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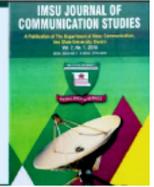
NEW MEDIA CONSUMPTION, ELECTORATE'S POLITICAL PARTICIPATION AND CANDIDATES' PREFERENCE DURING 2019 PRESIDENTIAL ELECTION IN OYO STATE, NIGERIA

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Abstract

The incorporation of new media has widened the electorates' horizons of political participation during Nigeria's electioneering process. These new media platforms such as whatapp, Facebook, Instagram, digital billboards and others have become ingrained in electioneering in recent Nigerian Politics. This study used Technological Determinism Theory. This study investigates New Media Consumption, Electorate Political Participation and Candidate Preference during 2019 Presidential Election in Oyo State. The study adopted survey methods research design. Snowball sampling technique was employed to collect the needed data for the study. Sample Size of 400 respondents was drawn from a population of 2,934,107 registered voters for the general elections in Oyo State. Data was collected through the use of structured close ended questionnaire. Descriptive Statistics were used to statically analyze the data collected for the study using statistical package for social science . Findings showed that Twitter and Whatapp were dominant new media platforms through which the electorate in Oyo State got engaged with politicians. Many of the respondents voted for their preferred candidates during elections as a result of what politicians posted on new media platforms. Participations in elections by the electorates were also as a result of engagement by politicians on new media platforms. However, affordability of data subscription are major challenges that the electorates encountered to ultimately be active on the new media platforms during the 2019 Presidential elections in Oyo State. The study recommended that politicians should develop websites that will be pretty much interactive, informative, dynamic to disseminate information about their activities during elections.

Key Words: new media Consumption; electorate's political awareness; participation; candidates preference.

Introduction

The emergence of new media has revolutionised political communication and widened the electorate's horizons of political participation during Nigeria's electioneering process. This is because new media have established a platform for ongoing interaction between voters and candidates. Adoption of these new media for electioneering purposes is a significant phenomenon that has transformed the interaction, communication, and sharing of information between politicians and the electorate in Nigeria and throughout the world in the twenty-first century, Suntai &,Targema, (2017). However, Adegboyega &, Samson(2015) states that , new media are computational in nature and rely on computers for distribution; they combine internet-accessible digital text, images, and videos with web links, contributors' creative participation, and user interaction. In view of the emergence of new media and their integration into politics, many parts of Africa have continued to grow in the twenty-first century and especially ingrained into electioneering in Nigerian politics. The participatory, interactive, and cost-effective nature have elevated them to the status of veritable instruments for conducting election campaigns, political engagement, and mobilisation, among other electioneering activities.These new media platforms have significantly enhanced human communication in the twenty-first century; they have also developed into veritable instruments for deepening electioneering in terms of information sharing, monitoring, and evaluation of political activities; and, to a degree, they have alleviated some of the tension and anxiety associated with elections by ensuring and even enforcing transparency and accountability. Apuke and Asunde, (2018) taking these perspectives into account, one could argue that new media now provide new avenues for citizens' political engagement and participation in the country. This study examined the impact of new media consumption on the

electorate's political, participation, and candidate preference during the 2019 Presidential Election in Oyo State, Nigeria.

Statement of the Research Problem

Political parties and candidates in Nigeria have evidently struggled to mobilise political action in terms of raising and nurturing political awareness in order to activate political participation and the electorate's preference for political candidates during electioneering. This was the case in Nigeria prior to politicians in the country adopting new media during the 2011, 2015, and 2019 presidential elections. Prior to the 2011 presidential election, most of Nigeria's traditional media organisations were owned by the government or, by extension, individuals. Government-controlled media houses are staffed by agents and employees of the ruling political party, which ensures that other opposition parties/candidates or contenders are barred from using the medium to communicate with the electorate. Additionally, the private media organizations that serve as an alternative medium for political parties or candidates to communicate with the electorate make this impossible due to the prohibitively high cost of airtime on their stations. Only a few political parties or candidates with political clout and financial resources have access to those alternative media outlets. According to this factor, many candidates were denied the opportunity to communicate with the electorate. Similarly, the electorate will have limited knowledge of those candidates, reducing their level of electioneering participation. Several research works have been done in this perspective, but none addressed the research topic. It is in view of this study investigated the influence new media consumption, electorate's political participation and candidates' preference during 2019 presidential election in Oyo State, Nigeria.

Research Questions

1. What are the various new media consumed by the electorate during the 2019 presidential election in Oyo State, Nigeria?
2. Does new media enhance the electorate's political participation during the 2019 presidential election in Oyo State?
3. What were the various factors that determined the electorate' preference for candidates during the 2019 presidential election in Oyo State?
4. What are the problems encountered by the electorates in using new media during 2019 presidential election in Oyo state.

Literature Review

The Concept of the New Media

The term "new media" refers to various forms of electronic communication enabled by the use of computer technology. The new media combines internet-accessible digital text, images, and video with web links, contributors' creative input, and user interaction. Additionally, new media refers to interactive digital platforms that support two-way communication and incorporate some form of computing, as opposed to traditional media such as the telephone, radio, and television (Bandipo, 2016; Jumbo et al. 2023). The rise of new media has facilitated increased communication between people on a global scale. Individuals can communicate via websites, Facebook, and blogs, among others. Globalisation has been facilitated by the evolution of these new media technologies. The new media are web-based/digital computer technologies that are interactive and networkable, such as the Internet and websites. The new media fundamentally alter the relationship between a physical location and a social location, diminishing the importance of physical location in our social relationships, Ahmad(2017). Nonetheless, there is no doubt that we are witnessing a sea change in the media landscape today. There is a massive shift away from traditional media as people embrace the trend of new applications. The new media became popular following the introduction of web 2.0, a web-based technology that facilitates extensive interaction. This has been facilitated by the growing popularity of mobile devices such as smart phones for accessing these media services, Nkala (2011).The new media are qualitatively distinct from traditional media in terms of reach, frequency, usability, immediacy, permanence, global reach, real-time access, on-demand access, and interactivity. Furthermore, Adebola and Yahya, (2019) states that new media refers to human interactions in which participants create, share, and/or exchange information and ideas through virtual communities and networks.

Political Participation

Political participation is defined as citizens' participation in election campaigns, rallies, decision-making processes, town hall meetings, and public meetings. It is a method of political communication between citizens and aspirants to political office or political groups, particularly those organized around community-wide issues. This communication

is accomplished through speech, political argumentation, and persuasion. Considering the potential contribution of new media to this type of participation, it is possible to envision citizens utilizing new media platforms such as Facebook, Whatsapp, and Instagram to expand this type of communication into the online realm. Both electorate and candidates can create groups on Facebook, Whatsapp, and other new media platforms to discuss and debate specific issues and then organize themselves to bring their ideas to the larger political arena (Okoro & Nwafor, 2013 Okoro et al. 2019). Additionally, Leticia,(2012) posited that political participation, can be viewed as an instrumental action, is concerned with gaining influence with elites and exercising citizenship through the deployment of power; this type of participation is motivated by self-interest and a desire for legitimacy; thus, voting can be viewed as an example of this type of participation, as citizens exercise their right to determine the distribution of power by selecting a party or candidate on the basis of their beliefs (Nwamara & Etumnu, 2022).

Jamil, (2018)asserted that, around election time, voting is viewed as the most critical form of participation, parties and politicians not only encourage voters to register and turn out on election day, but also attempt to convince voters that their policies would best serve their individual interests.

Presidential Election in Nigeria
Nigeria's Presidential Elections began during the Second Republic (1979–1984), when the country abandoned the parliamentary system following a bloody coup in 1966. From 1979 to the present, the country has held nine (9) presidential elections. The Second Republic held its first two elections in 1979 and 1983.Another occurred in 1991, during the ill-fated Third Republic, which was eventually declared null and void. Six (6) Presidential Elections were held in the Fourth Republic between 1999 and 2019: in 1999, 2003, 2007, 2011, 2015, and 2019. An analysis of the Nigerian Presidential election revealed a voting pattern in which the electorate votes according to their ethnic, religious, and regional affiliations. The 1979 Presidential Election revealed that the three major candidates, Alhaji Shehu Shagari of the National Party of Nigeria (NPN), Obafemi Awolowo of the Unity Party of Nigeria (UPN), and Dr Nnamdi Azikiwe of the Nigerian Peoples Party (NPP), garnered support from their respective political regions. The 1983 Presidential Election saw a reoccurrence of the same phenomenon. The Fourth Republic's Presidential Elections were contested six times, in 1999, 2003, 2007, 2011, 2015, and 2019, and each contest featured ethnic and religious influences on voters, either directly or indirectly. Osunyikanmi, (2018).

Suntai and Targema, (2017) posited that, in 2011, President Jonathan of the South ran on the platform of the People's Democratic Party, while Muhammadu Buhari of the Congress for Progressive Change ran on the platform of the Congress for Progressive Change (CPC). Buhari won in the north, while Jonathan won in the south. Jonathan won the contest, and the same contestants competed again in 2015, but Buhari won this time. The 2019 Presidential Election took on a new dimension with the emergence of two major strong contenders from the North: President Muhammadu Buhari of the APC and Alhaji AtikuAbubakar of the PDP. Both are from the Hausa/Fulani ethnic group and are Muslims by religion. However, the voting pattern indicates an unexpected result, with Hausa/Fulani Muslims voting en masse for President Muhammadu Buhari, while Northern Christians, the South and Southeast, and the Southwest voted for Atiku, with votes being split between the two. Additionally, as is customary in Nigeria, the 2019 Presidential Election was preceded by tension, blame games, anticipated violence, a campaign of slander, threats, and a desire to win at all costs. It was another instance of the litmus test for Nigeria's democratisation being presented. To begin, over 70 political parties were registered, and approximately seventy-three (73) parties fielded presidential candidates. For the first time in Nigeria's electoral history, a total of 73 parties competed alongside the two major contenders, the APC and the PDP. Due to the large number of parties, the 2019 Presidential Election was unlike any other in the country's history.

The 2019 Presidential Election resulted in the lowest voter turnout since 2011 and 2015. acceptance of corrupt practices by his closest officials during his last four years in office. The 2019 Presidential Election have a wide range of consequences for the Nigerian state's socioeconomic and sociopolitical dimensions. The incumbent president, who won the election, has been aggressive in his pursuit of infrastructure development in the country, which is believed to have future socioeconomic benefits for the populace. He also pursued economic diversification, particularly in agriculture, and social investment programs, all of which have a positive economic and social impact. If the PDP candidate had won, he might have halted the policies and instituted his own, given Nigeria's customary culture of policy discontinuity. Politically, power sharing is balanced today because of a gentleman agreement and understanding that after a two-term tenure, power will shift to the southern part of the country. However, if the PDP is assumed to have won, this arrangement will be reversed because the winner will have another two-term tenure to spend, resulting in a straight 12 years presidential tenure for the North. Sule (2019).

Historical Background of Oyo State
Oyo State is located in Nigeria's South-West geopolitical zone; it was one of three states created in 1976 from the former Western State of Nigeria. Oyo State, popularly known as the Pace Setter, is one of the Federal Republic of Nigeria's 36 states. It was formed when the old Western State of Nigeria was disbanded during the 1976 State creation exercise, and it originally included Osun State, which was split off in 1991. Oyo State is homogeneous and primarily inhabited by the Yoruba ethnic group, who are predominantly agrarian but prefer to live in dense urban areas.The indigenous people are primarily the Oyos, Ogbomosos, Oke-Oguns, Ibadans, and Ibarapas, all of whom are Yoruba and live in an indigenous city in Africa south of the Sahara. Ibadan had been the administrative capital of Nigeria's former Western Region since the days of British colonial rule. Additionally, Oyo, Ogbomoso, Iseyin, Kisi, Okeho, Saki, Eruwa, Lanlate, Sepeteri, Ilora, Awe, Ilero, Igbeti, Igboho, and Igbo-Ora are notable cities and towns in Oyo State.Oyo State is divided into 33 Local Government Areas (LGAs) and 29 Local Council Development Areas (LCDAs). Afijio, Akinyele, Atiba, Atisbo, Egbeda, Ibadan North, Ibadan North-East, Ibadan North-West, Ibadan South-East, Ibadan South-West, Ibarapa Central, Ibarapa East, Ibarapa North, Ido, Irepo, Iseyin, Itesiwaju, Iwajowa, Kajola, Lagelu, Ogb The Local Council Development Areas (LCDAs) are as follows: Aare Latosa, Afijio West, Ajorosun, Akinyele East, Akinyele South, Akinyele West, Akorede, Araromi, Atisbo South, Ibadan East, Ibadan South East, Ibadan West, Ibarapa North-East, Ibarapa North-West, Ifeloju, Iganna, Inukan, IrepodunThe state has a land mass of 28,454 square kilometers and is bounded on the south by Ogun State, on the north by Kwara State, on the west by Ogun State and on the east by Osun State. The landscape is composed of ancient hard rocks and dome-shaped hills that rise gently from about 500 meters in the south to about 1,219 meters in the north. The State's topography is gentle rolling low land in the south, rising to a plateau of about 40 meters in elevation in the north. The State is well-drained, with rivers flowing north-south from the uplands. Oyo State's climate is equatorial, with dry and wet seasons and a relatively high humidity level, Osodola (2018).

Theoretical Framework

Technological Determinism Theory
This researched work was anchored on technological determinism theory propounded by American Economist, Torstein Veblen between (1857-1929) and this theory revolved around the proposition that technology in any given society defines its nature. Technology is viewed as the driving force of culture in a society and it determines its course of history Macaulay et al., . The Technological determinism media technologies shape how individuals in a society think, feel, and act, as well as how a society operates, as we progress through technological epochs. The concept of technological determinism is considered and appropriate for this study because the theory asserts that new media technologies in communication influence social changes, transforming the world into a global village. He believes that technological development and diffusion inevitably result in sociopolitical, economic, and cultural changes. This theory supported the research work, given the Internet's emergence, adoption, and relevance in mobilizing people for political activities, it affirmed the participation of the electorate through the messages received via various new media which in turn influenced choice of their candidate during the voting exercise.

Methodology

Research Design
This study employed survey research design. The method was chosen for this study because it facilitates the systematic integration quantitative data within the context of a single investigation or sustained programme of inquiry. The fundamental premise of this methodology is that such integration enables a more comprehensive and synergistic approach to data collection and analysis. Descriptive analysis was considered for the research questionnaires due to the large number of respondents.

Population of the Study
The population of the study was the total number of registered voters (2,934,107) for the General Elections in Oyo State. This included all categories of stakeholders that participated in the electioneering in Nigeria during the 2019 presidential election, such as the electorate, the social media influencers, and members of the political parties in Oyo South Senatorial Constituency in Oyo State.

Sample Size
The sample size of 400 respondents from the population of the study which comprises the electorate that took part in the 2019 presidential election electioneering was considered who used either Facebook, Twitter and other forms

of new media platforms. The sample size was calculated using Guilford and Flutcher formula for estimating sample size as presented

$$n = \frac{N}{1 + (q^2) N}$$

Q = alpha = 0.05

It was calculated at 95per cent confidence level of 0.05 margin of error. The distribution of designed questionnaires was administered within the nine(9) local governments in the Oyo South Senatorial zone in Oyo State to the electorates. The sample sizes for the new media influencers or the handlers were two (2); they are mainly in charge of the new media handles for the two major political parties that are more visible online participated.

Where: N = Population size , Q = alpha = 0.05 .

$$n = \frac{2,934107}{1 + (0.05)^2 (2,934107)}$$

$$n = \frac{2,934107}{1 + 0.0025 \times 2,934107}$$

$$n = \frac{2,934107}{1 + 7,335.2675}$$

$$n = \frac{2,934107}{7,336.2675}$$

$$n = 399.9$$

$$n = \textbf{400}$$

Sample Technique

The snowball sampling technique was used in this study. This is a non-probability sampling technique used to collect research subjects by identifying an initial subject who provided the names of additional actors. The researcher sampled respondents in this manner by contacting a small group of people who were relevant to the research and then using that contact to establish contact with others (through referral). In this instance, the researcher contacted the electorates within the target population's in the senatorial constituency.

Research Instrument

The researcher applied the questionnaire in the collection of data for this study. The questionnaire for this study was considered by the researcher and it is labeled: New Media Consumption, Electorates' Political Participation and Candidate Preference. The researcher specified four research questions for this study and considered the questionnaire along the known objectives of the study. Henceforth, the research instrument was categorised into five sections: A, B, C, D and E. Items in the instrument were collected from the literature reviewed for this study.

Section A was planned to cause responses on demographic characteristics such as sex, age,and educational qualification of respondents.

Section B centered on identifying various media consumed by the electorate during the 2019 general elections.

Section C was about investigating how the electorate participated in the 2019 general election in Oyo state.

Section D was about how electorates during the 2019 general election in Oyo state had their choice of preferred candidate.

Section E was to investigate the problems the electorates encountered during the 2019 general election in Oyo State.

Data Collection Procedure

Data collection was carried out by the researcher and six well skilled research assistants who are also youth leaders, mobilisers and canvaser for their respective parties during the 2019 presidential election, in the study areas. The recommended research assistants played a vital role in mobilising the electorates and understood every nook and cranny of the entire nine local governments within the Senatorial Constituency. The researcher subjected them to rudiments of data collection to ensure that, the research assistants evaded needless errors in the running of the questionnaires. Many of the copies of the research questionnaire were distributed on one-on-one and were regained within a month. Others were regained by hand through the research assistants. Overall, 347 modified duplicates of the questionnaire were managed to the electorate. This gives 84.75% return rate of the administered research instruments for the study.

Method of Data Analysis
The data composed for this study were examined using Statistical Product and Service Solutions (SPSS), 23.0 latest version. The data collected were analysed using descriptive statistics for research questions 1-4.

Data Analysis and Results
Presentation of Demographic Information of Respondents
Table 1 : Distribution of Respondents by Gender

Gender	Frequency	Percentage
Female	175	50.4
Male	172	49.6
Total	**347**	**100**

Source: Field Survey, 2021
Table 1 centers on the gender distribution of this study. Apparently, there are more female participants in this study to male participants although the margin is quite small. Out of a total of 347 respondents, 175 respondents affirmed that they are females while 172 respondents affirmed that they are males. The ratio of percentage is 5.4% to 49.6% in the context of women to men. What this implies is that, there seem to be more women to be interested in this study than men.

Table 2: Distribution of Respondents by Age Bracket

Age Bracket	Frequency	Percentage
21-27	163	47.0
28-37	100	28.8
38-47	59	17.0
48 and above	25	7.20
Total	**347**	**100**

Source: Field survey, 2021.
Table 2: is based on the age distribution of participants in this study. The table has the following data given Age 21 – 27, a total of 163 respondents with the ratio 47.0%. Age range of 28-37 recorded a percentage of 28.3%. Ages 38-47 had about 59 respondents attesting to this age range with a percentage of 17.00%. 48 years of age and above had about 7.2% respondents. The implication of this therefore is that out of all the age ranges, ages 21-27 had the highest number of respondents with a percentage of 47.0 percent. Considering the fact that this study is centered on 'new media consumption, electorates' political awareness, participation and candidate's preference', this class of respondents are very much sensitive to political happenings in their environment and they are also very conversant with the new media. Close to this age range is age 28-37. A total of 100 respondents affirmed that are of this age category. Therefore, in this study, the age of 21 to 37 respondents are very much still in their prime of life. Therefore, to a large extent findings from this study should be very much reliable.

Data Analysis and Presentation Based on Research Questions
Table 3: Research Question 1: What are the various new media consumed by electorates during the 2019 presidential election in Oyo State Nigeria.

New Media Platforms	Frequency	Percentage
Whatsapp	87	25.1
Twitter	70	20.2
Facebook	144	41.5
Instagram	17	4.9
Digital board	3	.9
Bulk SMS	9	2.6
Mobile App	12	3.5
Wikipedia	5	1.4
Total	**347**	**100**

Source: Field survey, 2021

Table 4: Research question 2: How the new media enhanced electorate's political participation during the 2019 presidential election in Oyo state?"

S/N	Items	Yes (%)	No (%)
1.	Does the application of new media for the electioneering process of the presidential candidate made you to be participate in the political activities during 2019 presidential election in Oyo state, Nigeria?	224 (64.6%)	123 (35.4%)

Table 5: Research Question 3: What are the various factors that determined electorates' candidates' preference during the 2019 presidential election in Oyo state?

S/N	Items	Yes	No
1.	Did you decide to vote for your preferred candidate by the virtue of their activities you followed on new media platforms?	251 (72.3%)	96 (27.7%)
2.	Does the political campaign messages via the new media platforms influence your choice of presidential candidates during the 2019 presidential election in Oyo state, Nigeria?	211 (60.8%)	136 (39.2%)
3.	Did the message received from candidate or parties seeking for your vote make you to choose for your preferred presidential candidates?	193 (55.6%)	154 (44.4%)
4.	Does the application of new media platforms influence your voting pattern for your candidates preference during the 2019 presidential election?	208 (59.9%)	139 (40.1%)

Source: Field Survey, 2021

Table 6: Research question 4: what are the Problems encountered by the electorates during 2019 presidential election in Oyo State

Problems Encountered	Frequency	Percentage
Accessibility to Platform	70	20.2
Data Subscription	175	50.4
Electricity Power	75	21.6
Internet Reception	27	7.8
Total	**347**	**100**

Source: Field survey, 2021

Discussion of Findings

Research Question 1: What were the various new media consumed by the electorates during the 2019 Presidential Election in Oyo state, Nigeria?

This research question investigated various ways by which the new media were consumed by the electorate during the Presidential Election in Oyo State, Nigeria. This particular research question examined sub-research questions which are: **W**hich of the following new media platforms are you familiar with?, Which of the new media platforms did the presidential candidate use to engage you during the electioneering of 2019 Presidential Election in Oyo State, Nigeria?, Which of the new media platforms did the political parties candidate use to engage you during the electioneering of 2019 presidential election in Oyo state, Nigeria? Which of the new media platforms did you use to engage the presidential candidates and the political parties during the electioneering of 2019 Presidential Election in Oyo State, Nigeria, Which of the new media platforms did you get to know the existence of a Presidential candidate? Which of the media platforms did you follow to monitor and participate in the activities of the Presidential candidates and Which of the new media platforms did you monitor the activities of presidential candidates that made you decide choice of the preferred candidates during the 2019 presidential election in Oyo state, Nigeria?. A study reported that "audience for election news has shown less interest in engaging in online political activities than in retrieving political

information" [1]. This finding is contrary to one of the findings in this study. This study found that 144 (41.5%) out of the total number of respondents for this study – 347 attested to the fact that presidential candidates during the 2019 General Elections in Oyo State engaged them on the new media platforms. Also this study found that the use of political websites might be unconnected to the likelihood of voting for a candidate in a particular election . This is true considering the fact that this study found that only six(6) respondents during the 2019 General Elections made use of websites to get to know about political candidates during the election. In terms of election news consumed on new media platforms which could possibly affect voting decisions, this study found that 141 respondents attested to the fact that they made use of WhatsApp, Facebook had 86 (24.8%), Twitter 66 (19.0%) respondents, Digital Billboard has 18 (5.2%) respondents, instagram and Bulk SMS had 7 (1.4%) each, mobile app 1 (1.7%) respondent. This finding is in tandem with a study that reported that considerable number of election news consumed affected their decisions voting wise . This study also found that political parties and politicians do make use of different new media platforms for campaigns, raise funds, boost grassroots support, etc. In full details, the new media platforms used to engage the presidential candidates and political parties during electioneering campaign of 2019 presidential election in Oyo state, Facebook recorded 122 (35.2%), respondents. Whatsapp recorded 112 (32.3%), Twitter had about 68 (19.6%), Bulk SMS had about 15 (4.3%) respondents, TV web had about 10 (2.9%), Mobile App 5 (1.4%) respondents. From this data, Facebook recorded the highest number of respondents who used the platform for engagement with electorates during the 2019 Presidential election. This is in line with was reported earlier on. Another finding in this study was based on the fact that presidential candidates used various new media platforms to engage with electorates during the 2019 general elections in Oyo state. Facebook had the highest rate of respondents. With a total number of 144 (41.5%) respondents, this qualified the latter statement. Whatsapp came second with 87 (25.1%), followed by twitter which had 70 (20.2%) respondents, 17 (4.9%) respondents, mobile app 12 (3.5%), Bulk SMS had 9 (2.6%) respondents, Wikipedia has 5 (1.4%) and then digital billboards had 3 (.9%). This in line with what a study reported that new media presented an opportunity to connect and engage with the voters in discussion, as well as receive feedback on political issues.

Research Question 2: The second research question of this study says "How the new media enhanced electorate's political participation during the 2019 presidential election in Oyo state?". In providing answers to this research question, the following questions were considered: Did the application of the new media for the electioneering of the presidential candidate made you participate in the political activities during the 2019 Presidential Election in Oyo state, Nigeria?, In what way did you participate politically for the party you voted for during 2019 presidential election in Oyo state, Nigeria?, Did you have problems in following the presidential candidates activities on the new media platforms?, What were the problems you encountered when you were engaging presidential candidates? A study reported that the first motives associated with the use of the new media platforms by politicians is to showcase their candidacy as well as positions for their parties in the public sphere [6]. Interestingly, this study found something which did not support the latter finding reported in this study. About 164 (47.3%) respondents said they had difficulty following the presidential candidates activities on the new media platforms. While 183 (52.7%) respondents had a negative answer. A finding in a particular study revealed that there are many reasons why electorate participate in online electioneering . Reasons such as gathering political information, visiting a political candidate's website, donating money to a candidate or a political party online, etc. In this study, it was found that 143 (41.2%) respondents expressed the fact that they participated politically for the party they voted for during the 2019 presidential election by campaign rally. 101 (29.1%) said they did this based on sharing of party's online updates, followed by 35 (10.1%) respondents said they did their own by sharing of campaign materials. 38 (11.0%) said they participated politically by canvassing for party's candidate online. 30 (8.6%) shared of party's campaign messages online. This actually confirms the finding earlier reported.

Research question 3: The last research question in this study which happens to be research question 4 says that "What were the various factors that determined the electorate's preference for candidates during the 2019 presidential election in Oyo State?". In doing justice to this research question, the following was put forward: Did you decide to vote for your preferred candidate by the virtue of their activities you followed on the new media platforms?, Did the political campaign messages via the new media platforms influence your choice of presidential candidates during the 2019 presidential election in Oyo state, Nigeria?. A study reported that the visibility and accessibility of political information and election campaigns has improved through the use of the new media platforms by political parties [8].This is in line with a finding in this study that has it that " 208 (59.9%) respondents were positive that during the 2019 general elections in Oyo state, the use of new media platforms influenced their voting pattern, while 139 (40.1%) respondents were in the negative. It was reported in a study that adoption of new media platforms by a candidate and its continued use can yield positive result. The study reported that politicians that use new media for all manner of

political activities have every tendency to actually gain the support of many electorate actually [9]. This is in tandem with this study that found that "211 (60.8%) respondents said yes to the fact that they voted for a certain candidate during the 2019 general election simply because of the activities of the political candidate on new media platforms while the rest (136 (39.2%)) said no. Also this study found that 193 (55.6%) electorates attested to the fact that the message they received seeking their vote made them have a preferred presidential candidate.

Research Question 4: A final aspect of research question three is trying to identify various problems that the electorate encountered when they engaged the presidential candidates during the 2019 presidential election. The results affirmed that 175 respondents attested to the fact that data subscription was a big challenge, electricity power was another challenge confronting 75 (21.6%) respondents, 70 (20.2%) had accessibility to platform, while 27 (7.8%) had challenges with internet reception.

Conclusion
No doubt indeed, new media platforms play a fundamental role in the way and manner people carry out various activities day in, day out. Politicians not exempted as well. The findings in this study suggests that effective usage of new media platforms can actually make a politician win any political seat he or she is vying for. It can be in the context of political participation, preference for a political candidate as well as awareness for a particular candidate during elections. Despite various challenges such as data subscription, electricity power, internet reception and accessibility to platform that confronted effective usage of new media platforms during the 2019 general elections in the state, electorates still were able to engage with politicians on new media platforms.

Recommendations
Based on the findings of this study, the following recommendations are hereby put forward.
1. Politicians should develop websites that will be pretty much interactive, informative, dynamic and easy to navigate to disseminate information about their activities during elections and also put more attention in embracing other new media platforms to engage electorates such as instagram and Bulk SMS which had lowest percent of the study by the respondent
2. The government at all levels especially at the federal level should formulate policies that will make data subscription much more affordable.
3. Politicians that really mean business to win political seats can come up with their own exclusive new media platform to engage with electorates during elections.
4. The Federal and state government should do something drastic about erratic power supply. Many electorates complained that this was a big challenge for them in accessing timely information on new media platforms.

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