



The impacts of social media on the #EndSARs# youth protests in Nigeria

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The increasing impact of digitalization, especially in Africa, has transformed political, social, economic and business activity. There is therefore a need for rigorous academic debate about the effectiveness of social media platforms for citizen activism. This study focusses on the #EndSARS movement in Nigeria to explore strategies and mechanisms used to try to influence government. The authors conclude that the movement may inspire youth-led movements elsewhere, but also examine how the nature of the Nigerian state resulted in an abrupt end to the protests.

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