EXPOSURE AND ATTITUDE OF UNDERGRADUATES TO TWITTER (X) TWEETS ON YOUTH *JAPA* SYNDROME IN NIGERIA

Nonye Benedeth Ezeaka (Ph.D.)[1] and Okaro Chibugo Judith[2]

[1]Department of Mass Communication, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria.
Email: nb.ezeaka@coou.edu.ng, ezeakanonye79@gmail.com; Tel.: 08037711374

[2]Department of Mass Communication, Chukwuemeka Odumegwu Ojukwu University, Igbariam Campus, Anambra State, Nigeria.
Email: judithugo20@gmail.com; Tel.: 07067835889

ABSTRACT: *This study was designed to examine the assessment of exposure and attitude of Chukwuemeka Odumegwu Ojukwu University students to Twitter messages on youth japa. Japa is a colloquial term popularized in Nigeria to describe the desire to emigrate, especially to Western countries. This research aims to ascertain the level of awareness of Twitter messages on youth emigration, their perception and the factors responsible for youth emigration syndrome. Youth are the most vulnerable set of people prone to emigration, over time the rate at which they engage in (Japa) emigration keeps increasing, and this has become an issue of concern to the government. This study is anchored on Social Responsibility theory, adopting a survey research method, using 360 copies of a questionnaire as instruments of data collection from the population of 15,664. It also used Krejcie and Morgan table to determine the sample size of 375 The study discovered that respondents are exposed to Twitter posts on Japa syndrome and its effects on their emigration decisions. The study recommended Twitter influencers and opinion leaders use their Twitter handles to popularize the need to stay back in one's country highlighting the opportunities and available employment in the country and avoid the quest for emigration rather than develop their home country while suggesting to the Government to embark on an initiative to revive the economy, create more jobs and opportunities to make youth stay back in their country.*

KEYWORDS: Emigration, Youth, Japa, Twitter.

INTRODUCTION

Migration is an integral part of human existence, and it has been a prominent feature of human society throughout history. The estimated value of 214 million worldwide migrants in 2010 were primarily young people (Olajide, 2018). Migration *(Japa)* is the process of movement of people from one country to another with the intention of settling, and seeking better opportunities or favourable conditions of residence, it has evolved to affect Social, economic and cultural implications of both the country of origin and the receiving countries. Nigeria is the most populous country in Africa, estimated at 211 million people (UNFPA, 2022). Emigration patterns among Nigerian youth are complex and multifaceted. Many Nigerian youths leave the country to pursue higher education, work, or for family reunification. However, some proportion of Nigerian youth emigrate irregularly, often through dangerous and illegal means, such as human trafficking through deserts and the Mediterranean Sea to Europe and North America.

The rate of Nigerians leaving the country to obtain legal status in another country was 0.29 per 1,000 people, indicating that more people are currently leaving because of economic collapse and political unrest that are important markers in the *(Japa) emigration* process (Sasu, 2022). This has resulted in more people leaving the shores of the country to relocate to other countries, than people seeking to enter the country to settle down.

There are some underlying challenges that emigrants are faced with including; language barrier, cultural differences, adapting to the new country and in some extreme cases Xenophobia, the increasing number of young Nigerians leaving the country in quest of better prospects, which has over time become a big worry to Nigeria. Many youths end up in jails across the globe, especially in countries like Malaysia, Indonesia, Singapore, and India (Ezeaka, Nwodu, & Agbanu, 2023).

The internet has elevated the process of information distribution and moved it forward, evolving well beyond being just a tool for social interaction or information gathering, leading to the evolution of consumers' control of its content and its influence on consumer decisions. (Alhabash & Ma, 2017). Social media are widely used by people all over the world for communication, information exchange, and social interaction. Social media users are the producers and receivers of information (Nwodu, Ezeoke, & Ezeaka, 2021).

Nigerian youth and Twitter over the years have established a relationship, through information sharing, political discussion and mobilization such as protests and other social movements endorsing their fans or political candidates on Twitter. One remarkable incident that highlighted the role of Nigerian youth and Twitter was the #EndSARS movement in October 2020. The movement, spearheaded by Nigerian youth to fight against police brutality, University students being active users of social media contributes to these populaces.

Statement of the Problem

Nigeria, a country rich in natural resources, is expected to attract a high number of migrants and tourists into the country but reverse is the case as the high spike of youth leaving the country daily keeps increasing. This has resulted in brain drain, human trafficking, economic and social implications for Nigeria. To further, examine the trend, using social media (Twitter) to assess the exposure and attitudes of Twitter tweets and the influence of *(japa) emigration* syndrome among Nigerian youth. Also offering potential interventions and recommendations for the *(Japa) emigration* syndrome.

Objectives of the study

The main specific objectives include to:

1. Assess respondents' level of awareness of Twitter tweets on the youth *(japa) emigration* syndrome

2. Ascertain respondent attitude to Twitter tweets on *(japa) emigration* syndrome from Twitter social media.

3. To find out whether the respondent's exposure to Twitter tweets on youth *(japa) emigration* syndrome affects their migration decision.

Research Questions

The following guided the research questions:

1. What is the respondents' level of exposure to Twitter tweets on youth *(japa) emigration* syndrome?

2. What is the attitude of the respondents to Twitter tweets on *(japa) emigration* syndrome?

3. Does respondents' exposure to Twitter tweets on *(japa) emigration* syndrome affect their migration decision?

THEORETICAL FRAMEWORK

This study adopts Social Learning theory as a framework for interpretation of the study, propounded by Albert Bandura in 1977. The theory propounds that exposure to the media makes one observe and learn certain attitudes and behaviours, emphasising that most human learning takes place in a social setting. Humans learn facts, guidelines, techniques, tactics, strategies, beliefs, and attitudes from observing other people (Manik, Sembiring, Padang and Manurung, 2022).

Social learning theory in media involves how learning can be facilitated through observation of what's being portrayed through the media. It entails how behaviour and attitudes can be remodelled through the media. Social media creates a platform for learning in a social environment (Deaton, 2015); people observe, learn and create new behaviours or attitudes through social media. According to Singh & Guruprasad (2019), social media is popular among

youth, their youthful usage of social media is high and they tend to learn new ideas from what they observe from the media.

In the context of this study social learning theory provides a framework for understanding and assessing the exposure and attitudes of COOU undergraduates to Twitter tweets on youth *(japa) emigration* syndrome. Through the use of tweets, retweets and posts. Twitter emerged as a powerful platform for shaping, teaching, modelling and creating syndrome behaviours and attitudes such as; *(japa) emigration* syndrome, and protest agitations amongst others.

Literature review

Emergency Twitter

Since 2006 Twitter has been a social networking site that allows users to share and read short messages known as tweets. Twitter was designed to be a platform for individuals to share short updates about their daily lives with their friends and followers. However, it quickly evolved into a tool for news organizations, businesses, and celebrities to share information and connect with their audiences. Twitter possesses a 280-character limit on tweets allowing users to quickly share information without the need for lengthy articles or blog posts. Additionally, Twitter's use of hashtags makes it easy for users to find and follow discussions on specific topics.

International Migration *(japa) Emigration Syndrome*: Conceptual Review

The International Organization for Migration (IOM) defines migration as: The act of relocating, whether inside a country or across an international border. regardless of its duration, composition and reasons. The Nigerian migration rate was -0.29 per 1,000 people in 2021. The number of persons departing Nigeria is therefore slightly above the number coming into the country. The migration rate was negative from 2015 to 2021, with a 2015 value of -0.34, -0.33in. 2016; 2017, 0.32; 2018, 0.31; 2019, 0.31; 2020; and 0.29 in 2021 (Sasu, 2022).

Causes of international migration *(japa) emigration'*

The economic reason is however the major driver of emigration (Omobowale, Akanle, Falase, & Omobowale, 2018) Individuals migrate to other developed countries of the world, to get good economic opportunities, employment better salaries and wages, adequate facilities and improve standard of living, which most developing countries are unstable towards fulfilling these to individuals making them to leave to obtain this economic gain in developed countries.

In 2018, 83 million Nigerians (40 percent of the population) were considered to be below the poverty line, and 53 million (25 percent) were considered vulnerable indicating that the number of Nigerians living in extreme poverty is increasing as the country's population continues to expand faster than its rate of poverty reduction was anticipated to increase by 7.7 million from 2019 to 2024 (World Bank, 2022).

According to Duru (2021, p. 180) job possibilities, unemployment, financial prospects, safety and security, improved working conditions, low pay, and greater standards of life were the main drivers of foreign migration in Nigeria. These main reasons for migrating abroad in Nigeria were primarily economic variables. However, in Nigeria, the only sociopolitical factor that ranked among the top reasons for migration abroad was safety and security.

Nigerian youth also seek higher quality education that is readily unavailable in Nigeria facing significant obstacles in accessing higher education opportunities in their own country, such as a lack of scholarships and limited spaces in universities. In contrast, countries such as the United States, Canada, and the United Kingdom have some of the best universities in the world, with a range of academic programs and research opportunities that are highly attractive to Nigerian students leading young Nigerians to look for opportunities abroad to pursue their academic goals, alongside a competitive edge in the job market.

Effects of International Migration *(japa) Emigration syndrome*

Effects of international migration in Nigeria have an economic, social and political background. Its effects include cheap and surplus labour, urban services, social infrastructure underdevelopment, stricter immigration regulations, Xenophobia, close gaps in skills, cultural dilution and brain drain. Migration can definitely have a negative impact on the availability and calibre of critical services, especially when it entails the departure of experts from industries like health and education. For instance, 2,701 doctors trained in Nigeria left the country to practice in other countries in 2009–2012 (Tolu-Kolawole, 2021). A total of 4,528 Nigerian-trained physicians went to the United Kingdom between 2015 and July 2021, according to the Senior Medical Officer of the British General Medical Council as recorded in Tolu-Kolawole (2021). The rising rate of migration has left developing countries such as Nigeria brain drain (Gheasi& Nijkamp, 2017, p. 31).

However, migration can also lead to the loss of the best-educated and most skilled human resources in developing economies, which can lead to brain drain inhibiting nations of origin from quickly getting back their investment in the education and training of their citizens; thus, depriving the state of revenue. Overall, international migration among Nigerian youth can have both positive and negative consequences.

The study investigated the effect of Twitter on the growth of foreign migration among young Nigerians among COOU undergraduates in Anambra state, In the context of this study reveals that Twitter significantly influences the attitude of the *(japa) emigration* syndrome among COOU undergraduates, supporting social learning theory, which implies that individuals observe, learn and reproduce attitudes or behaviour from what they have learnt. This implies that youth learn and observe this attitude of *(japa) emigration* syndrome from social media (Twitter) through the stories of individual migrants, serving as a motivation to others through creating such desire and interest. This further indicates that information shared on Twitter through posts, tweets, and retweets can affect youth migration *(japa) emigration* decisions.

RESEARCH METHODOLOGY

In the course of the study, the research adopted a survey method through the administration of a questionnaire using a population of students in Igbariam is 15,664 according to the figure obtained from the Registrar's office in Igbariam Campus and sample size of 375 derived from the Krejcie & Morgan (1973) formula table for deriving Sample size alongside, showing that when the population is between 15,000 -19,000, the sample size of 375 is used, the research adopted Purposive sampling Techniques, selecting respondents from final levels because of their level of experience and exposure to life, which places them in a better position to make informed decisions and comments on the *(Japa) emigration* syndrome phenomenon.

Instrument of Data Collection

The primary sources of Data collection used in this work were a questionnaire which generated first-hand information from the various departments and faculties in COOU and a secondary source of data from a collection of data from documented materials like reports, the internet, magazines, textbooks and journals.

Validity of Test Instrument

To determine the validity of an instrument, the pre-testing approach is important. The research shared 20 copies with a group of selected persons on the COOU Uli campus. The exercise was repeated after three weeks using 20 copies of the questionnaire to 20 respondents, this is known as the post-testing approach. In this research, the results of the first and second (pre and post) were similar. Therefore, the measuring instrument is valid.

Reliability of Test Data Instrument

Owuamalam (2012) states that reliability gives the researcher reassurance that a measuring device will perform competently in any replicative investigation that is similar to the one with which it was created. In other words, a reliable test instrument produces consistent and accurate results that are not affected by factors such as random error, bias, or inconsistencies in administration or scoring.

The result from the pilot study, in which weighted mean was gotten using the formula as cited in (Owwuamaalam, 2012).

$$r = \frac{2roe}{1 + roe}$$

Where r=reliability

O = odd number questions

E = even number of questions

Reliability Test:

Odd Number Value	Even Number Value
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
TOTAL =100	110

Therefore, r =2roe =2(100× 110)

1 + roe =1(100× 110)

$$r = \frac{2(100 \times 110)}{1 + (100 \times 110)}$$

$$r = \frac{2(11000)}{1 + (11001)}$$

$$r = \frac{22000}{11001}$$

r = 1.99982

r = 2

When the value is lower than the decision point of 0, gives a negative (-) value, Reliability is assured when the obtained value is positive (+) which is above 0.

Hence, the obtained value of the test is 2, which is greater than 0 as a decision point; the measuring instrument for the study is **valid** and **reliable**.

Techniques of Data Presentation and Analysis

The data generated from the research, using survey design was represented using a frequency distribution table.

Demographic Data

A total of 375 copies of the questionnaire were distributed to the students of COOU Igbariam. The filled copies of the questionnaire were collected with the aim of checking them for usability. Out of the 375 copies distributed, a total of 360 copies were returned and found usable, giving a response rate of 96 percent and a mortality rate of 4 percent.

 Demographic characteristics of respondents

Table 1: Gender

Variables	Frequency	Percentage
Male	221	61.1
Female	139	38.6
Total	360	100

Source: *Fieldwork, 2023*

Table 2: Age

Variable	Frequency	Percentage
17-20	142	39.4
21-23	148	41.1
24-26	38	10.5
27-30	27	7.5
31 and above	5	1.38
Total	360	100

Source: *Fieldwork, 2023*

Table 3: Marital Status

Analysis of demographic data presented in Table 1 shows that 61 percent of the respondents were male. Indicating that a huge percentage of the respondents were male-dominated. While the female respondents averaged 38.6 percent. This was done because the *(Japa) emigration* syndrome appeals to males more than females.

In the analysis of respondents' age bracket, respondents from 23-26 averaged 41.1 percent which is the highest percentage in the age bracket.

Answers to Research Questions

Research Questions one

Table 4: The respondent level of awareness of Twitter tweets on the youth *(japa) emigration* syndrome?

Respondent	Frequency	Percentage
Yes	332	92.2
No	25	6.9
Can't Say	3	0.8
Total	360	100

Source: *FieldWork, 2023*

Analysis of data presented above shows that 92.2 percent of the respondents are aware of *(japa) emigration* tweets on Twitter while 6.9 percent of the respondents are not aware of *(japa) emigration* tweets on Twitter alongside 0.8 percent of the respondents responded are 'can't say'. This implies that COOU undergraduates' level of awareness of Twitter tweets on *(japa) emigration* syndrome is high.

Research Question Two

Table 5: What is the respondent's attitude to Twitter tweets on *(japa) emigration* syndrome?

Respondent	Frequency	Percentage
Favourable	312	86.6
Unfavorable	45	12.5
Can't say	3	0.8
Total	360	100

Source; *Fieldwork, 2023*

Analysis of the data presented above shows that 86.6 percent of the respondents view Twitter tweets on *(japa) emigration as* favourable, and 12.5 percent of the respondents view Twitter information on *(japa) emigration as* unfavourable. 0.8 percent of the respondents can't say.

This implies that COOU undergraduates' attitude to Twitter tweets on youth *(japa) emigration* is favourable as the percentage is high.

Research Questions Three

Table 6: Does respondent exposure to Twitter tweets on youth *(japa) emigration* syndrome affect their relocation decision?

Respondent	Frequency	Percentage
Yes	268	74.4
No	72	20
Can't Say	20	5.5
Total	360	100

Sources: *Fieldwork, 2023*

Analysis of the data presented above shows that 74.4 percent of the respondents' exposure to Twitter tweets *(japa) emigration* affects their relocation decision, 20 percent of the respondent relocation decision is not affected by Twitter tweets and 5.5 percent of the respondent are not sure. This implies that Twitter tweets on youth *(japa) emigration* influence the migration decisions of COOU undergraduates.

DISCUSSION OF FINDINGS

The research deduced many findings based on the copies of the questionnaire distributed and obtained from the respondents. It is indicated in Table 1 that a high percentage (92.2%) of the respondents are knowledgeable and highly aware of the *(Japa) emigration* syndrome on the Twitter platform while only 6.9% indicates that they are not aware, this implies that *(japa) emigration* tweets on Twitter are popular, showing that a large percentage of the respondents are aware. This supports Tufekci (2017) where Twitter played a significant role in mobilizing the black lives movement in the United States, indicating the power of Twitter in popularizing an idea,and creating awareness and exposure.

In research question Two, the Majority of the respondents found Twitter tweets on *(japa) emigration* favourable, meaningful, helpful and informative. This supports Bandura's (1977) social learning or observational learning theory which shows how behaviours and attitudes can be modelled by observing the behaviour and attitudes of others. These youth observe people tweeting on migration "*(japa) emigration*," its processes, routes and reasons to relocate such as economic implications, *(Japa) emigration* success journey and benefits. it is indicated in research question Two that respondents perceive Twitter tweets as favourable due to the benefits and advantages.Social learning theory has motivation as one of the steps of learning. These youth are motivated to embrace the idea and journey due to the positive outcome and reward associated with relocating abroad making them want to imitate those successful individuals who have migrated *(japa) emigration (migration)*. Rjeswari (2017) supports that social media help youth to speak out about social concerns and share or post information for the well-being of society. Youth interact and post about growth and ways of improving their standard of living for others to learn and benefit

In Research findings, Question Three indicated that 74.4% of the respondents are influenced to migrate, due to shared Tweets, greatly influencing their desire and interest to leave Nigeria. This supports Manik, Sembiring, Padang & Manurung (2022) that social learning theory emphasizes that most human learning occurs in a social setting. Humans learn facts, guidelines, techniques, tactics, strategies, beliefs, and attitudes from observing other people. Nigerian youth observe and learn on *(japa) emigration* syndrome, reproduce what they have observed or learnt from the platform, and influence their decisions.

Also, in line with the social learning theory steps of replication , after these youth observe, the attitude and behaviour of successful people who relocated, they tend to embark on the same journey. Thereby, influencing their migration decision to leave and *(japa) emigration*. Also, their interest, desire, influence is motivated and encouraged through *(japa) emigration* success stories, highlighting the best route and means to relocate abroad.

In summary, COOU undergraduates' exposure and attitudes towards Twitter tweets on the "youth *(japa) emigration* syndrome" are influenced by observation, imitation, and reinforcement. As they observe the behaviors and attitudes of others in their social environment, they are likely to model their own attitudes and behaviors accordingly. Positive reinforcement from online interactions can further shape their attitudes and perceptions about the concept.

SUMMARY

This study through the data obtained from the field survey on the Assessment exposure and attitude of COOU undergraduates to Twitter tweets on Youth *(japa) emigration* Syndrome revealed the exposure and relationship between Twitter tweets and *(japa) emigration* creating awareness, among our youth making it a syndrome. The study also discovered that Twitter which has numerous tweets on *(japa) emigration* and migration has an effect on the migrating decisions of youth.

CONCLUSION

First off, the evaluation shows that students easily access a variety of information about youth *(japa) emigration* syndrome on Twitter. They are exposed to a variety of viewpoints, perspectives and discussions about the syndrome as a result of this accessibility. It gives students the chance to learn more about the subject, interact with others and make migrating abroad decisions.

It is important to understand that there may be drawbacks, Students might come across inconsistent or false information, which might affect how well they comprehend the youth *(japa) emigration* syndrome and some underlying challenges associated with international migration, as these are not all rosy at times.

RECOMMENDATIONS

- There should be proper education on Twitter to address various aspects of migration such as legal considerations, job opportunities and implications on migration decisions by stakeholders such as; government, agencies and NGOs.

- Students displayed a favourable attitude towards *(japa) emigration* tweets, stakeholders should leverage this positive sentiment to promote alternative solutions to challenges faced in Nigeria. Highlighting success stories of individuals who stayed and made positive impacts within the country.

- Accurate and reliable information should be made available on Twitter by credible sources regarding emigration processes, requirements and destinations by stakeholders.

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