SOCIAL MEDIA AND THE PROMINENCE OF THE 2020 NIGERIAN #ENDSARS MOVEMENT

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Abstract

The key objective of this study was to determine the relationship between the social media and the prominence of the 2020 EndSARS movement in some cities and towns. The study was hinged on framing theory and resource mobilisation theory. The study adopted survey research design, using questionnaire to generate data from 403 respondents comprising active Nigerian social media users through Google Forms. Data generated were presented with the aid of SPSS (ver. 20). The findings of the study include: there is a strong relationship between the social media and the prominence of the movement in some towns and cities – 80.1% of the respondents believed that the 2020 Nigerian EndSARS movement was more prominent in towns and cities where the social media were more active and virulent than where they were less active; and the social media significantly contributed to the globalisation of the movement. However, the findings also showed other factors that affected the 2020 Nigerian EndSARS movement: 61% of respondents believed that religious and tribal solidarities hindered the rapid spread of the movement in some places. The study recommended among others, that proponents and promoters of social movements in the Global South and Nigeria in particular should deploy the use of Twitter (X) more, considered the best for social activism.
Keywords: EndSARS, Globalisation, Global South, Prominence, Social Media, Social Movement

Introduction

The Global South is one major part of the world that social movements have been rampant since the beginning of the 21st century and perhaps the introduction of social media and new media as seen with the Arab Spring (Mutsvairo & Bebawi, 2022). The Global South is one of the two terms (the second being the Global North) used to describe the two major political and economic poles or blocks of the world (Heine, 2023; Odeh, 2010). Adamaagashi (2023) posits that "social movements have gained momentum and proven to be influential catalysts of social change in recent years." No doubts there have been great climb in the emergence of social movements all over the world, especially with the continuous evolving of the digitalisation, the internet and the social media. Komiti (2022) opines that modern revolution (change) is mainly advanced by the stable technological

development and globalisation, thus affecting all human endeavours. Social media played significant roles in the success of Occupy Wall Street protests in 2012 and Black Lives Matter in 2020, both in the United States, and uprisings of the Arab Spring in 2011 - 2014. Granillo (2020) observes that "The video of Floyd's killing on May 25 circulated through social media, and since then, formed an uprising, taking the shape of mass protests against police brutality and systemic racism, largely organised online."

Africa is part of the Global South where occurrences of social movements have been rampant. For instance, a wave of social movements known as Arab Spring, occurred in some North African and Middle East countries such as Tunisia and Egypt from 2011 to 2014 (Berberoglu, 2015). In Nigeria, social movements are not a new phenomenon. Adamaagashi (2023) observes that "In Nigeria, numerous social movements

have arisen to address a wide range of social, economic, and political problems." Within the 21st century in Nigeria, there have been the emergences of several social movements, such include: Resource Control by Niger Deltans or South-Southern states (2000-2006), Fuel Subsidy Removal Protests (2012), Bring Back Our Girls Movement (2014), Revolution Now Protest (2019), and the recent EndSARS Protests (2020).

The video shared about Black Lives Matter is relatable to the Nigerian EndSARS protests. On the 3rd of October, 2020, a video footage of a team of SARS allegedly killing a young man in front of Wetland Hotel, Ughelli in Delta State surfaced and went viral on the social media (**Agbashi et al., 2021**). Sharing that video online was what was needed to begin the EndSARS protests. The 2020 Nigerian EndSARS movement consisted widespread protests in major cities and towns in Nigeria against police cruelty, and later extended to include demands for good and accountable governance, spreading beyond Nigerian borders (Ekoh & George, 2021). In the wake of the anti-SARS protests, the disbandment of SARS was announced by the Nigerian Government (Akinwotu, 2020). However, that did not hinder the spread of the movement. The reason was that "SARS was already infamously known as a rogue police unit that brutalizes, murders, extorts, and sexually harasses Nigerian youths" (Agbashi et al., 2021). Agbashi et al. (2021) and Amnesty International (2021) add that though the EndSARS movement sprouted out as a desperate demand to end the police unit, the protest actions immediately expanded to include demonstrations against bad political leadership and for improved governance.

The 2020 Nigerian EndSARS movement soon became globalised with the aid of the social media. This implies that the movement, its protests and other activities related to or involving the EndSARS at a time, occurred in different parts of the world, alongside Nigeria where it started (**Obia, 2020**). The movement widely spread across the various social media platforms, with amazing presence on Twitter and Facebook. It is believed that it was on the social media that the impetus for the movement was built, especially Twitter then, the protests were soon displayed on Nigerian streets (**Agbashi et al., 2021**). Kazeem (2020) (citing Afriques Connectées) posits that on the 13th October, 2020, when the movement was over a week, "The #EndSARS hashtag yielded 28 million tweets over the past weekend alone, according to social media analytics firm..." Obia (2020) adds that the EndSARS hashtag was the most trending in the world with over two million tweets as at on the 9th October, 2020, and continued unabatedly trending to outside the shores of Nigeria like the United States and the United Kingdom.

It is important to note that in all the popularity engendered by the EndSARS movement across Nigerian cities and in the different part of the world, available data show that the movement was more prominent in some places and less popular in other places across the world (Sokuma, 2021; Ade-Unuigbe, 2020; Olufemi, 2020). This must have been so for different reasons and it logical to look into what possibly could be reasons from the perspective of media and communication studies, and what connection exists between the social media and the prominence and less popularity of the movement in different areas.

Statement of the Problem

The 2020 Nigerian EndSARS protests spread rapidly across various cities and towns of Nigeria and outside Nigeria within a few days of emergence of the movement (Oluwatoye, 2023). The general outlook of the movement is thought to have been enabled by global trends, especially the

deployment of the social media (Uwalaka, 2022). Available studies show that the social media was pivotal in the successes of similar movements elsewhere (Clark, 2012). Despite its popularity across the world, the 2020 Nigerian EndSARS movement was not prominent even in some Nigerian towns and cities. The movement was perceived to be prominent in some towns and cities, but less popular in some other places for various reasons (Olufemi, 2020, Ade-Unuigbe, 2020; Sokuma, 2021). In Nigeria, the movement was prominent in southern towns and cities than the northern counterparts (Ade-Unuigbe, 2020). Ade-Unuigbe listed: Ughelli, Abeokuta, Port-Harcourt, Abuja, Benin City, Warri, Ogbomoso, Uyo, Minna (in Niger State), Alausa, Gbagad and Badagri (Lagos), Nyanya (Abuja), Akure, Warri, Kano (Kano State, Northern Nigeria) and other places in Southern Nigeria as where there were protests action of the movement. At the international stage, there were EndSARS protest actions in Johannesburg, Pretoria, and the Nigerian High Commission, South Africa; in Munich (Germany) and in Los Angeles (USA) etc. (Ade-Unuigbe, 2020). To Dede (2020), EndSARS protests were also held in: Toronto in Canada, Berlin and Cologne in Germany, Dublin in Ireland, Geneva in Switzerland, and London and Manchester in the United Kingdom, Washington, New York, Ohio and Dallas in the USA, Budapest in Hungary, Pretoria and Cape Town in South Africa.

From the foregoing, it is apparent that the movement was prominent in some places but less popular in some others. There must have been reasons for this. The connection between the social media in the popularity and prominence of the movement was a problem that this study sought to unravel. The study therefore, intended to contribute to on-going empirical debates on the subject of social media and the 2020 Nigerian EndSARS movements by

determining the relationship between the social media and the prominence of the 2020 EndSARS movement in some areas and less popularity in some other places.

Objectives of the Study

The objectives of the study were:

1. To determine relationship between the social media and the prominence of the 2020 Nigerian EndSARS movement and
2. To examine the impact of the social media on the globalisation of the 2020 Nigerian EndSARS movement.

Literature Review

Social media is a term simply used to describe several forms of internet-based communication that easily allows users to have almost unrestricted interactions, share information and create web contents on themselves. According to PennState (n.d.); Mogbogu and Shaibu (2020, p. 25), "Social media are computer-mediated technologies that allow individuals, companies, NGOs, governments and other organisations to view, create and share information, ideas and other forms of expressions via virtual communities and networks." Olise (2019) defines the concept as a variety of online communication media that utilise web 2.0 technologies, allowing users to download, upload, interact, collaborate and share information in ways never imagined by man. With this perspective, social media could be conceptualised in relation to: web 2.0, user-generated content (UGC), roles by social media organisations, and online social network.

Usually, whenever there is an emergence of a social movement, it spreads and manifests differently in places and perhaps at different degree of spread. To Ganz (2010), "social movements emerge from the efforts of purposeful actors, individuals or organizations, to respond to

changes, to conditions experienced as unjust—not just inconvenient, but unjust—so as to assert new public values, form new relationships." Polletta (as cited in Institute of Medicine, 2014), states 3 essential ingredients for social movements: political prospects, mobilising arrangements, and resonant frames (effective messaging). There are political opportunities when there are changes in the political setting of the country or state. When political loopholes are spotted by the aggrieved, they (the aggrieved people) map out mobilising structures. According to Polletta (as cited in National Library of Medicine, 2014), individuals hardly identify with or participate in social movements without personal conviction. This explains the need for organisational structures for movements. People join movements because they have compelling reasons to do so, which must have got to them through some well organised structures like sensitisation on the media and or through other social groups (Institute of Medicine, 2014). The third essential ingredient for a viable social movement is deployment of effective messages. This involves mobilising participants, the media, persuading stakeholders etc. (Polletta, 2008).

To run a successful social movement regime, there must be well established relationships across boards and stakeholders. According to Ganz (as cited in Institute of Medicine, 2014) "Movement building is about building relationships among people that change the people involved and that also build capacity. It involves both mobilizing people and organizing people." This includes mobilising and organising for protests activities. It is also where strategic leadership comes in – taking deliberate steps to ensure the necessary population key into the agenda of the particular movement. Ganz (2010) posits that there are five core practices necessary to build and organise a prominent social movement – relationship building,

developing a narrative, strategising, action and structures. In Nigeria, there have been emergences of a number of social movements at different periods and seasons. Some were more popular than others and more successful in some places than others. For instance, the 2020 Nigerian EndSARS social movement despite its popularity across the world was not prominent even in some Nigerian towns and cities. Ade-Unuigbe (2020) observes the following timeline of the movement.

1. On the 21st October, 2020, there were EndSARS protest actions in Johannesburg and Pretoria, South Africa and final convergence was at the Nigerian High Commission.
2. On the 19th October, 2020, there were protest actions of the movement in Munich (Germany).
3. On the 19th October, 2020, there were protests action of the movement in Abeokuta, Port-Harcourt, Abuja, Benin City, Ogbomoso, Uyo, Minna (in Niger State), Alausa, Gbagad and Badagri (Lagos), Nyanya (Abuja), Akure, Warri, Kano (Kano State, Northern Nigeria) and other places in Southern Nigeria.
4. On the 18th October, 2020, there were protest actions of the movement in Los Angeles (USA) etc.

Worthy of note is that most of the towns and cities mentioned above experienced the EndSARS movement all through or during most part of the movement. Jos and Minna, two North-central states of Nigeria that were the most mentioned places and few mentions of Kaduna and Kano among where the movement gained prominence in Northern Nigeria as indicated in Ade-Unuigbe's (2020) timeline of the movement. This seems to suggest that the movement could not do well in Northern Nigeria the way it was successful in the south. Several reasons could be responsible for that. For instance, the Northern

Governors Forum (NGF), one of the apex political groups in the north, led then by Governor Lalong (of Plateau State) told the press that the north was against the EndSARS movement (Olufemi, 2020). Another perspective to the prominence of the movement in the south and its unpopularity in the north was perceived regional solidarity. For instance, there were proSARS and anti-EndSARS protests in some northern states. Sokuma (2021) explains it thus:

On 10 October, the Arewa Youth Consultative Council, a group aimed at unifying the people of northern Nigeria…, wrote an open letter to President Buhari affirming their support for SARS. In the letter, the council labelled the demand for the dissolution of SARS as unpatriotic, reckless, and callous. They stated that SARS had been instrumental in tackling insecurity in the North and, instead, called for a structural reform of SARS. Shortly after, in other northern states like Borno, Jigawa, and Zamfara, ProSARS protests began to spring up and northern youths took to the street to express their support for the rogue police unit.

Kabir (2020), therefore reveals 10 reasons for the prominence of the 2020 EndSARs movement. They include: Unified agenda, use of social media, economic effect, persistence, absence of formal leadership structure, protests devoid of partisan politics, Buhari's long 'silence', high unemployment, poverty rate, coordination, logistics, and support from Nigerians in the diaspora.

Theoretical Framework

The study was hinged on two theories: framing theory often situated within the field of media and communication studies, and resource mobilisation theory which can be located within the fields of political science and sociology. According to *Mass Communication Theory* (n.d.); Asemah et al. (2017), the framing theory is hinged on the postulation that mass media "focus attention on certain events and then place them within a field of meaning." In communication, framing describes the ways events or occurrences in the society are presented to the public. *Masscommtheory.com* (as cited by Ugochukwu & Nwolu, 2021) sees framing as the manner a message source packages and assembles the message to the masses. Omeni (2022) defines frames as culturally practical description of reality that allow people to understand events by enabling individuals or groups to correctly construe events within their zone and the world at large. Asemah et al (2017) identify individual and media frames for application of the theory in communication and studies. While the individual refers to personal mental perception of particular circumstances, media frame involves communicative items such as texts, images and presentation methods applied in the media outlet or platform on the issue. The underpinning argument of framing therefore, is that the awareness of the public is drawn to certain features of news worthy events or occurrences in their society by also (consciously) turning these features into news worthy elements. Framing is done by organising ideas, themes or narratives and building them up over time through the media. The framing theory is applicable to this current study in order to understand how and ways the social media were deployed by users and protesters in building frames about issues of the movement. Posts about the EndSAR protests made on the social media during the movement by protesters might be considered frames. It is believed that social media users and protesters framed the stories and issues around the EndSARS leading to

the movement (Omeni, 2022; Ugochukwu & Nwolu, 2021).

The resource mobilisation theory focuses on the importance of the availability of appropriate resources in the emergence, development and success of a social movement. The theory posits that certain people who have some grievances in a society may be able to mobilise necessary resources to do something to reduce or eradicate those grievances (Sen & Avci, 2016). Sen & Avci (2016), define the term "resources" to include: money, labour, social status, knowledge, support of the media political elites, etc. The theory is unique in that it provides lucid explanation on the reasons certain grievances may lead to a successful social movement, and why others, even with similar grievances may not produce anything similar. Crossman (2020) posits that the resource mobilisation theory perceives that the accomplishment of social movements depends on amount of resources (time, money, skills, etc.) available to them and effective use of the resources. Proponents of the theory argue that the centrality of the theory is that any successful social movement campaign must have been able to marshal resources and utilise same efficiently in focal areas or places. According to Crossman (2020); LibreTexts (2020), the theory assumes that the type of resources being deployed defines the accomplishments of the movement. The theory is not without pitfalls as critics observe holes in overemphasis on resources, especially fiscal resources neglecting other key resources such as human beings and the social media which is not too capital intensive. Some movements are effective without an influx of money and are more dependent upon the movement of

members for time and labour (LibreTexts). The theory is pertinent to this study as it provided lucid explanation on resources mobilised for the prominence and success of the 2020 Nigerian EndSARS social movement.

Methodology

This study employed survey design. The population of the study comprised active Nigerian social media (especial Twitter and Facebook) users. Social media users in Nigeria are: 57.2% on Facebook, 14.06% on Twitter followed by Instagram with 13,62% users (*Social Media Stats Nigeria*, 2024), hence the preference for Facebook and Twitter in this study. The total number of Twitter users in Nigeria in 2020 when the EndSARS protests took place was 27 million (Sasu, 2024) and 23.88 million users for Facebook (Sasu, 2024 a). Not all the users are active, but most are active both on Facebook and Twitter (Petrocchi et al., 2015). The sample size of the study was 500, using the formula suggested by Wimmer and Dominick (as cited by Asemah et al., 2012, p. 161) on larger population and multivariate studies "as follows: 50 = very poor; 100 = poor; 200 = fair; 300 = good; 500 = very good; 1000 = excellent." Of the 500 copies of questionnaire in Google forms administered to respondents through email, WhatApps, Twitter, and Facebook platforms, 403 were returned. According to Baruch & Holton (as cited in Aduloju & Egunjobi, 2022, p. 5), "a response rate of 55% above is adequate to permit the analysis of data in a study." The data collated were processed with the aid of the Statistical Package of the Social Sciences (SPSS) version 20.

Data Presentation

Table 1: 2020 Nigerian EndSARS Protests more Successful in some Towns and Cities where the social media are mostly Thriving

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	160	39.7	39.7	39.7
Agree	163	40.4	40.4	80.1
Neutral	32	7.9	7.9	88.0
Disagree	40	10.0	10.0	98.0
Strongly Disagree	8	2.0	2.0	100.0
Total	403	100.0	100.0	

Source: Field Survey, 2023

The data in table 1 above indicate that the majority of respondents (80.1%) believed that the 2020 Nigerian EndSARS protests were more successful in towns and cities where the social media thrived. This suggests that there is a connection between the success of the 2020 Nigerian EndSARS protests and places where social media thrived.

Table 2: Viral Video Footages/Stories of SARS Allegedly Killing a Youth in Delta State, Gave the Protests Prominence in the State

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	165	40.9	40.9	40.9
Agree	149	37.0	37.0	77.9
Neutral	46	11.4	11.4	89.3
Disagree	37	9.2	9.2	98.5
Strongly Disagree	6	1.5	1.5	100.0
Total	403	100.0	100.0	

Source: Field Survey, 2023

The above data in table 2 show that a significant majority of respondents (77.9%) believed that viral video footages on social media, were crucial to the prominence of the movement in Delta State and other areas the protests were high.

Table 3: Grievances, Injustices, Police Brutality etc. that Instigated the 2020 Nigerian EndSARS Protests mostly Covered on social media

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	156	38.7	38.7	38.7
Agree	164	40.7	40.7	79.4
Neutral	21	5.2	5.2	84.6
Disagree	49	12.1	12.1	96.7

Strongly Disagree	13	3.2	3.2	100.0
Total	403	100.0	100.0	

Source: Field Survey, 2023

The data in table 3 above suggest that a significant majority (79.4%) believed that the issues that triggered the 2020 Nigerian EndSARS protests were primarily covered on social media. This connotes that the issues that led to the 2020 Nigerian EndSARS protests were predominantly covered on social media connotes that the traditional media were not as active as the social media in the prominence of the 2020 Nigerian EndSARS social movement.

Table 4: Prominence of the 2020 Nigerian EndSARS Movement in some Towns and Cities Unconnected to social media Success in those Places

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	59	14.6	14.6	14.6
Agree	106	26.3	26.3	40.9
Neutral	64	15.9	15.9	56.8
Disagree	126	31.3	31.3	88.1
Strongly Disagree	48	11.9	11.9	100.0
Total	403	100.0	100.0	

Source: Field Survey, 2023

The above data in table 4 reveal that less than half (40.9%) of respondents believed that the prominence of the EndSARS movement in some cities was not connected to social media success in those places. 15.9% of the respondents were neutral. However, a notable percentage (43.2%) of respondents held contrary opinion. This shows that opinions are divided among respondents and it is a reflection of the complexity of how social media and local factors may have interacted in different locations during the movement, leading to a range of perspectives on their interplay.

Table 5: Religious Views, Ethnicity and Solidarity for President Muhammadu Buhari as Hindrances to the Rapid Spread of the EndSARS

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	121	30.0	30.0	30.0
Agree	125	31.0	31.0	61.0
Neutral	52	12.9	12.9	73.9
Disagree	74	18.4	18.4	92.3
Strongly Disagree	31	7.7	7.7	100.0
Total	403	100.0	100.0	

Source: Field Survey, 2023

The results in table 5 above suggest that a majority (61%) of the population believed that religious views, ethnicity, and solidarity for the then President Muhammadu Buhari were hindrances to the rapid spread of the EndSARS protests in Northern Nigeria. This reflects the interplay of socio-political and cultural dynamics that can affect movements in different regions.

Table 6: International Support, Involvement, Solidarity and, Engagements that Gave the 2020 Nigerian EndSARS Movement a Global Colouration

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	108	26.8	26.8	26.8
Agree	135	33.5	33.5	60.3
Neutral	52	12.9	12.9	73.2
Disagree	67	16.6	16.6	89.9
Strongly Disagree	41	10.1	10.1	100.0
Total	403	100.0	100.0	

Source: Field Survey, 2023

The data provided in table 6 above reflect that the majority of respondents (60.3%) believed that international support, involvement, solidarity, and engagements were also factors that gave the 2020 Nigerian EndSARS social movement a global dimension. This perspective suggests that these international factors also added to the prominence of the movement in the global stage.

Table 7: Activities of Actors and Protesters, e.g. Posts, Likes, Shares, Comments and Twits that Made the EndSARS Movement Spread to different Parts of the World.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	246	61.0	61.0	61.0
Agree	133	33.0	33.0	94.0
Neutral	14	3.5	3.5	97.5
Disagree	5	1.2	1.2	98.7
Strongly Disagree	5	1.2	1.2	100.0
Total	403	100.0	100.0	

Source: Field Survey, 2023

The data in table 7 above suggest that the majority of respondents (94.0%) believed that activities of actors and protesters on social media, such as posts, likes, shares, comments, and tweets, were the primary drivers in making the EndSARS protests known and popular globally. This perspective supports the idea that features of the social media played a significant role in the international awareness and recognition of the EndSARS movement.

Discussion of Findings

A major objective of this study was to determine relationship between the social media and the prominence of the 2020 Nigerian EndSARS movement. Findings suggest that there was a strong relationship between the social media and the prominence of the 2020 Nigerian EndSARS movement. Majority (80.1%) of the respondents believed that there is a connection between the success of the 2020 Nigerian EndSARS movement and the places where the social media are thriving, both in Nigeria and other cities globally. This corroborates with the literature review that the protests were more prominent in southern Nigeria, some cities in Ghana, South Africa, the US, the UK and Europe

(Ade-Unuigbe, 2020). This perspective also confirms Olufemi's (2020) and Sokuma's (2021) observations that the protests were held in some places and not held in some other places. In consonance with available literature also, findings suggest that viral video footages or stories of alleged SARS-related incidents, disseminated through social media, played a crucial role in giving prominence to the movement and its protest activities in Delta State and other places. This was supported by a significant majority (77.9%) of respondents.

Findings further show that the issues that led to the 2020 Nigerian EndSARS protests were predominantly covered on social media and less in the conventional mass media. 79.4% of the respondents were in support of this perception. This is in consonance with existing literature that the social media marked a turning point in communication networks by giving people the possibility to get information from individuals directly rather than relying on knowledge from the conventional media, and that the social media and the internet were effectively used in prosecuting each of the two movements: EndSARS in Nigeria and Black Lives Matter in the USA and globally (Uwalaka, 2022; Granillo, 2020)). This also highlights the connection between the social media and prominence of the 2020 Nigerian EndSARS movement especially in areas the social media are known to be virulent.

On the other hand, findings imply that local factors might have interacted in different locations before and during the movement, leading to a range of perspectives on their interplays. For example, findings suggest that many people (61%) thought that religious views, ethnicity, and solidarity for the then President Muhammadu Buhari hindered the rapid spread of the EndSARS protests in northern Nigeria and other areas. This justifies the claim of Olufemi (2020) and

Sokumo (2021) as seen in the literature review that the Northern Governors Forum (NGF), one of the apex political groups in the north, led then by Governor Lalong (of Plateau State) told the press that the north was against the EndSARS movement. Similarly, findings reveal that opinions are sharply divided among respondents on whether the prominence of the 2020 Nigerian EndSARS movement in some towns and cities had something to do with the success of the social media in those towns and cities. While 40.9% of the respondents were affirmative, a fairly higher percentage (43.2%) was on the contrary, while the other 15.9% was neutral. This reflects the complexity of how social media and local factors may have interacted in different locations during the movement, leading to a range of perspectives on their interplay. This perspective slightly contrasts the view by Uwalaka (2022) that the general outlook of the movement is thought to have been enabled by global trends, especially the deployment of the social media but agrees with Kabir (2020).

Another cardinal area of the study was to examine the impact of the social media on the globalisation of the 2020 Nigerian EndSARS social movement. To this end, findings suggest that majority (94.0%) believed that activities of actors and protesters e.g. posts, likes, shares, comments and twits helped to popularise the EndSARS protests in different parts of the world. This indicates that social media was widely perceived by Nigerians as crucial tools through which the movement was spread beyond Nigeria's borders, and it aligns with Obia (2020) that the social media in the 21st century have the potency of spreading social movements abroad. However, findings suggest that many (60.3%) people thought other factors such as international support, involvement, solidarity, and engagements also gave the 2020 Nigerian EndSARS movement a global dimension, the same view

by Dede (2020); Kabir (2020) as in the literature review. This perspective suggests that these international factors also played a significant role in globalising the movement, except that whatever roles they played were also provoked by activities of the movement channelled through the social media. All these perspectives cumulatively suggest the existence of a noteworthy connection between the social media and the prominence of the movement as well as underscoring the impact of the social media on the globalisation of the social movements.

In view of the above discussions of all the findings, it is apparent that the study echoes the elements of the *framing theory.* Videos and messages about the movement shared on the social media might have been deliberately done by activists and protesters to awake the consciousness of the public and to gain prominence for the movement. The study aligns with the basic assumption of the *framing theory* that "the media focuses attention on certain events and then place them within a field of meaning" (*Mass Communication Theory* (n.d.); Asemah et al., 2017). Kazeem (2020) (citing Afriques Connectées) posits that on the 13th October, 2020, when the movement was over a week, "The #EndSARS hashtag yielded 28 million tweets over the past weekend alone, according to social media analytics firm..." Obia (2020) adds that the EndSARS hashtag was the most trending in the world with over two million tweets as at on the 9th October, 2020, and continued unabatedly trending to outside the shores of Nigeria like the United States and the United Kingdom. It is also obvious that the study agrees with the *resource mobilisation theory* which posits that certain people who have some grievances in a society may be able to mobilise necessary resources to do something to reduce or eradicate those grievances (Libretexts, 2020 and Crossman (2020). Crossman (2020) perceived that

"political opportunities for change must first be present before a movement can achieve its objectives. Following that, the movement ultimately attempts to make change through the existing political structure and processes." Thus, there were persistent lapses or grievances in the Nigerian social order that failed to be addressed or resolved by governments. The study perceives the social media and users as resources mobilised by activists and protesters. This is in corroboration with Sen and Avci (2016), definition of the term "resources" to include: money, labour, social status, knowledge, support of the media political elites, etc. Thus, the movement and its protests were more prominent and successful in most towns and cities where the social media are thriving and virulent more than where they are less active.

Conclusion and Recommendation

Examining the prominence of the 202 Nigerian EndSARS movement in some places and its connection with the social media was pertinent in order to further understand the roles the social media played in making the movement popular in those places and not so popular in some other areas. The movement and its protests were more prominent and successful in most towns and cities where the social media are thriving and virulent more than where they are less active. Thus, the social media contributed to the rapid globalisation of the 2020 Nigerian EndSARS social movement. The study also aligns with some assumptions of both the framing theory and the resource mobilisation theory. Therefore, the study recommended that: Proponents and promoters of social movements in the Global South and Nigeria in particular should explore more of Twitter (X), considered the best for vigorous socio-political campaigns; government officials saddled with information management and those in ministries of information should

invest more in the social media, and make sure they and the governments they represent have solid and vibrant presence in the social media across all platforms; and everyone should be active user of the social media to add one's voice in issues of public interests like the 2020 EndSARS social movement.

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