, ingestion, absorption via a patch on the skin, suppository or dissolution under the tongue. (Oji & Erubami, 2020).
Drug Abuse according to the National Cancer institute (NCI), is the use of illegal drugs or the use of prescription or over-the-counter drugs for purposes other than those which they are meant to be used, or in excessive amounts. Drug abuse may lead to social, emotional and job related problems.

According to Robbins (1980) in his book, " The history of drug abuse to the urge of man wanting to have power to relieve tension, satisfy his needs obtained occasional release from problems and the need to find a cure to some ailments". All these have contributed to drug use addiction. The use of drugs is as old as man himself. Throughout recorded history, drug has been in use long before this medical and recreational intoxicating and self induced relief from psychic pain and emotion. (Ugwuoke & Erubami, 2021).

1.2 Statement of the problem

 According to the United Nations Office on Drug and Crimes (UNODC) report, 14.4% of Nigerians are presently engaged in drug abuse in a report by Vanguard Newspaper. Mr. Oliver Stolpe, UNODC country representative said, 27.7% of the 14.4% of those concerned were youths. The use of drug abuse in Nigerian tertiary institutions particularly in Delta State University (DELSU) is a matter of huge concern because most crimes happening in society emanates from drug abuse. In an article by the Punch Newspaper, the head of the drug demand reduction unit of the Nigerian Drug Law Enforcement Agency (NDLEA), Delta Ports Command, Mrs. Adeosun Olabisi (2022) revealed that Delta State has the highest drug prevalence rate among other states in the southern region of Nigeria. The statistics are worrisome because the more the youths engage in drug abuse; the more crimes are bound to happen.

 Be that as it may, why are youths still engaged in drug abuse? Are they not aware about social media campaign on drug abuse? Has social media campaign been effective enough?. It is against the background of this study that we seek to investigate the effect of social media campaigns and illicit drug use among undergraduate students of Delta State University, Abraka.

1.3 Objectives of the study

 In a broader perspective, this study seeks to investigate the influence of social media campaign on illicit drug use among undergraduate students of Delta State University, Abraka. Specifically however, the study aims at:

　　1.　Making investigations to finding out why undergraduate students of Delsu engage in drug abuse

2. Identifying and making assessment on the type of drugs most commonly used by the learners/undergraduates of the Delta State University, Abraka

3. Exposing and Educating the undergraduates of Delsu on the dangers, causes and prevention of drug abuse

1.4 Research Questions

1. what are the major reasons accountable for the engagement of undergraduate students in drug abuse in Delta State University, Abraka?

2. Perception of undergraduate student in Delta State University, Abraka towards social media campaigns

3. Does social media campaigns cushion the effects of drug use among undergraduate students in Delta State University, Abraka.

1.5 Significance of the study

The findings from this study is expected to be of significance in the following ways:

First, this research is aimed at assisting the government, parents, drug agencies and policy makers in determining the level of consumption of illicit drugs amongst undergraduate student in Delta state university and their consumption of media campaign contents to this regards. This is to better assist policy makers, and drug agencies such as the National Drug Law Enforcement Agency (NDLEA), National Agency for Food and Drug Administration and Control (NAFDAC) amongst others to draw a fine line between the social media campaign contents on illicit drug and curtail the use of such amongst undergraduates.

Secondly, this study is expected to be of benefits to the professionals in the field of social media management, drug control, production and circulation as it examines the level of undergraduates student exposure on social media campaign of illicit drugs use and educates them on understand the psychological reasoning and health of students who are partakers of illicit drugs use.

Thirdly, the study also examines the level of influence of social media campaign and illicit drug use on undergraduate students of the institution, It seeks to educate them on the dire need to abstain from illicit drug use as it has eaten into the lifestyle of students like a cankerworm, causing them to behave in impertinent manners. And likewise understand the behavioral pattern of undergraduate students on the use of illicit drugs and render a guide to end such act.

Moreso, the findings of this study will help ascertain the influence of social media campaign contents on undergraduate students, their exposure to such content and how it has influenced them in the use of illicit drugs and their perception on the need for consuming it, so that results from this findings would set up modalities and at the same time downplaying the use of illicit drugs and social media campaign enhancing the usage of illicit drugs amongst undergraduate students.

Finally, the findings from this study would no doubt add to the existing body of literature on social media campaign and illicit drugs use among undergraduate students and serve as a relevant material for future research in the field of social media campaign and illicit drug use, and would also serve as a point of reference to prospective researchers or individuals who wishes to expand their body of knowledge in various field on the social media campaign and illicit drug use amongst undergraduate students in Delta state university.

1.6 Scope of the study

In essence, this study focuses on social media campaign and illicit drug use among undergraduates. It examines how the social media campaign affect the illicit drug use among undergraduates and the strategies that could be taken to address the problem associated with illicit drug use. This study however, lays more focus among undergraduates in Delta State University Abraka.

1.7 Definition of terms

Empirical review focuses on the administration of drug abuse among secondary school students in Nigeria. The finding revealed the Secondary school pupils are aware of the presence of specific substances and their consequences if overused, primarily through available information outlets (education, radio, television, newspaper, magazines and others). Many pupils are substantially involved in drug addiction, according to the research, but harmful behaviours can be drastically decreased with efficient management and planning in schools. Fare parents in study found that adolescents want an autonomous and independent life free from parental control and , lead to different t delinquent activities (drug abuse rape, robbery, cultism, and vandalism) that are harmful to the home, community, school, and nation. The impact of drug abuse among adolescents abuse has eaten deep into the fabric of our society; however, the government and other relevant authorities can tackle the problem through drug abuse campaign with effective counselling program.

The study of obiechina and isiguzu found that early exposure to drug and alcohol abuse has exposed adolescents to voluntary drug consumption, smoking, drinking, and substance abuse, all of which have become a threat is to reduce the dangers of drug usage among students. It went over some of the drugs that are widely taken by adolescents, including their slang or popular names, routes of administration, and potential physical, psychological, social, and emotional impact. The health consequences of adolescents drug use was also investigated. (Erubami, Bebenimibo & Ohaja, 2021).

Definition of Terms

1. Media: are means or channels of general communication, information or entertainment in society, as newspapers, radio, or television. (Wikipedia)

2. Media campaign: a media campaign is a planned series of newspaper articles, television, interviews that are intended to achieve a particular aim.

As defined by Cambridge dictionary

3. Illicit: not permitted, unlawful

4. Drug: A drug is known as any substance(other than food) that affects how the brain and the rest of the body work and causes changes in mood awareness, thoughts, feelings or behaviour.

5. Drug abuse: It is the use of illegal drugs for purposes other than those for which they are meant to be used or in excessive amounts.

6. Social Media: Social media is a digital technology that facilitates the sharing of content, multimedia, and information through virtual networks and communities.

7. Illicit: not legally permitted or authorized; unlicensed; unlawful. disapproved of or not permitted for moral or ethical reasons.

8. Undergraduate: a university student who has not yet taken a first degree.

CHAPTER 2

2.1 Literature Review

Drugs are said to be as old as mankind. In many societies, drug use and abuse have a long history. A drug is a substance used to prevent or cure disease or ailment or to alleviate it's symptoms. Dasaraju (n.d) posits that in pharmacology (study of drugs), a drug can be defined as a chemical substance of known structure other than a nutrient or an essential dietary ingredient which when administered to a living organism produces a biological effect. Thus, substances such as heroin, Marijuana, cocaine, or insecticides can be classified as drugs.

Drugs on the other hand, can be harmful and even lethal if they are abused. People often mistake drug misuse for drug abuse; However, National Library of Medicine, (2008) citing WHO says, Drug use is defined as the use of a substance for a purpose nor consistent with legal or medical guidelines. Whereas, drug abuse do not involve the doctor's prescription and can include compounds other than drugs such as gasoline and glue. If a substance is intentionally used to create physiological or psychological effects for a purpose other than therapeutic purposes, it will be termed "abuse". The term "abuse" according to Cambridge Dictionary refers to use of something for the wrong purpose in a way that is harmful or morally wrong. When the concepts are combined, "drug abuse" can be defined as the use of drugs in amounts or methods that are harmful to the individual or others (Wikipedia) or the use of excessive, maladaptive or addictive use of drugs for non medical purposes despite social, psychological and physical problems that may arise from such use (Encyclopaedia Britannica). Substance addiction typically in adolescence with drinking and smoking. Factors which influences drug abuse among students can be peer pressure, curiosity or the influence of culture and society.

There are seven types of drugs often abused and they are classified based on their physiological effects. They include the following

1. 1.Stimulants: Stimulants increase central nervous system activity through their interaction with various neurotransmitter systems – including Norepinephrine and Dopamine. This can ultimately lead to an increase in attention, alertness and energy among other effects. Misuse of stimulants can generate a host of adverse effects such as psychosis, paranoia and anger and may increase the risk of overdose toxicity and severe physiological outcomes such as heart attack, seizure, and stroke. (Erubami, Ufuophu-Biri, Anorue, Nwabunze & Orekyeh, 2021).

2. 2.Available in various forms such as pills/capsules, injectable liquids, and powder, stimulants can be taken orally as well as smoked, injected, and snorted. Aside from their intended therapeutic effects, stimulants are sometimes misused to enhance self-esteem, reduce appetite, produce a sense of exhilaration, extend wakefulness, improve physical and mental performance, increase activity, and get high. (Jacquelyn Buffo, 2023)

3. Narcotics: Narcotics is a substance used to treat moderate to severe pains. The term "Narcotics" originally referred medically to any psychoactive compound with numbing or paralysing properties. In the United States, it has since become associated with Opiates and Opioids, commonly morphin and Heroin, as well as derivatives of many of the compounds found within raw Opium latex. The primary three are morphine, codeine and thebaine (while thebaine itself is only very mildly psychoactive, it is crucial precursor on the vast majority of semi- synthetic Opioids such as, oxycodone and hydrocodone). (Wikipedia).

4. Cannabis: Cannabis also known as Marijuana is a psychoactive drug which originates from the plant called Cannabis Sativa. It has limited therapeutic value and is unlawful to use for medical purposes. Cannabis is widely in Nigeria, especially by young people. It was first brought into Nigeria by soldiers returning from the world war II.

5. Depressants: According to Wikipedia Encyclopedia, a depressant is a drug that lowers neurotransmission levels, which is to reduce arousal or stimulation on various areas of the brain. Depressants are also colloquially referred to as downers as they lower the level of arousal when taken. Stimulants or uppers increase the mental or physical function, hence the opposite drug class of depressants is stimulants.

6. Inhalants: Inhalants according to the National institute on Drug Abuse (NIDA) are volatile substances that produce chemical vapours that can be inhaled to induce a psychoactive, or mind-altering, effect. Although other abused substances can be inhaled, the term "inhalants" is used to describe a variety of substances whose main common characteristic is that they are rarely, if ever, taken by any route other than inhalation. This definition encompasses a broad range of chemicals that may have different pharmacological effects and are found in hundreds of different products. As a result, precise categorization of inhalants is difficult. One classification system lists four general categories of inhalants — volatile solvents, aerosols, gases, and nitrites — based on the forms in which they are often found in household, industrial, and medical products.

7. Aphrodisiac: An aphrodisiac is any substance or food that increases sexual desire, arousal, behavior, performance, or pleasure. There are a number of reasons why people may want to take

an aphrodisiac to improve their sex lives. Such reasons may include low [libido](#) or to improve sexual performance, but sometimes people may want to simply try to enjoy sex more. (Kendra, 2022)

Meslat (2018) defines social media as applications or platforms that allow users to engage in social networking through the creation and sharing of content. Similarly, Zhou and Zimmerman (2018) state that social media refers to the usage of internet based media that allows people to participate in the marketing, selling, comparing, rating, purchasing and sharing of items and services in both physical and online markets and communities.

Alnsour, Ghannam, Al-Natour, and Alzeidat (2018) go on to explain the platforms used by social media. Networking sites such as Facebook, Twitter, Instagram, and youtube, ohh others, are example of social media. Blogging sites, emails, chat rooms, and forums are also included.

Rams under (2011), social media is web of social channels (or networking sites) that are always changing. Diebes and Iriqat (2019) concluded on a related topic that social media empowers customers to be active buyers rather than passive recipient of information (Erubami, Oziwele, Ohaja, Ezugwu & Anorue, 2021).This makes social media users influencers of other consumers in both online and offline selling platforms.

According to Putter (2017), in 2017 nearly one in four people worldwide were using social media network sites a number close to 1.5 billion people. Globe stat (2020) three years later, indicates that the number of social media users had significantly out numbered two billion users. This indicates that social media usuage was on the rise over the past years. In addition to that, Alnsour et at (2018) indicates that social media us u age was projected to further grow by 7% annually.

Facebook

Facebook was launched in 2004 and have over 800 million active users (active in September 2011), of which 350 million here access Facebook through mobile devices. An average Facebook user is estimated to have at least 130 friends and is connected to 80 community pages, groups and events. There are more than 70 language available on the site. Its main use is to establish and maintain relationship in work related situations in political affiliations or just among friends and families. (Facebook)

Twitter

Twitter was created in march 2006 by Jack Dorsey and launched that same year in July. Unlike Facebook where one can have friends to share different things, with twitter one has to get connected to the latest information on what they find interesting. One has to find the public stream that interest them and flow in the conversLiation. Each tweet is 140 characters in length.

WhatsApp

(Bajpai, 2016) sees WhatsApp as "an instant messaging application that functions mostly on smart phones which operates under a subscription business model. It gain high patronage and popularity among youths for sharing of instant text messages, pictures and videos. In January 2015, WhatsApp was acclaimed to have gained the acceptance of more than 70 million active users and subsequently emerged as the most globally popular message app. WhatsApp inc was created in 2009 By Brian Acton and his colleague Jan Khoum, who were both working in Yahoo!. It was later acquired by Mark Zuckerberg; owner of Facebook on February 19, 2014 for approximately Nineteen billion US Dollar (US$19b).

Social Media Usage Among Youth (Undergraduates)

According to Kenneth (2012), youths use social media sites for social interaction with their peers. It serves as a forum for for learning and refining socio-economical skills and youths learn how to cooperate and satisfy their growing needs for intimacy through interaction with peers. Boyers (2017) also, reports that some youths use these social media sites to find potential romantic partners or people to date. The need to reach ones family member and connect with public figure has also been submitted as the reason why youths adopt social media in both America and Africa countries (Erubami, 2022).

(Payton and Kvasny,2012; Shiraz,2013)Social media platform provide numerous opportunities for users to interact, seek and share information and emancipate themselves while embracing and assimilating new forms of technology into their daily lives.

Similarly, most people, particularly young people, use social media to share their update status, build social networks, display photos, and for self pre-presentation and self gratification (Subramanian,Wise,Davis,Bhabdari and Morris, 2014).

Overall Influence Of Social Media on Illicit Drug Use Among Youth (Undergraduate)

The media influence most people in a variety of ways. The news media inform and alert us to important developments in our communities and beyond, shaping our subsequent actions in the process. The entertainment media are often used to satisfy our leisure-time needs, and, in the process, they influence our beliefs about the world around us (Brown, Childers, & Waszak, 1990; Gerbner, Gross, Morgan, & Signiorelli, 1986; Marc, 1984). Advertising is used to stimulate our interest in commercial goods and services, and to influence how and where we shop.

Health information, including information about drug use issues, is provided through all forms of media including news, entertainment programming, and advertising. This information is so pervasive that most people report the media as their primary source of information about health issues (Freimuth, Stein, & Kean, 1989). Unfortunately, this does not mean that placing drug prevention and health information in the media necessarily influences people to behave in more healthful ways. Understanding the potential and limitations of the media is the key to designing successful campaigns. It is also the key to establishing appropriate expectations about what can be accomplished through the media, and over what period of time. (Erubami, Tebekaemi & Egbon, 2023).

The potential and limitations of media campaigns.

Media campaigns, in some situations, can be a powerful force for social change. In general terms, media campaigns have great potential to raise awareness of an issue, enhance knowledge and beliefs, and reinforce existing attitudes (Alcalay, 1983; Gandy, 1982; Klapper, 1960; McCombs & Shaw,1972;Wallack, 1990). In situations where the recommended behavior change is relatively simple and of obvious benefit to members of the target audience, media campaigns can effect large-scale changes in behavior. Relatively recent campaigns to prevent Reyes Syndrome and Sudden Infant Death Syndrome offer two excellent examples of such situations (Soumerai, Ross Degnan&Kahn,1992;Engelberts, de Jonge, & Kostense, 1991). In both cases, modestly scaled media campaigns produced large-scale behavior changes among the parents of young children.

2.2 EMPIRICAL REVIEW

Empirical review Focuses on the administration of drug abuse among secondary school students in Nigeria. The finding revealed the Secondary school pupils are aware of the presence of specific substances and their consequences if overused, primarily through available information outlets (education, radio, television, newspaper, magazines and others). Many pupils are substantially involved in drug addiction, according to the research, but harmful behaviours can be drastically decreased with efficient

management and planning in schools. Fareo in study found that adolescents want an autonomous and independent life free from parental control and , lead to different delinquent activities (drug abuse rape, robbery, cultism, and vandalism) that are harmful to the home, community, school, and nation. The impact of drug abuse among adolescents abuse has eaten deep into the fabric of our society; however, the government and other relevant authorities can tackle the problem through drug abuse campaign with effective counselling program. (Oziwele & Erubami, 2022).

The study of obiechina and isiguzu found that early exposure to drug and alcohol abuse has exposed adolescents to voluntary drug consumption, smoking, drinking, and substance abuse, all of which have become a threat is to reduce the dangers of drug usage among students. It went over some of the drugs that are widely taken by adolescents, including their slang or popular names, routes of administration, and potential physical, psychological, social, and emotional impact. The health consequences of adolescents drug use was also investigated. (Erubami, Okpeki, Ohaja, Anorue, & Ezugwu, 2022).

2.3 THEORETICAL FRAMEWORK

The theoretical framework for a media campaign on illicit drug use on undergraduate students of Delta state University can draw upon several relevant theories and model. The theory is relevant to the study on the grounds that it helps in the advancement of knowledge on the dangers to such drugs. The campaign can be designed to address attitude, beliefs, perceived norms and readiness to change to effectively reduce illicit drug use among population undergraduate. Uses and gratification theory add a make ease on the influence of the media campaign as an important way to pass a message to guarantee the intentions of the students.

Uses and gratifications theory takes a more humanistic approach to looking at media use. Blumler and Katz believe that there is not merely one way that the populace uses media. Instead, they believe there are as many reasons for using the media, as there are media users. According to the theory, media consumers have a free will to decide how they will use the media and how it will effect them. Blumler and Katz values are clearly seen by the fact that they believe that media consumers can choose the influence media has on them as well as the idea that users choose media alternatives merely as a means to and end. Uses and gratification is the optimist's view of the media. The theory takes out the possibility that the media can have an unconscience influence over our lives and how we view the world. The idea that we simply use the media to satisfy a given need does not seem to fully recognize the power of the media in today's society. (Erubami, 2020).

The theory goes further on the students who actively take such drugs to satisfy themselves, therefore, students are advised to take precautions from such people and such drugs. Some students are not just affected by it but also looking for a way to affect others also ,they are in support to such illicit drugs (this gives them the opportunity to do drugs and go free with it and wanting to do more with the mind of not getting caught). The uses and gratification theory proves that students are to be aware of the dangers to illicit drugs. The reason for media campaign as a way of passing vital information on the illicit drugs. (Erubami, Ojoboh, Ohaja, Ezugwu & Akata, 2022).

CHAPTER 3

3.1 RESEARCH DESIGN

The study employed a survey method. Survey research is a non-experimental, descriptive research method that has to do with asking people questions and finding out what people think and do. It can be referred to as one of the best methods that are available to researchers who want to collect original data that describes a population that is too large to be observed directly, hence the need to get a smaller population (i.e. sample) that is representative of the larger respondent. (Erubami, 2019).

According to Simon (1969) as cited in Onabajo (2010:50), a survey research method is used to gather data on what people say and about variables as they are found in the world. It may also be defined as a method of primarily collecting data based on a form of communication or rapport with a representative sample of individuals (called respondents).

As cited by Onabajo (2011:52) and Wimmer and Dominick (2011:185), the advantages of survey research include the following:

• It is relatively inexpensive when considered in terms of the amount of information it generates.

• Using this research method, a large amount of information is gathered from different people with ease as compared with other research methods.

• They are not limited by geographic constraints or boundaries and can be

conducted anywhere.

• Survey research methods are reasonably accurate especially when the sampling is correct.

• Results gotten from surveys can be generalized because the sample population is large ad very representative of the entire research population.

• Surveys can be used to investigate problems in a realistic setting i.e. the problems can be examined where they exist or happen rather than in a laboratory or under an artificial condition.

The study adopted descriptive survey design approach on the social media campaign and illicit drug abuse among DELSU students. A questionnaire was developed and shared among the students to get information on their knowledge of drugs, it's consequences, as well as how social media has helped to curb illicit drug use, and because of the sensitive nature of the study the identities of the students were kept private. The questionnaire was divided into three(3) sections , section A contained demographic information such as; gender ,age range ,and academic level. Section B and C used Likert type scale to obtain respondent's position as regards to each item, in this case the respondent's chose from options such as ,"strongly agree, disagree, strongly disagree, agree".(Akpoghiran & Erubami, 2019).

3.2 POPULATION OF THE STUDY

The population of the study is the total number of student registered in Delta state University. The population of the study covers young people that are registered in Abraka Ethiope east local government of the Delta state. The population makes known the total number of student registered in Delta state University Abraka. Media campaign on illicit drug use on the undergraduate students of the resident in Abraka on the number of student there in. The total population of the students registered in the 2022/23 section is currently unknown, but total number of student registered in the year 2021 according to the Committee of Pro Chancellors of State Owned Universities in Nigeria (COPSUN) states that there are currently 23,000 admitted into the University.

3.3 SAMPLE SIZE

A sample size of 378 was derived using the Australian caculator online. See screenshot below

Determine Sample Size

Confidence Level: 95% ▼ ℹ️

Population Size: 23000 ℹ️

Proportion: 0.5 ℹ️

⦿ Confidence Interval: 0.05 ℹ️

Upper 0.55000

Lower 0.45000

◯ Standard Error 0.02551 ℹ️

◯ Relative Standard Error 5.10 ℹ️

◯ Sample Size: 378 ℹ️

Calculate   **Clear**

3.4 SAMPLING TECHNIQUE

Sampling technique refers to the various approaches, styles and tactics used by a researcher to recruit participant in his study. Okoro (2001: 65) defines sampling technique "as the process of taking any portion of a universe or population of his study as representation of the population". Egbule (2003) also defines it "as the procedure for selecting the required samples from the population in a given study of research". In choosing the sample for this study, the Sttatifed Random Sampling was used.

Stratified Random Sampling is another variant of the probability sampling technique in which an entire population is divided into homogenous group and sub groups known as strata. This technique was adopted based on the shared attributes of respondents. The respondents were selected based on their educational background, which means only undergraduate students were recruited for the study. The technique (Stratified random sampling) enables the representation of the population for the research (Oziwele & Erubami, 2022).

This sampling was used since the researchers were unable to get data from the entire population.

3.5 INSTRUMENTS OF DATA COLLECTION

Questionnaires were administered online and shared among various online platforms involving students in Delta State University to get information on their knowledge of drugs, it's consequences, as well as how social media has helped to curb illicit drug use, and because of the sensitive nature of the study the identities of the students were kept private. The questionnaire was divided into three(3) sections , section A contained demographic information such as; gender ,age range ,and academic level. Section B and C used Likert type scale to obtain respondent's position as regards to each item, in this case the respondent's chose from options such as ,"strongly agree, disagree, strongly disagree, agree".

3.6 PROCEDURE FOR DATA COLLECTION

This study aims to identify, analyse and evaluate Social Media campaigns and illicit drug use in Delta state university, Abraka

First was to find out the percentage of drug abuse among the students and the exposure of students to social media sing a survey and Questionnaire method in carrying out the research. Distributing a list of questionnaires to a group students online

3.7 TECHNIQUES OF DATA ANALYSIS

Primary data will be collected in this study. Data collected in this study would be analysed using descriptive statistics. Descriptive statistics would be used to give the researcher clear understanding of the data. Data collected were decoded grouped into frequencies, computed and arranged in tables for easy reference. The research used percentage to analysis the data collected. Analysis tables were constructed for each research question based on the items on the questionnaire that falls under each research question. The purpose was to determine the degree of agreement or disagreement to each questionnaires item's and for easy computation and recording of the data. Stratified sampling technique will be used to test the formulated hypotheses.

3.8 LIMITATIONS OF THE STUDY

The limitation of the study includes difficulty in getting the materials needed for empirical review, getting other research work relating to this research work was extremely difficult. Getting previous work from other researches was extremely hard due to limited research work relating to this topic, we the researchers found it extremely difficult because we lacked good environment that will provide what was needed for this research work.

Another limitation include, non availability of materials for literature review. Another limitation was the limited and low turn out of participants willing to participate in the study. There was a low turn out of participation in regards to the online questionnaire which was shared to be filled. The turn out for participants needed for the research questionnaire was very poor and low, we are not sure why that is but this is another major limitation.

CHAPTER 4

4.1 DATA PRESENTATION

DESCRIPTION OF SAMPLE RETURNED

This section of the research was primarily used to give a presentation and analysis of data collected from the online questionnaire which were shared in different groups and platforms. Also in the process of data collection, 65 questionnaire were responded and use able. The questionnaire was shared or done in an online format.

Data Collected were presented and analysed using frequencies, mean and standard deviation

S/N	Response Rate	Frequency	Percentage
1	Copies of questionnaire	43	100%
	Questionnaire useable	43	100%

In this table, it was indicted that out of 43 questionnaire distributed and all was use able.

S/N	Variables	Categoriea	Frequency	Percentage
1.	Gender	Male	12	27.9%
		Female	31	72.1%
		Toatal	43	100%
2.	Age	0-15	01	2.3%
		16-30	42	97.7%
		31-45	0	0
		46 and above	0	0
4.	Occupation	Student	40	90.7%

Self Employed	3	7%
Employed	0	0
Unemployed	0	0.3%

This table shows the analysis of respondent based on demographics. On the gender composition of the respondent 12 (27.9) respondent were male, while 31(72.1) were female. It also shows that 1 (2.3%) respondent fell within the range of 0-15, while 42 (97.7%) fell in the range of 16-30 and the others such lie 31-45 and 46 and above were not accounted for. It also shows that 42 (97.7) respondent are single and 1 (2.3) is divorced and 3 (7%) are self employed.

4.2 DATA PRESENTATION AND ANALYSIS

Research Question 1:

what are the major reasons accountable for the engagement of undergraduate students in drug abuse in Delta State University, Abraka?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Frequency	Mean	Standard Deviation
peer pressure influence the use of Illicit drug among undergraduate student	9 40.9%	11 50%	2 9.1%	0 0%	0 0%	22	4.31	1.00
Students who battle with psychological stress (depression) often resort to drug abuse	10 40.9%	8 36.4%	1	2 13.6%	1	22	4.04	1.00

The analysed data suggests that that Peer pressure and psychological stress are part of the major determinants of drug abuse among undergraduate students of Delta State University.

Research question 2

Has Social Media cushioned the effect of drug abuse in Delta State University, Abraka?

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Frequency	Mean	Standard Deviation

Social Media campaigns has curbed down the rate of Illicit drug use among undergraduate students of Delta State University	2	10 23.3%	12 27.9%	17 39.5%	2	43	2.83	1.78
Social media campaigns has proven to be effective against illicit drug use	6 14%	12 27.9%	12 27.9%	11 25.6%	2	43	3.20	1.89

From the figures presented in the table, it shows that there's a high level of variability in the responses obtained from the various respondents.

The data obtained shows a slight margin separating those who were affirmative (strongly agree 14%; Agree 27.9%) to the hypothesis, "social media campaigns has proven to be effective against illicit drug use" than those whose opinions differ (disagree, 25.6%; strongly disagree 0.2%). However, 27.9% of the respondents remained neutral.

The first hypothesis shows a slight variation between the other likert scale term with more respondents (39.5%) disagreeing with the hypothesis (social media has curbed down the rate of Illicit drug use). 23.3% nodded affirmative with 27.9% remaining neutral with the view.

Research question 3

Perception of Undergraduate student of Undergraduate students in Delta State University, Abraka towards social media campaign?

Do you use Social Media?	Frequency	Percentage
Yes	43	100%
No	0	0

From the data collected from the respondents, 100% of the respondents are social media users.

Are you an active social media user?	Frequency	Percentage

Yes	40	93%
No	3	7%

From the analysed data, a significant number of respondents are active social media users.

What Social media campaign do you use often?	Frequency	Percentage
Facebook	8	18.6%
Twitter	3	7%
WhatsApp	27	62.8%
Instagram	1	
Others	4	9.3%

From the obtained from the respondents, WhatsApp (62.8%)is predominantly used by most of the respondents closely followed by Facebook (18.6). Twitter comes third (7%) closely followed by other apps.

	Very High	High	Medium	Low	Vey Low	Frequency	Mean	Standard Deviation
What is your level of awareness towards social media campaign against illicit drug use	6 14%	11 25.6%	20 46.5%	5 11.6%	1	43	3.72	1.81

From the above data, there is a significant level of variability among the responses obtained.

From the data collected, majority of the respondents are very exposed to social media Social media campaigns against Illicit drug use.

4.3 DISCUSSION OF FINDINGS

This chapter consists of report of the researcher's findings and analysis of the data that had been collected during the procedure of the research. Before coming to explain the finding and analysis. It will be informed

that this study employed the survey research design. This study described the consumption of illicit drugs among university students and assessed the rate of awareness among undergraduate students of the university as well as their associated factor. WhatsApp was considerably the most used social Media application by students followed by a host of others and their level of awareness towards social media campaigns was considerably moderate (46.5%) with some variability among their responses. Marijuana was among the illicit drug most commonly consumed by students, followed by hallucinogens.

Although many studies have reported marijuana as the most commonly used illicit drug by university students, other reported inhalants and solvents to be the most common.

In our study, respondents agreed with the hypothesis which states peer pressure and psychological stress as one of the major determinant of drug abuse with 40.9% of the respondents strongly agreeing to the peer pressure and 50% of the respondents agreeing with hypothesis. Another finding in our study shows that there was a strong variability among respondents regarding social media effect on Illicit drug use among undergraduate students. Majority of the respondents Disagreed with the hypothesis stating social media has curbed down Illicit drug use among undergraduate students while a host of them remained neutral.

This study has some limitations due to the survey design, the main limitation of the study is a possible reverse causality bias in some associations, such as marital status variable. The long duration of the data collection is also one of the limitations of this study.

The study has some strength, as it contributes to the comprehension of the use of illegal drugs and it's associated factors among university students.

5.1 SUMMARY

The background of the study was hinged on the finding the menace influencing drug use among undergraduate students of Delta State University, Abraka. The major objective of this study was finding out the major reasons why undergraduate students of Delta State University, Abraka engage in drug abuse. The study also analysed D.O Fareo "Drug abuse among Nigerian adolescents strategies for counselling and Obechina and Isiguizo BC "curbing the menace of drug use among secondary school students in Nigeria". The theories used for the study was Uses and Gratification theory. The study adopted the survey research design to collect relevant data. The analysis technique adopted for the research was descriptive statistics. The major finding of the research is that students awareness level about Social Media campaign against illicit drug use is considerably high.

5.2 CONCLUSION

This study shows that a wide range of individuals/students in Delta state university, Abraka are under the influence of drug abuse and have also been exposed to the effects of drug abuse and also drug trafficking as a result of social media campaigns and exposure. Using survey/questionnaires as an investigative method we were able to find out how effective social media campaigns has been in the control of illicit drug use among undergraduate students a good percentage of students agreed that social media campaigns have been effective in reducing and controlling drug abuse. These campaigns create awareness on the health effects, social effects, and other possible damages of these drugs and how it has affected the lives of those who have wrongly taken these drugs(drugs such as :tramadol, swinol, marijuana, opium, cough syrup and so many other drugs)All in the name of getting rid of depression people take these drugs without proper dosage which is wrong, instead of seeing a psychiatrist or talking to others about what they are facing they rely on drugs…in most cases peer pressure causes people to misuse drugs but it is better is prevent it than start

something that cannot be controlled and does both physical and psychological damage. With the aid of social media campaigns although many will come across campaigns that are about getting rid of drug abuse and addiction and simply not address them or even listen, but then again this won't stop social media campaigns from growing, it's better to be safe than sorry .This research study has shown that people use social media frequently, they hold conversations on social media more than physically, we can always reach out to others using social media as a platform. A lot more people would be encouraged to stop their drug abuse and those people will help others to also stop and it will continue. When we see these campaigns we should always share them to other and exposure them to the public ,creating more positive environment for others and helping them with their lives.

5.3 RECOMMENDATION

After a rigorous research, the study proffers opinions on how to tackle illicit drug use among undergraduate students of Delta State University, Abraka.

1. Data collected from the respondents shows that peer pressure and psychological stress are major determinants of drug abuse among undergraduate students of DELSU. Students should endeavour to scrutinize their fellows before engaging in friendship and visiting a therapist will help to cushion psychological stress.
2. Students should be tested to ensure they are drug free during screening process after they've been admitted to the University to ensure they are drug and if found otherwise, they could be taken to drug rehab centers.
3. Drug Law enforcement agencies and the University Management should forge an alliance to organize enlightenment and drug abuse sensitization programmes.

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