

UNIZIK Undergraduates' Perception and Use of social media in the Propagation of 2022 Naira Re-Design Policy in Nigeria

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[0186] Abstract

This study examined the UNIZIK undergraduates' perception and use of social media in the propagation of the 2022-naira redesign policy in Nigeria. In today's news world, social media has gradually paved its way to the hearts of many, including young people, as a veritable channel for news distribution. All people do nowadays is confirm from the old media, who are even now key drivers of media convergence via the utilization of the democratic features of the new media. Thus, this quantitative research treated five objectives relating to UNIZIK undergraduates preferred social media platform, how they deployed the preferred platform, its impact, and finally, their perception of the role of social media in the propagation of the naira redesign policy. And the study finds, among others, that the seven most popular social media platforms were handy tools, with a higher percentage going for X (Twitter) and Facebook. The study also finds that social media is a democratic tool as it encourages feedback and is always timely in news reports on the 2022-naira redesign policy in Nigeria.

Key words: Naira re-design policy in Nigeria, Perception, Propagation, Social media use, University undergraduates.

Introduction

It is a routine for every country to do currency reshuffling by redesigning the country's currency to change the existing ones from time to time and this was the case with the Federal Republic of Nigeria in 2022 when the Central Bank of Nigeria introduced a new redesigned Naira note. As a result of the current political and economic conditions, new forms of currency have been introduced and circulated over time in Nigeria (Ejikonye, 2022). The former aspect, though, seems to have always weighted more heavily. For instance, the policy has always supported a display of the images of the country's former political leaders on the currencies so introduced, starting in the 1970s when the country's preference for progressively higher currency denominations began to increase. This may have been done in order to placate their ethnic groups (Chukwu, 2010). For instance, the one-shilling coin was the highest denomination at the time of the 1880 edict, which brought the first set of British coins into the nation. The highest denomination coin was the 2-shilling coin in 1913. This continued up until 1919, when the 10-shilling coin and the £5 note entered the financial system. Each time, new currency units were likely created to address the time's political and economic demands (Chukwu, 2010).

In November 2022 precisely, the Central Bank of Nigeria (CBN) announced a redesign of the country's currency notes, in which the #200, #500 and #1000 were redesigned. The new notes were introduced to celebrate Nigeria's diamond jubilee and to enhance the security features of the currency. The redesign sparked a flurry of both offline and online media reactions, where people share various opinion on new redesigned note (Guardian Nigeria, 2022). However, this study seeks to address the role of the New Media in the Naria Redesign Policy of Nigeria, 2022 holding to the fact that the new media has fast grown to become the media of the common man of the country as it has helped to curtail to reasonable extent the influence the elite social class usually possess over the traditional media. This is due to social media being a democratic and transactional media where users content is being relied upon. Awatade (2014) consider, social media as critical in influencing public perception of events, problems, and people. They offer a setting for discourse and information sharing. The way online media: news-blogs, websites, and both conventional and nonconventional media, social media handles-reported on the redesign of the Naira note and the CBN's objectives may have an impact on how the public perceives them (Isu, 2020).

Statement of Problem

With media convergence at the forefront of every well-meaning nation, both the mass media and new media are used to disseminate important national policies, and this was the case with the central bank

of Nigeria's 2022-naira redesign policies. However, this policy stirred loads of reactions across the country, including in university communities where undergraduates rely so much on the new media for news breaks. Until now, there has been a dearth of research on the use of new media as a policy dissemination tool and the receptiveness of new media to national policy contents among undergraduates. Hence, this research investigates "UNIZIK Undergraduates' Perception and Use of Social Media in the Propagation of the 2022 Naira Re-Design Policy in Nigeria."

Objective of the Study (1) To ascertain the preferred social media platforms used in the propagation of Nigeria's 2022-naira redesign policy among Unizik undergraduates. (2) To examine the areas Unizik undergraduates deployed social media in the propagation of Nigeria's 2022-naira redesign policy. (3) To examine UNIZIK undergraduates' perception of social media messages on the 2022 Nigeria's Naira redesign policy. (4) To examine the impact of the social media propagation of the Nigeria's 2022-naira redesign policy reports on UNIZIK undergraduates.

Research Questions

In line with the objectives, the following Research Question were formulated: (1) What are the preferred social media platforms used in the propagation of Nigeria's 2022-naira redesign policy among Unizik undergraduates? (2) What are the areas Unizik undergraduates deployed social media in the propagation of Nigeria's 2022-naira redesign policy? (3) What are UNIZIK undergraduates' perception of social media messages on the 2022 Nigeria's Naira redesign policy? (4) What are the impact of the social media propagation of the Nigeria's 2022-naira redesign policy reports on UNIZIK undergraduates?

Significance of the Study

This research aims to address these pressing issues, shedding light on the role and challenges presented by the integration of new media in the Naira Re-Design Policy in Nigeria. A thorough analysis will offer insights to policymakers, stakeholders, and the public, ultimately contributing to a more informed and effective implementation of this significant policy.

Empirical Review of Literature

Aguebor (2023) examined Coverage of New CBN Policy on Redesigned Naira Note by selecting mainstream newspapers in Nigeria. This research was conducted to examine the coverage of new CBN policy on redesigned naira note, selecting mainstream newspapers in Nigeria. Its aim was to, ascertain the level of coverage given to CBN new policy on redesigned naira note, find out what prominence was given to new CBN policy on redesigned naira note, ascertain the possible position of newspapers in the newspaper reportage of CBN policy on redesigned naira note, determine the pattern of reports given to reportage on new CBN policy on redesigned naira note and lastly ascertain the frequency of stories on the CBN policy on redesigned naira note. The content analysis method was adopted to carefully collect data from newspaper stories published from October 26, 2022, to February 2023. A total of 71 editions of both vanguard and guardian newspapers, were collated and analyzed. The study was anchored on the agenda setting theory and the media dependency theory. The findings of the research revealed that; Media organizations in Nigeria, gave a high level of reportage on CBN policy on redesigned naira note, media organizations did not give prominence to the reportage of activities on CBN policy on redesigned naira note, media organizations failed in their correlation or interpretative function as most of the items on the subject matter were reported as straight news, newspapers in Nigeria were not frequent enough with the reportage of CBN policy on redesigned naira note, media organizations is on the negative stand point on the issue of CBN policy on redesigned naira note, media organizations, covered more items on criticism and reactions of the public on the policy.

The researcher however recommends that; Media organizations should avoid adding too much emotions to their news stories, so that the audience will not get too emotional and miss the message, on issues of government policies, media organizations, should be more frequent in the reportage of stories, that has to do with policies at its early stage, rather than engaging in the rush hour approach, to ensure proper understanding, more media practitioners should be trained on financial analysis, so that when any policy that has to do with finance, is made by the government, they will be able to conduct proper analysis on it, while trying to represent the public, on issues of government policies, the media should place more focus on stories that will enlighten the members of the public rather than projecting stories of attack and problems emanating from the policy, the media should try as much as possible to be on a

neutral position and uphold truth and accuracy, so that they will not present the government in a bad light. While this study is on mainstream media, the present study is on social media and additionally looked at issues of perception and impact such messages on youth audience.

In same trend Efuntade (2023) investigated “Electronic Money, Digital Cloud Payments, Banknote Redesign Policies and Currency in Circulation: Relevance of Cashless System and Technology Acceptance Theory in Nigeria”. The electronic money, digital cloud payments, banknote redesign policies and currency in circulation vis-à-vis relevance of cashless system and technology acceptance theory in Nigeria is a rarely covered topic. Design policies are used by central banks to give direction to the design process of banknotes. The study of the banknote design policies of the past century shows that ‘technology-centred policies’ are gaining popularity. Even crypto currencies such as Bitcoin, Ethereum, Facebook’s Diem, Corda, Fabric and Ripple are competing for a spot in the cashless world, constantly reinventing themselves in the hope of offering more stable value, and quicker, cheaper settlement (Chapman, 2021; (Shao et al., 2021; Zhang & Huang, 2021). The sole aim of introducing digital currency is to reduce the volume of physical currency in circulation which in turn destabilizes socioeconomic development of a country (Barontini & Holden, 2019).

It is well-known fact that many people and businesses don’t accept innovations especially the ones caused by technology. Finally, from the literatures reviewed, the redesigning of the Naira is for economic reasons which is not limited to reducing inflation, combating counterfeiting, checking financial insecurity and reducing the money in circulation. There has been a wide acceptance of electronic banking in Nigerian banks and technology has become more popular as service offering to customers have become more convenient, thereby, leading to an increase in competitiveness and profitability. There is a swift variation in the method of conducting business globally and in Nigeria, particularly which is borne from advancement in e-banking. Awolusi and Aduaka (2020) has said that it is becoming progressively difficult to satisfy customer expectations. The cashless economy does not imply an outright end to the circulation of cash (or money) in the economy but that of the operation of a banking system that keeps cash transactions to the barest minimum.

Theoretical Review

This study is anchored on the Media Richness Theory. Media Richness Theory is a widely known theory of media use which has been applied to multiple fields (e.g., Kaplan & Haenlein, 2010; Liu, Liao, & Pratt, 2009; Tseng, Cheng, Li, & Teng, 2017). This theory regards the objective characteristics of media channels which determine their ability to carry information (Tseng et al., 2017). Media richness comprises four dimensions: (i) the ability to use multiple information channels to handle information cues simultaneously, (ii) the ability to facilitate rapid feedback, (iii) the ability to establish a personal focus according to the need and situation of the media user, and (iv) the ability to utilize symbols or alternatives in a language to convey information (Trevino, Lengel, & Daft, 1987). The underlying message of this theory is that communication efficiency can be improved by matching media to users’ information needs (Daft & Lengel, 1986).

Whilst a majority of studies compare richness between forms of media, e.g. telephone vs. direct mail marketing, the new communication landscape provides marketers with an opportunity to provide both “rich” and “lean” advertising and marketing content within a single media type such as a website. Media richness has been applied in the field of online and digital marketing (Shaw, Chen, Harris, & Huang, 2009). Online rich media includes a range of interactive methods that display motion and exploit sensory traits such as video, audio, and animation (Rosenkrans, 2009). The term “rich media” in this context provides an umbrella expression to describe online content that has multimedia elements such as sounds, video, or content that moves when a user clicks on the page that features the content (Shaw et al., 2009). Previous research has found that face-to-face meetings have more richness than communication media and written documents, as the latter lacks verbal feedback cues (such as facial expression, the direction of gaze, posture, and dress) (King & Xia, 1997). However, in a virtual, socially online environment, individuals can communicate in a style that is similar to face-to-face communication, which results in an increased richness of content (Cheung et al., 2011) and improved customers’ experience (Li, Dong, & Chen, 2012). Social media posts differ in the degree of richness they possess, measured by the amount of information they transmit in a given time interval (Cvijikj & Michahelles, 2013; De Vries et al., 2012). While online rich media (e.g., video, audio, and animation) which includes a range of interactive and motional methods exploits several sensory-related characteristics, content lower in richness (e.g., photos or images) stimulates few or basic senses

(Rosenkrans, 2009). This richness of the social media was effectively deployed during the 2022 naira re-design policy in Nigeria which this study interrogated.

Methodology

This study utilised the dynamism of the quantitative research method, using a questionnaire to explore the survey tools of the quantitative research methodology. Being that the study looked at UNIZIK undergraduates' perception and use of social media in the propagation of the 2022 Naira Re-Design Policy in Nigeria, the UNIZIK undergraduates then formed the study population. And as required in every quantitative research method, a sample was drawn from the 25,000 undergraduates as obtained from the UNIZIK Administrative Department using the Taro Yamane sample size techniques to arrive at 394. Using simple multistage sampling techniques and without any special preference to faculties, the total of 394 undergraduates were sampled. Thus, a 15-question questionnaire was constructed to focus on the four research objectives, including three demographic questions, considering all ethical standards in conducting survey research. The data gathered were processed for analysis using the Statistical Package for the Social Sciences (SPSS) version 16.

Data Presentation and Analysis: Data was analysed and presented using a bar chat and with proper quantitative descriptions.

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	187	47.3	47.5	47.5
	Female	207	52.4	52.5	100.0
	Total	394	99.7	100.0	

The research tool used is the questionnaire field relevant biodata, and about 47.3% of the 395 sampled population ticked male, while the rest 52.4% of the same population ticked female as their gender.

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	160	40.5	40.6	40.6
	21-26	128	32.4	32.5	73.1
	27 and above	106	26.8	26.9	100.0
	Total	394	99.7	100.0	

Moving to the age distribution, about 160 of the 394 respondents fall within the age bracket of 15-20, 128 respondents fall within the age range of 21–26, and only 106 of the population fall within the age range of 27 and above, as shown in Fig. 2.

LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100	72	18.2	18.3	18.3
	200	127	32.2	32.2	50.5
	300	93	23.5	23.6	74.1
	400 and above	102	25.8	25.9	100.0
	Total	394	99.7	100.0	

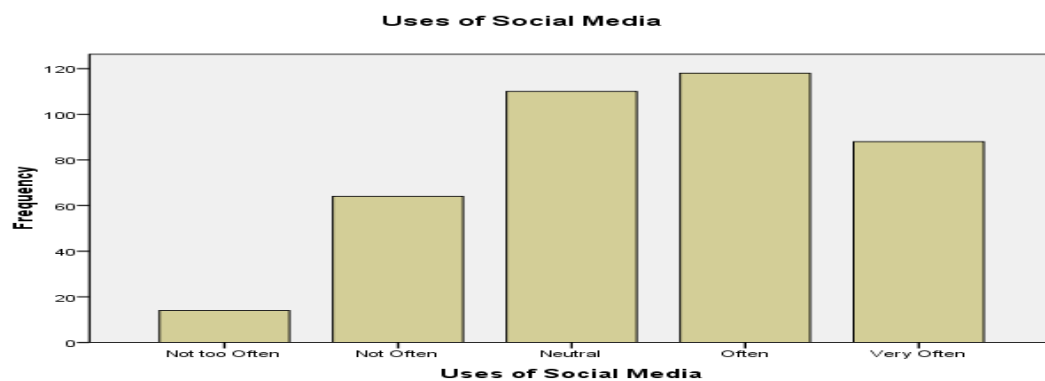
Fig 3 from field

From the 395 sampled population, 18.2% were high school starters at 100, then 32.2% of the respondents were in their second year, 23.5% ticked 300, and the rest, 25.8%, were already at 400 and above.

USES OF SOCIAL MEDIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not too Often	14	3.5	3.6	3.6
	Not Often	64	16.2	16.2	19.8
	Neutral	110	27.8	27.9	47.7
	Often	118	29.9	29.9	77.7
	Very Often	88	22.3	22.3	100.0
	Total	394	99.7	100.0	

Fig 4 from field

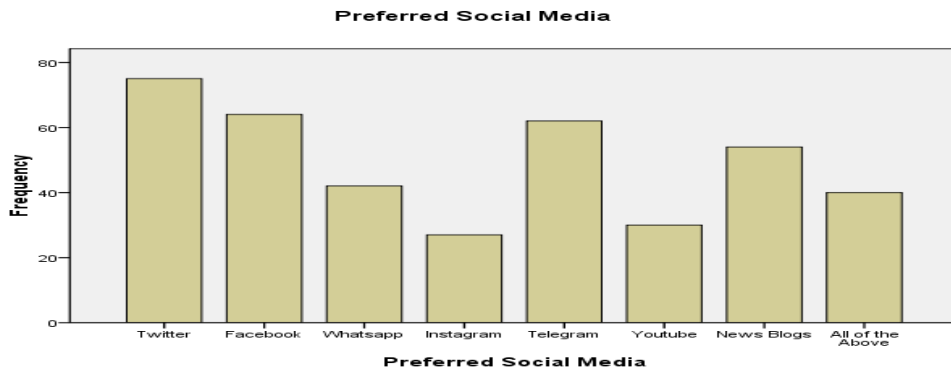


On the use of social media, the highest percentage of 29.9% ticked Often responding to the question of how often UNIZIK undergraduates use social media for news purposes. For the same question, 27.8% preferred to be neutral, 16.2% not often, and 3.5% not too often.

PREFERRED SOCIAL MEDIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	X(Twitter)	75	19.0	19.0	19.0
	Facebook	64	16.2	16.2	35.3
	WhatsApp	42	10.6	10.7	45.9
	Instagram	27	6.8	6.9	52.8
	Telegram	62	15.7	15.7	68.5
	YouTube	30	7.6	7.6	76.1
	News Blogs	54	13.7	13.7	89.8
	All the Above	40	10.1	10.2	100.0
	Total	394	99.7	100.0	

Fig 5 from field

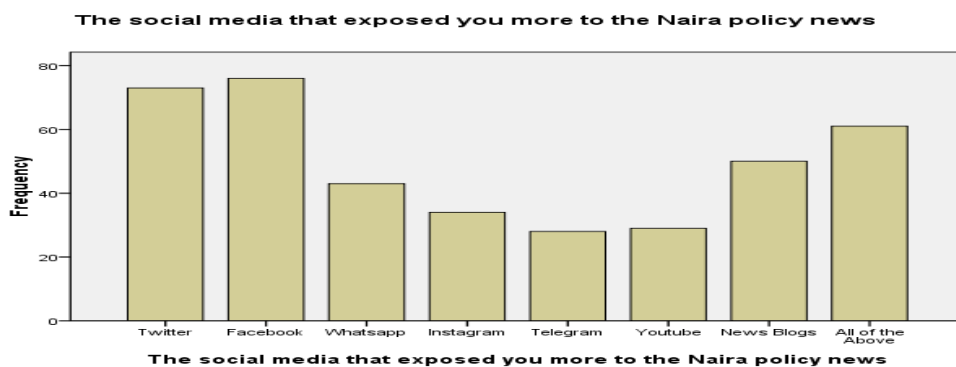


The 394-sample population also shared their preferred social medium, with percentages distributed among the seven most popular social media, which eventually happens to be the study focus of the paper. Twitter got 74 of the 394 respondents, Facebook was second with 64 respondents in favour, WhatsApp got 42, Telegram got 62, News Blogs got 54 ticks, YouTube got 30 and Instagram got 28. However, about 10.1%, which is 40 of the 394 sampled, agree they use all seven social media platforms for news purposes.

THE SOCIAL MEDIA THAT EXPOSED YOU MORE TO THE NAIRA POLICY NEWS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	X(Twitter)	73	18.5	18.5	18.5
	Facebook	76	19.2	19.3	37.8
	WhatsApp	43	10.9	10.9	48.7
	Instagram	34	8.6	8.6	57.4
	Telegram	28	7.1	7.1	64.5
	YouTube	29	7.3	7.4	71.8
	News Blogs	50	12.7	12.7	84.5
	All of the Above	61	15.4	15.5	100.0
	Total	394	99.7	100.0	

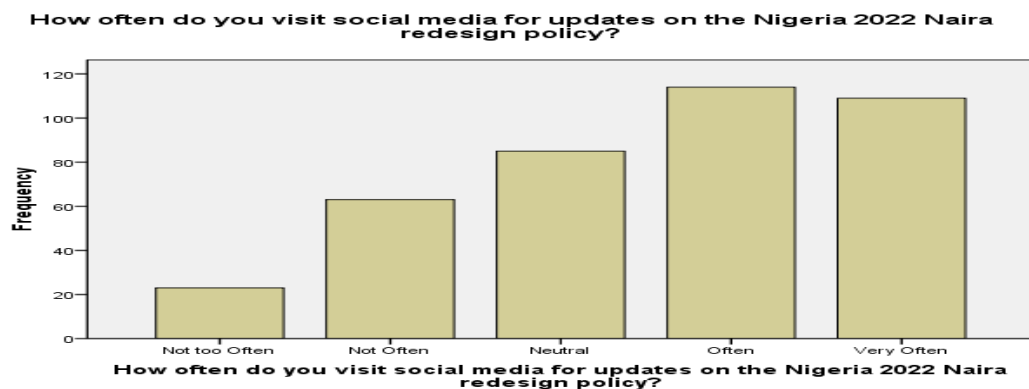
Fig 6 from field



Breathing life into the social media platform that exposed the UNIZIK undergraduates more to the Nigeria 2022-naira redesign policy. Twitter (18.5%) and Facebook (19.2%) led the way; WhatsApp got 10.9%, while news blogs got an impressive 12.7%. To this end, Telegram (7.1%), YouTube (7.3%), and Instagram (8.6%) happen to be the lowest. And interestingly, 15.4% of the 394 population favoured all seven social media platforms.

HOW OFTEN DO YOU VISIT SOCIAL MEDIA FOR UPDATES ON THE NIGERIA 2022 NAIRA REDESIGN POLICY?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not too Often	23	5.8	5.8	5.8
	Not Often	63	15.9	16.0	21.8
	Neutral	85	21.5	21.6	43.4
	Often	114	28.9	28.9	72.3
	Very Often	109	27.6	27.7	100.0
	Total	394	99.7	100.0	

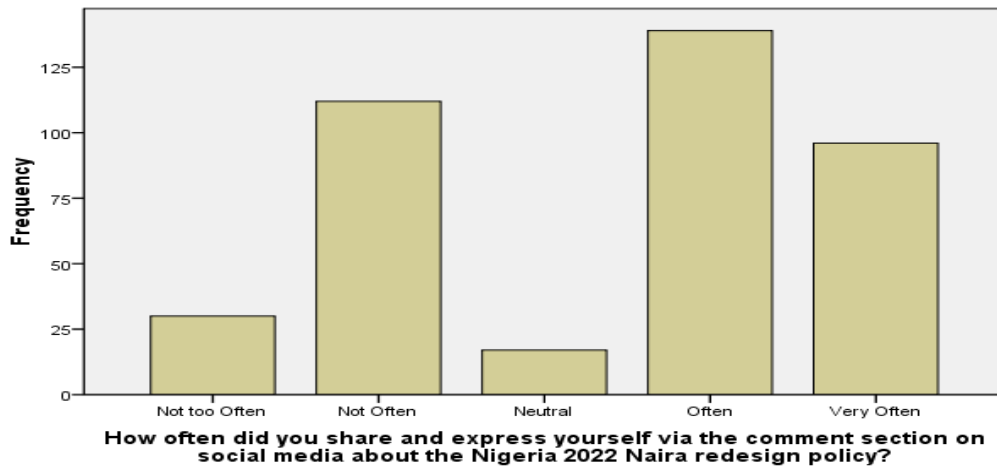


Moving to the question of how often undergraduate UNIZIK students visit social media for news updates on the Nigeria 2022 Naira redesign policy, The highest number of respondents, 114, ticked often, and 109 ticked very often, with 21.5% of the UNIZIK undergraduates selecting neutral. On the other hand, 63 of the 394 respondents picked not often, and the lowest was 23 not too often.

HOW OFTEN DID YOU SHARE AND EXPRESS YOURSELF VIA THE COMMENT SECTION ON SOCIAL MEDIA ABOUT THE NIGERIA 2022 NAIRA REDESIGN POLICY?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not too Often	30	7.6	7.6	7.6
	Not Often	112	28.4	28.4	36.0
	Neutral	17	4.3	4.3	40.4
	Often	139	35.2	35.3	75.6
	Very Often	96	24.3	24.4	100.0
	Total	394	99.7	100.0	

How often did you share and express yourself via the comment section on social media about the Nigeria 2022 Naira redesign policy?



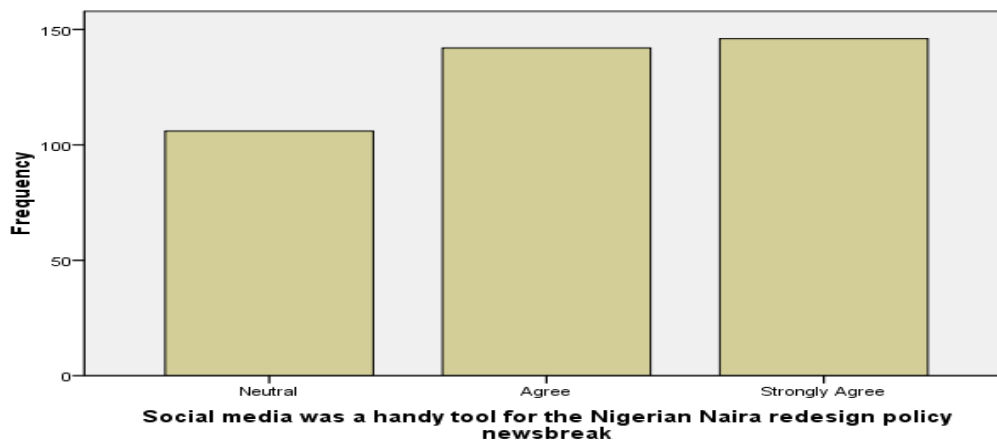
A total of 139 (35.2%) of the 394 UNIZIK undergraduates sampled often ticked that they shared comments via the comment section in social media to express their stands on the Nigeria 2022 Naira redesign policy, with 96 (24.3%) very often. However, about 112 (28.4%) ticked not often, then 17 (4.3%) chose to be neutral, and 30 (7.6%) ticked not too often, as shown in the above table.

SOCIAL MEDIA WAS A HANDY TOOL FOR THE NIGERIAN NAIRA REDESIGN POLICY NEWSBREAKS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	0	0	0	0
	Disagree	0	0	0	0
	Neutral	106	26.8	26.9	26.9
	Agree	142	35.9	36.0	62.9
	Strongly Agree	146	37.0	37.1	100.0
	Total	394	99.7	100.0	

Fig 9 from field

Social media was a handy tool for the Nigerian Naira redesign policy newsbreak

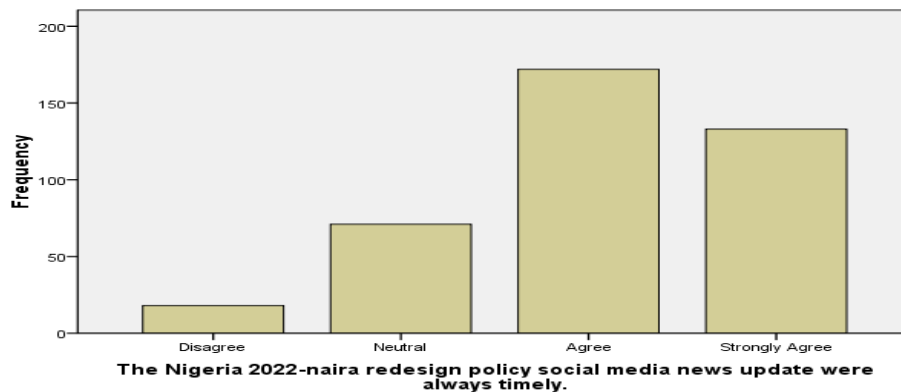


The respondents affirm that social media was a handy tool for the 2022 Nigerian naira redesign policy newsbreaks. 146 strongly agree, 142 agree, and 106 are neutral.

THE NIGERIA 2022-NAIRA REDESIGN POLICY SOCIAL MEDIA NEWS UPDATE WERE ALWAYS TIMELY.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	18	4.6	4.6	4.6
	Neutral	71	18.0	18.0	22.6
	Agree	172	43.5	43.7	66.2
	Strongly Agree	133	33.7	33.8	100.0
	Total	394	99.7	100.0	

The Nigeria 2022-naira redesign policy social media news update were always timely.

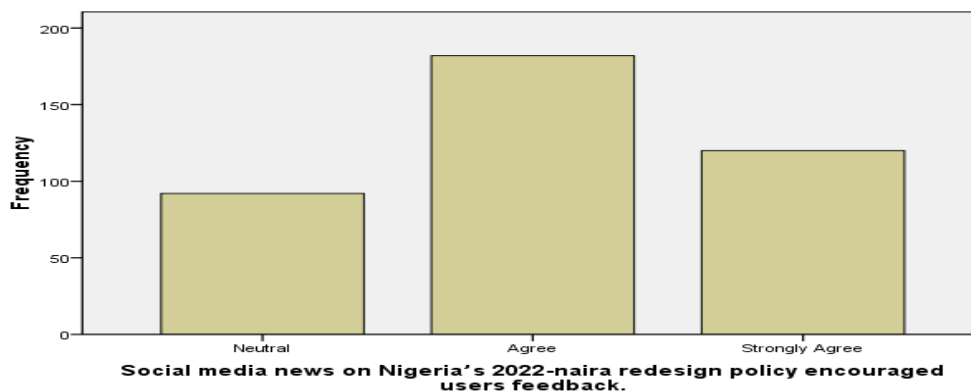


In the area of timeliness of the news break, 133 respondents strongly agreed, 172 respondents agreed, 71 were neutral, and the rest 18 disagreed.

SOCIAL MEDIA NEWS ON NIGERIA'S 2022-NAIRA REDESIGN POLICY ENCOURAGED USER'S FEEDBACK.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	92	23.3	23.4	23.4
	Agree	182	46.1	46.2	69.5
	Strongly Agree	120	30.4	30.5	100.0
	Total	394	99.7	100.0	

Social media news on Nigeria's 2022-naira redesign policy encouraged users feedback.

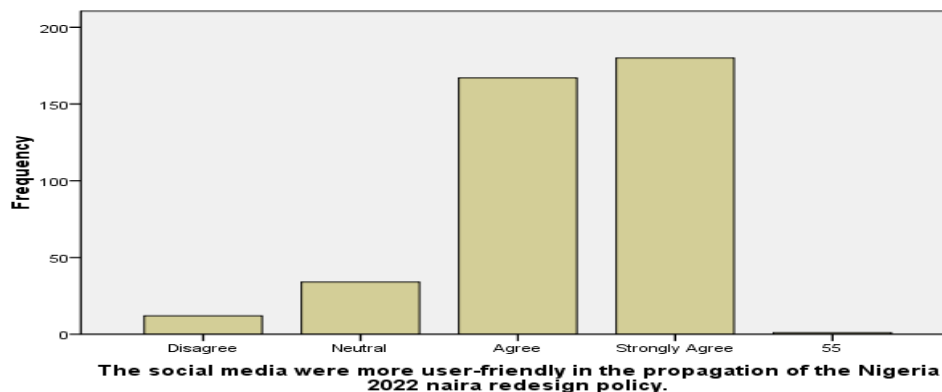


With neither disagree nor strongly disagree, 182 of the sample undergraduate UNIZIK students agree, 120 strongly agree, and the remaining 92 are neutral, as shown in the above table and chat. Social media news pages stimulate feedback from undergraduate students.

THE SOCIAL MEDIA WERE MORE USER-FRIENDLY IN THE PROPAGATION OF THE NIGERIA 2022-NAIRA REDESIGN POLICY.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	12	3.0	3.0	3.0
	Neutral	34	8.6	8.6	11.7
	Agree	167	42.3	42.4	54.1
	Strongly Agree	180	45.6	45.7	99.7
	Total	394	99.7	100.0	

The social media were more user-friendly in the propagation of the Nigeria 2022 naira redesign policy.

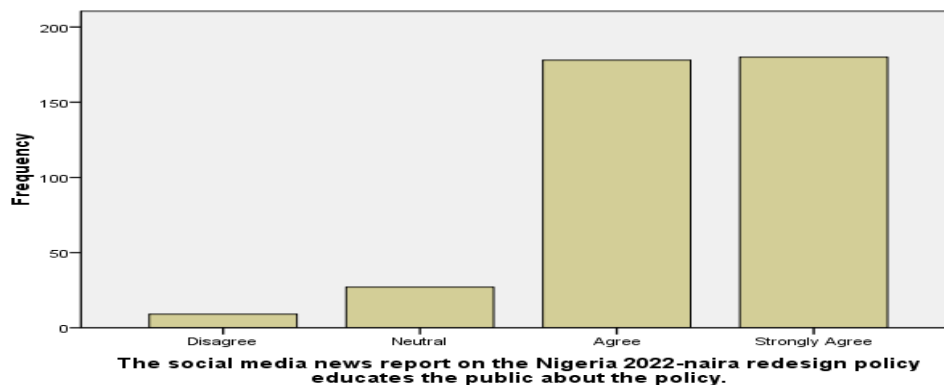


The UNIZIK undergraduates said the social media platforms were more user-friendly. 180 strongly agree, 167 agree, 34 are neutral, 12 disagree, and 0 strongly disagree, as shown in the above chat and fig.

THE SOCIAL MEDIA NEWS REPORT ON THE NIGERIA 2022-NAIRA REDESIGN POLICY EDUCATES THE PUBLIC ABOUT THE POLICY.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	9	2.3	2.3	2.3
	Neutral	27	6.8	6.9	9.1
	Agree	178	45.1	45.2	54.3
	Strongly Agree	180	45.6	45.7	100.0
	Total	394	99.7	100.0	

The social media news report on the Nigeria 2022-naira redesign policy educates the public about the policy.



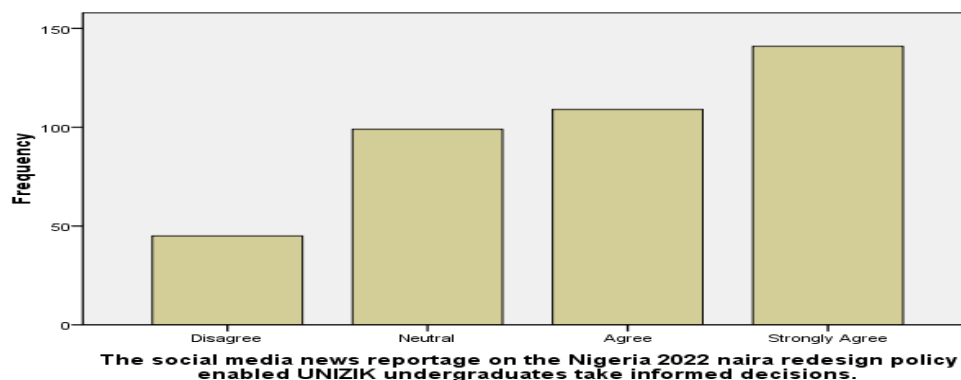
The social media was also said to be an education tool for the Nigeria 2022-naira redesign policy, with 180 strongly agreeing, 178 from the 394 samples agreeing, 27 picking neutral, and 9 disagreeing, as shown above.

THE SOCIAL MEDIA NEWS REPORTAGE ON THE NIGERIA 2022-NAIRA REDESIGN POLICY ENABLED UNIZIK UNDERGRADUATES TAKE INFORMED DECISIONS.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	45	11.4	11.4	11.4
	Neutral	99	25.1	25.1	36.5
	Agree	109	27.6	27.7	64.2
	Strongly Agree	141	35.7	35.8	100.0
	Total	394	99.7	100.0	

Field 14 from field

The social media news reportage on the Nigeria 2022 naira redesign policy enabled UNIZIK undergraduates take informed decisions.

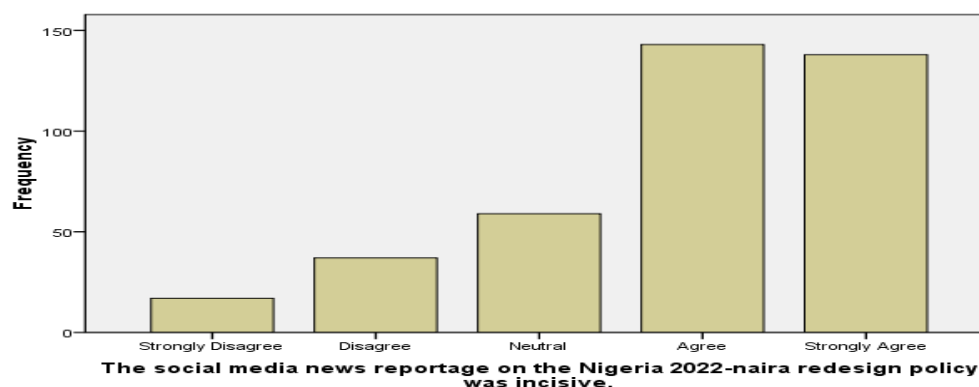


With 141 of the respondents strongly agreeing and 109 agreeing, social media is believed to have helped the UNIZIK undergraduate students take informed decisions. However, 99 of them take a neutral position, and 45 strongly disagree that it helped them with their Nigeria 2022 naira redesigned policy.

THE SOCIAL MEDIA NEWS REPORTAGE ON THE NIGERIA 2022-NAIRA REDESIGN POLICY WAS INCISIVE.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	4.3	4.3	4.3
	Disagree	37	9.4	9.4	13.7
	Neutral	59	14.9	15.0	28.7
	Agree	143	36.2	36.3	65.0
	Strongly Agree	138	34.9	35.0	100.0
	Total	394	99.7	100.0	

The social media news reportage on the Nigeria 2022-naira redesign policy was incisive.



The UNIZIK-sampled undergraduates still shared that social media news reportage on the Nigeria

2022-naira redesign policy was incisive. As shown in Table 143, 143 of the population samples agree, 138 strongly agree, which is already more than half of the population, 59 ticked neutral, 37 disagree, and 17 strongly disagree.

Findings and Discussion

This part of the paper relates the data gathered from the field to the research objectives. Assessing the preferred social media platforms used in the propagation of Nigeria's 2022-naira redesign policy among UNIZIK undergraduates. All seven popular social media platforms got good percentages from the 394 sampled audiences, even though X (Twitter) and Facebook lead the pile in that category. The second research objective is to examine the areas in which UNIZIK undergraduates deployed social media in the propagation of Nigeria's 2022-naira redesign policy. Figs. 7–9 show that social media was handy for UNIZIK undergraduates as it served as a news update on the 2022-naira redesign policy and also offered them the opportunity to share relevant comments on the subject matter via the comment section with some of the biggest news media outlets in the country.

This agrees with Porter (2008) and Tepper (2003); they agree that social media tools vary dramatically in their purposes and approaches, but they share an emphasis on enabling users to communicate, interact, edit, and share content in a social environment. Response to the UNIZIK undergraduates' perception of social media messages in 2022 Nigeria's Naira redesign policy also shows the importance of social media to university communities. Fig. 10–15, which also shared the impact of the social media propagation of Nigeria's 2022-naira redesign policy reports on UNIZIK undergraduates, shows that policy news can also be effective via social media. The respondent establishes news from social media that is always timely and enables them to make informed decisions, and this is based on the large number of agree and strongly agree obtained from the field, as shown in Figs. 10–15. In fact, figure 15 shows a higher percentage strongly agreeing and agreeing that the social media news reports were indeed incisive. This authenticates Cvijikj & Michahelles (2013) and De Vries et al. (2012) that social media posts have a degree of richness they possess, measured by the amount of information they transmit in a given time interval.

Conclusion and Recommendations

In a nutshell, the paper explored UNIZIK Undergraduates' Perception and Use of social media in the Propagation of the 2022 Naira Re-Design Policy in Nigeria and found that social media was handy for the dissemination of national policy. Based on the research objectives, the study finds that undergraduate students in the UNIZIK campus community and surrounding areas were able to make informed decisions based on the social media platforms incisive newsbreaks on the Nigeria 2022-naira redesign policy. Social media comment tools served as a veritable tool for expression, as a good percentage of the students sampled were able to express their opinions on the naira policy via comment sections on social media platforms. Not comparing the functionality of social media with that of mass media, the study shows social media is quite a popular tool among undergraduate students and thus can effectively channel national policy news dissemination.

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