

# Comparative Analysis of Social Media and Church Influence on *Obidient Movement* in 2023 General Elections and its Diplomatic Impacts on Domestic and International Interest



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## Abstract

Comparative analysis of social media and church influence on *Obidient Movement* in 2023 general elections and its diplomatic impacts on domestic and international interest was conducted as a survey using an online questionnaire to obtain empirical data. The study population stood at 96.3 million and 230 was used as the sample size for the study. The sample size is believed to be a fair representation of the study population. The researchers adopted an accidental non-proportionate sampling method to reach the respondents who came across the questionnaire on all the selected social media platforms that were used in the administration of the instrument. The following objectives were framed to guide the course of conducting this research: 1. To ascertain whether social media posts influence the electorate more than the Church in support of the *Obidient Movement*. Data showed that 86 (37.4%) respondents agreed that social media influenced them on *Obidient Movement* than the Church, and 34(14.8%) respondents strongly agreed. The implication here is that more respondents were influenced by social media posts in support of *Obidient Movement* than the Church. The data showed that 120(52.2%) of the respondents were influenced by the social media posts on *Obidient Movement*. This again shows the power of social media in electioneering

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campaigns. 2 To ascertain Nigerians' level of participation in the *Obidient Movement*. The data showed that 117(54.2%) respondents used social media to campaign for Mr. Peter Obi and 65(30.1%) respondents participated in the physical campaign while 13(6%) respondents involved in group rally and 9(4.2%) respondents participated in prayer campaign (Church) to support Mr. Peter Obi and *Obidient Movement*. The researchers therefore concluded that though the Church played a role in the movement and tilted towards the secular agenda (politics), social media platforms were more used as means of disseminating political information among a large youth population. The researchers also concluded that a large proportion of the youth who participated in the *Obidient movement* were Christian Youths (186/80.9%). The predominant social media used in the campaign were WhatsApp and Facebook. The researchers also conclude that the campaign attracted international concern as many Nigerians in diaspora joined in the campaign. The intense usage of social media in the 2023 election campaigns also elicited interest from the international community, which gave rise to robust engagements and support from the international community through observation missions, technical assistance, and diplomatic engagements with Nigerian stakeholders. The research therefore, recommended that fresh research should be conducted on the extent to which the outcome of the 2023 elections affected the diplomatic relationship between Nigeria and Democratic the civilized countries of the world. The gap created in this study is that there is no data that examine the co-relationship between social media posts and the Church against the diplomatic relationship between Nigeria and the Democratic countries of the world. A new research should be conducted in this regard.

**Keywords:** *Comparative Analysis, Social Media, and Church, Obidient Movement, General Elections, Diplomatic Interest*

### **Introduction**

Since the advent of social media, Mass Communication has taken a new dimension. One of the strongest influences of social media is that it allows everyone to share their opinion on issues of interest without any hindrance. Nigerian youths, teenagers, and celebrities now have the opportunity to talk tough on national issues on social media platforms such as Twitter, Facebook, YouTube, Instagram, WhatsApp, Tik Tok, and Telegram (Ngonso, 2019; Ngonso, Egielewa & Temitope, 2018; Nzekwe *et. al*, 2017). Therefore, Social media provides platforms for citizens to express their feelings without fearing editorial bottleneck. In Nigeria, social media has been deployed by almost everyone, institutions, as well as all political parties to sell their products, announce the availability of their services, sell manifestoes, campaign, and alert members of their parties as well as the general audience about parties' activities and ultimately about the election (Ngonso, Egielewa & Dauda, 2020). The election is the fulcrum of politics; it is the process in which citizens select their representatives and involves many activities (Aiyede & Igbafe, 2015). In recent times, Nigerian politics has taken a different shape due to the accessibility to political information by all on social media platforms. However, it is speculated that the use of social media by US presidential candidates and the attendant impacts in the electioneering campaigns in the US trigger the desire in most parts of the globe, including Nigeria. For instance, President Barack Obama used Instagram extensively during his presidential campaign. His success in the American presidential election, which he won on November 4, 2008, was largely attributed to the way Obama and his Chicago-based campaign team used social media and technology as integral parts of

their campaign strategy up to 2012. Obama was able to draw Americans' attention to his government by sharing government policies and programmes, and personal photos on Instagram. His sense of the use of social media to attract admirers earned him the 'first social media president of the US' (Anker & Chang, 2009). On the other hand, Donald Trump, one of the most controversial presidents America has ever had, also explores social media. Donald Trump is said to have tweeted about 57,000 times from May 2009, out of which he had tweeted 8000 times during his 2016 election campaign and 25,000 times during his presidency. His tweets no doubt, generate a lot of controversies and attract negative comments globally but draw attention to Trump (Bickart, Fournier & Nisenholtz).

In Nigeria, President Goodluck Ebele Jonathan was the first president to declare his presidential ambition on social media (Facebook). It was reported in Reuters that after a successful management of transition from the vice president following the death of President Umaru Musa Yar' Adua, President Goodluck declared his ambition on Facebook. President Goodluck contested the election under the Peoples' Democratic Party (PDP) and won but his performance in the office was adjudged by Nigerians to be poor and by 2015, his poor performance motivated Nigerians to mobilize against him and eventually, he lost the presidential elections to President Muhammadu Buhari. Edozie (2015,p.1) attributed President Jonathan's loss in the poll and President Buhari's victory to social media. He declares, "While Nigeria's 2015 presidential elections have largely been acknowledged as a victory for democracy-with the first ever victory of an opposition candidate-it was also a model in how social media brings transparency to the electoral process". Political observers alleged that the potential use of social media for political mobilization started in 2011, since then, Nigerian political parties have fully activated social media platforms for political purposes. However, the 2023 general elections brought in a different political momentum in Nigeria. Three things stood out in the 2023 general elections, which are of major interest in this research; the use of social media, Church involvement in the 2023 general elections, and the emergence of *Obidient Movement* and *Obi-Datti/crusade*.

In the 2023 elections, social media provided large political platforms for the Nigerian electorate, particularly the youth, to express their values and also received political orientations from the politicians, social media influencers, Church leaders, as well as opinion leaders (Ngonso & Egielewa, 2019). According to political pundits, youths' participation in Nigeria's politics increased tremendously in the 2023 general elections. This assertion agrees with Bassey's (2020) findings that Nigerian youths in Akwa Ibom State were influenced by social media such as WhatsApp and Facebook for participation in the 2019 elections. Aminu (2023) examines the influence of social media in the 2023 general elections and asserts that the youths' large presence on social media has given them the power to change, manipulate, and play with people's perspectives and beliefs during the elections. Meanwhile, some have attributed youth involvement in the 2023 politics to social media availability and the glamour of Labour Party Presidential Candidate, Mr. Gregory Peter Obi and his running mate, Yusuf Datti Baba-Ahmed. Commenting on the impacts of social media on the 2023 elections, Aminu (2022) puts it succinctly, "social media has allowed new candidates to showcase themselves through their social media accounts". Political analysis strongly shows that youths' involvement in the 2023 general elections was largely because they supported the Labour Party (LP) presidential candidate. It is also observed that youth mobilization and support for Peter

Obi started on social media which gave rise to *Obidient Movement*. Chukindi(2022,p.1) states, "Since last week when the news broke on Peter Obi's defection to Labour Party from PDP, there has been a growing support for the former bank chairman, with a lot of support across social media platforms". Aviation Minister, Hadi Sirika also confirmed this, and stated inter alia, "the use of social media platforms influenced the popularity of the presidential candidate of the Labour Party, Peter Obi, at the polls on Saturday's presidential election"(Busari,2023,p.1). LP scored 6,101,533 votes to emerge third within nine months of showcasing interest in the presidential race.

This movement at the initial stage appears not to have a leader because it all started on social media. As the 2023 elections were drawing near, more voices and faces were heard and seen on social media mostly of teenagers and youths among them also were well-known Nigerian celebrities such as Tunde Ednut, Uche Jombo, Seyi Awolowo, Femi Jacob, Imeh Bishop, El Dee the Don, Nefertiti, Kanayo O. Kanayo, Kenneth Okonkwo, Paul Okoye(PSquare), Pete Edochie, and Charley Boy. Others are Aisha Yesufu, Rinu Oduala, Rugged Man, Okey Bakasi, Patience Ozokwor, Hilda Dokubo, Chimamanda Adichie, Kate Henshaw, Mr Ibu, Chidi Mokeme, Nkechi Blessing, Zubby Michael, and Paul Obazele (Ezeh,2023). This constant support by social media celebrities further strengthened the movement by Nigerian youths, which snowballed into a movement now called *Obidient*. As the Nigerian constitution as well as party constitutions demands that presidential candidates of political parties should have their running mates, otherwise known as, vice-presidential candidates, Mr. Peter Obi sourced for VP from the Northern part of Nigeria and found Yusuf Datti Baba-Ahmed, who agreed to deputized Obi after series of failed alliance with Alhaji Kwankaso, former governor of Kano State. The coming together of Yusuf Datti Baba-Ahmed of Kaduna State, a former lawmaker in the National Assembly (Upper chamber), influenced the coinage 'Obidient' to 'Obi-Datti'. This movement grew large and became a concern to many political actors, including the two leading political parties of the ruling All Progressive Congress (APC) and Peoples Democratic Party (PDP). However, these parties accused LP of not having a political structure other than making noise on social media. The two opposition parties also accused *Obidient* of not having a voter's card and alleged that the electorate may not appear physically to vote during the elections. Mr. Peter Obi was personally accused of not being a reliable fellow. Some opponents of Mr. Obi were of the view that there were instances where he contradicted himself. For instance, Keyamo (2024) reminded the Nigerian public that in 2015 Mr. Peter Obi had said that what Nigeria needed was the change of her constitution and not the change of leadership. In August 2022, the same Obi said that bad leadership and not the constitution was holding Nigeria down.

Mr. Peter Obi of the Labour Party was also tipped to have the backing of the Church during the 2023 general elections. It was also observed that, apart from the youths' massive support for Mr. Obi on social media, the Church showed support to him as well. During the campaigns, Mr. Obi was spotted at Living Faith Church, headquarters in Otta, Ogun State, Nigeria, during the Church's annual spiritual festival, tagged Shiloh, 2022. He also visited Omega Fire Ministry in Auchu, Edo State, Nigeria; the Catholic Diocese of Benin at St. Paul Catholic Church, Airport Road, Benin City. Mr. Peter's acceptance was also seen when he visited Paul Enenche's Ministry, the Dunamis International; Pst. Lazarus Muoka's, The Lord's Chosen Charismatic Revival Church; The Redeemed Christian Ministry whose General Overseer is Pastor Enoch Adeboye. Others whose altar messages were directly in favour of the LP presidential candidate were that

of Pastor David Ibiyeomio of Salvation Ministry headquartered in Port Harcourt, Rivers State, and Pastor Chris Oyakilome of Christ Embassy. It is no doubt that Churches in Nigeria play a crucial role in political development as well as good governance. The Church from ancient times till date has been part and parcel of the secular system and the secular also infiltrated the Church (Ngonso & Egielewa, 2023). In the 2023 general elections, it was observed that the voice of the Church was loud calling Christians to show interest and actively participate in politics. The Nigerian Churches covertly lent their voices in support of Mr. Peter Obi of LP, which also attracted media attacks on the Church, particularly from the contending parties of APC and PDP. It was also observed that youths were randomly accused by older politicians as social media electorate. The older politicians felt that the youth's political participation on social media would not metamorphose into Mr. Peter Obi of LP winning the elections. One of the national political actors, a former governor of Edo State, Mr. Godwin Obaseki, alleged that the *Obidient movement* would phase out before the general elections proper. Despite these attacks on the members of the *Obidient movement* and the Church, Mr. Peter Obi's *Obidient movement* seems to have increased electoral participation in Nigeria due to an increase in the number of voters' registration and collection of voter cards as affirmed by the Independent National Electoral Commission (INEC).

### **Historical Background of the *Obidient Movement***

The political landscape of Nigeria took a different trajectory in the 2023 general election because of the weight thrown by the most political force, the *Obidient Movement*. The movement started as social media advocacy and changed within the shortest distance because the Nigerian youths were solidly behind it. The wave of the movement swept all and sundry like wildfire as it threatened the dominant political parties of the Peoples' Democratic Party (PDP) and All Progressive Congress (APC). *Obidient Movement*, represented by the Labour Party (LP) seems to be the most populous party in Nigeria so far. Many Nigerians got themselves deeply involved in the activities of the party owing to its dynamism and approach which was people-centered. The Movement focused on the poor masses' rights in governance and addressed critical economic issues that drew more participants to its events, (*The Guardian*, February 19, 2023)

The movement was more people-centered and worked with the youths and social groups whose interests were on issues bothering the betterment of the nation, Nigeria. The Movement had unique campaign strategies and focused on the youths through various social media platforms, and the threats of the movement nurtured numerous propaganda from the opposition parties.

More conspicuous was the presidential candidate of the party in the person of Peter Gregory Obi, a former governor of one of the most outstanding states in the Southeast geo-political zone of Anambra State, Nigeria. The campaign strategies swept oppositions off their feet, especially with the brilliance of the movement and its organisers' approach to issues, as it focused on the ordinary people and the grassroots, (Odili, 2023).

More applaudable to reckon with is the Party's presidential candidate who was a former governor of Anambra State from 2006 to 2014. His outstanding success and achievement speak volumes to his followers. The *Obidient Movement*, though not a registered political party in Nigeria during the 2023 presidential elections, resonates more with the teeming youths, a section of the Nigerian elites, and global leaders

This movement was orchestrated by a leadership logjam that has affected the well-being of a large proportion of Nigerians. Economic indexes in 2023 showed that Nigerian leaders have failed since the return of democracy in 1999. It was indicated that Nigeria had a 37% poverty rate, with approximately 84 million people living below the poverty line, while 18% of the population was living in severe poverty. In 2023, Nigeria's Gross Domestic Product (GDP) stood at 2.74% indicating a slight decline from the 3.10% growth recorded in 2022. On the other hand, in 2023, Nigeria had a net migration rate of -0.273 per 1000 population, approximately 260,000 Nigerians sought to migrate to Western countries. The United Kingdom was the top destination, attracting around 80% of these migrants. Other countries much sought after by Nigerians included the United States, Canada, and Australia.

In 2023, Nigeria had an under-five mortality rate of 107 deaths per 1,000 live births. The infant mortality rate was 69 deaths per 1,000 live births, and the neonatal mortality rate was 34 deaths per 1,000 live births. Similarly, the unemployment rate stood at 40.6%, indicating a significant increase from the previous years. These factors triggered a desire in the Nigerian youth to see a change in leadership. Mr. Peter Obi and his Labour Party were seen as the new messiah to the numerous Nigerians' problems. This development reshaped the entire Nigerian political terrain in 2023. The movements and their crescendo threatened the two most dormant parties of the PDP and APC. The movement became more intense as more Nigerians in the diaspora aligned themselves with the manifesto presented to the people, focusing on the economic and production issues that have become a huge challenge to the country since the inception of the democratic regime, (Odili, 2023).

The use of social media drew the attention and interest of the international community to Nigeria's 2023 general elections. The international community supported Nigeria's 2023 general elections, including the Obidient movement, through various means. International Observation Missions were sent to monitor the electoral process, providing an impartial assessment of the election's credibility. For instance, the National Democratic Institute (NDI) and the International Republican Institute (IRI) deployed a joint observer mission to Nigeria (Williams, *et.al*, 2022; Ngonso, *et al*, 2023).

Diplomatic engagement played a role, as the international community engaged with Nigerian stakeholders, including the government, political parties, and civil society organizations, to promote peaceful and credible elections. The international community encouraged all parties to respect the electoral process and adhere to democratic principles (Williams & Egemba, 2022).

It's worth noting that the *Obidient movement*, led by Peter Obi, was a significant force in the 2023 elections, mobilizing young Nigerians and promoting a message of change and reform. While the international community's support was not exclusively focused on the *Obidient movement*, their efforts contributed to a more inclusive and participatory electoral process.

Ironically, Peter Obi's record as a governor in the Southeastern region, along with his laudable achievements, made his ambition more resounding, as various facts emanating from his administration showed how he successfully managed the resources during his tenure as governor. Peter Obi's major achievement was his ability to commence Sub-Sovereign Wealth savings. The Nigerian Debt Management Office (DMO) rated Anambra State under the administration of Peter Obi as the first State in Nigeria that did not borrow or raise bonds for her various projects. Again, under Peter Obi's regime, the

state was rated the most financially stable state in the country. The Obi's regime entered into healthcare partnerships with Churches and established outstanding health sector which gave birth to the first State-owned Teaching Hospital named Chukwuemeka Odumegwu Teaching Hospital, Awka; Iyienu Hospital, Ogidi; Our Lady of Lourdes Hospital, Ihiala; St. Charles Borromeo Hospital, Onitsha; Holy Rosary Hospital, Waterside, Onitsha and St. Joseph Hospital, Adazi-Nnukwu. He also built the Joseph Nwilo Heart Centre in St. Joseph Catholic Church, Adazi-Nnukwu where heart surgeries are performed. Remarkably, his government won the Bill and Melinda Gates Foundation (worth a million dollars). He was voted as the best-performing state governor in immunization in the Southeast (Odili, 2023).

In addition, his government was the first to procure and distribute more than 30,000 computers to secondary schools, including 22,500 from HP. The State under his tenure also provided Microsoft Academies to more than 500 secondary schools, the school provided Internet access to more than 500 secondary schools. More than 700 school buses were provided to the secondary schools, boreholes, numerous classrooms were built across 177 communities within the state.

Interestingly, Obi's leadership in Anambra State attracted a plethora of companies to build facilities of which SAB Miller, the second largest brewery in the world, and numerous other companies followed suit. More so, the administration of Peter Obi provided at least one security vehicle to each of the 177 communities in the State to curb the menace of insecurity. There were vibrant security apparatus in place for organisation and the church safety as well (Majeed, 2023).

Obi attracted the World Bank's support on erosion by the National Erosion and Watershed Management Project (NEWMAP). He was the first to lay the foundation for poverty mapping in Nigeria, a move that served as a guide to effective poverty alleviation programmes in the country and it became a fulcrum for another government initiative in poverty mappings. This laudable venture with a track record of success gave him the upper hand in leadership and administrative success.

He was the first to undertake aerial mapping for the State capital and also the first production structure plans for the state capital, Awka, Onitsha, and Nnewi. He built the first secretariat complex to house the State Government Ministries around the State (Odili, 2023).

By the end of his tenure in 2014, more than 12 health institutions, including two hospitals, had secured accreditations. The achievement of Peter Obi as governor of Anambra State is the brain behind the *Obidient Movement* political shake-ups in Nigeria.

### **Statement of the Problem**

Nigeria's 2023 general elections appear to be very unique because of the high rate of political education and participation. Political observers have attributed the growing participation to hardship Nigerians are passing through under President Muhammadu Buhari and the desire to vote out APC. Other factors considered to have influenced growing participation in the 2023 political activities are the availability of information on social media and the open campaign by many church leaders asking their members to fully participate in politics. These factors have also been attributed to the cause of a third force which eventually brought in and revived the almost dead Labour Party, Mr. Peter Obi's political platform. His emergence was heralded on social media which gave birth to the *Obidient movement* and was also supported by the Church. However, we do not

know whether or not social media influences the Nigerian electorate more than the Church in support of the *Obidient movement* and the gravity of its impacts on Nigerian diplomacy. This study is, therefore, aimed at finding out whether or not social media influenced the Nigerian electorate more than the Church in support of the *Obidient movement*.

The following objectives are framed to guide the course of conducting this research:

1. To ascertain whether social media posts influence the electorate more than the Church in support of the *Obidient Movement*
2. To ascertain Nigerians' level of participation in the *Obidient Movement*

### Methodology

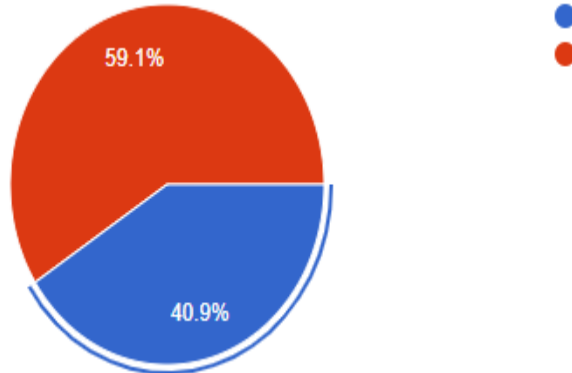
This study adopts a survey research method. An online questionnaire instrument was used to obtain the data from the respondents. The study population stood at 96.3 million. This is also the registered number of voters in the 2023 general elections (Sasu, 2023). We used this population since the study is about the 2023 general elections. We used 230 as the sample size for the study. The sample size is believed to be a fair representation of the study population. The researchers adopted an accidental non-proportionate sampling method to reach the respondents who came across the questionnaire on all the selected social media platforms that were used in the administration of the instrument.

### Data Presentation and Analysis

The data were presented and analyzed based on the four research questions that were framed:

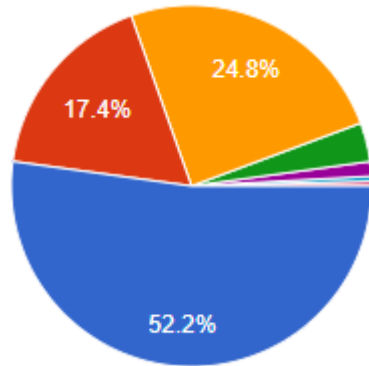
#### Demographic Data

Fig. 1: Gender Distribution of Respondents



The above diagram represents the gender distribution of the respondents who took part in the survey. 59.1% of the respondents were female respondents and 40.9% respondents were male.

**Fig. 2: Age Distribution of Respondents**

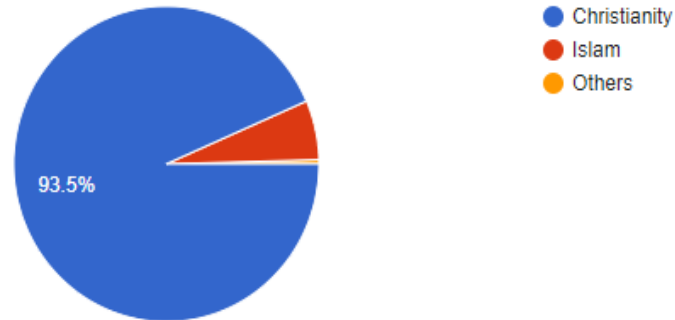


The above pie chart shows the age distributions of respondents in the survey. Three categories of respondents were heavily involved in the online survey. The pie chart showed that 120 respondents who took part in the survey were aged 18-25, while 57 respondents who also filled the online questionnaire were aged 34 and above and aged 26-33 who filled the questionnaire totaling 40. This data implies that young people between the ages of 18 to 33 are online savvy than adults of 50 and above. This data also collaborates with the findings of Ngonso, 2019, and Ngonso et.al, 2025 research work that showed that Nigerian youth use social media more than adults.

**Fig. 3: Religion of the Respondents**

Religion

230 responses

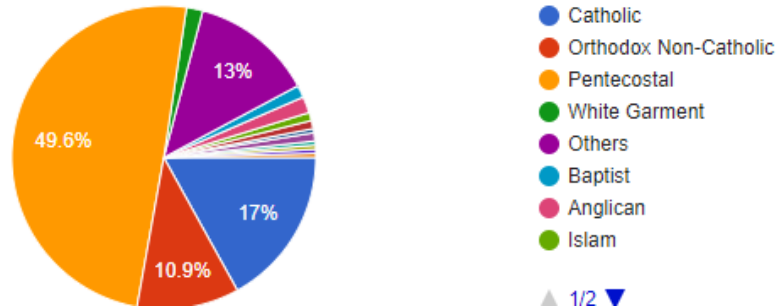


The pie chart above presents the demographic data on religion. The data showed that 93.5% (215) respondents who filled the online questionnaire were Christians while 6.5% (15) respondents were Muslim.

**Fig. 4: Church Affiliations of the Respondents**

Denomination

230 responses



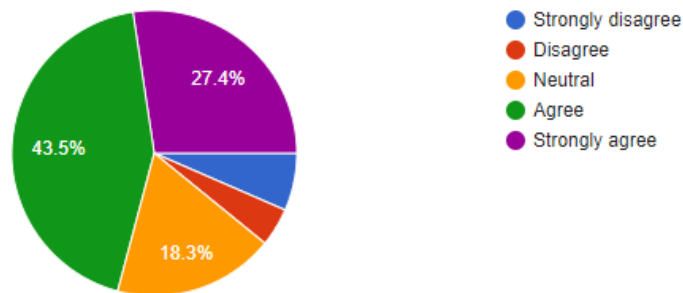
The pie chart above presents the data on church affiliations (denominations). The data showed that 49.6 % ( 114) of respondents who participated in the online survey were members of various Pentecostal denominations, while 17 % ( 39) of the respondents were of the Catholic Faith. 30 respondents representing 13% of the 230 respondents were members of several denominations whose names were not included in the list. Meanwhile, 10.9% (25) of the respondents were orthodox-non Catholic members. The data therefore showed that a larger portion of the respondents who participated in the survey were Pentecostal Christians.

**Thematic Data**

**Fig. 5: Social Posts on 2023 Elections**

1. I read several political posts on social media

230 responses

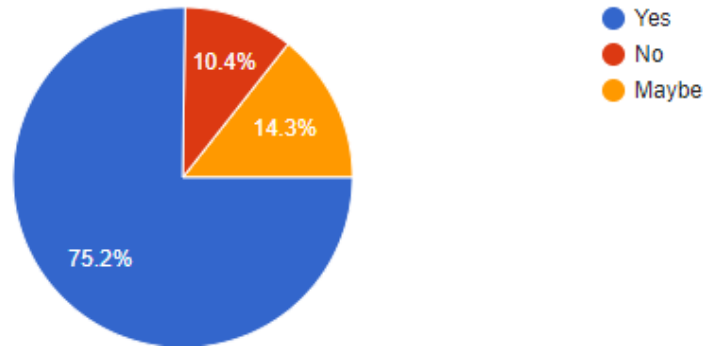


The pie chart above shows information on the use of social media during the 2023 general elections. 100 (43.5%) of the respondents agreed that they read political posts on social media during the elections, while 27.4 % (63) strongly agreed given a total of 163(60.9%) respondents who said that they have read political posts on social media during the 2023 general elections and 42(18.3%) of the respondents remained neutral.

**Fig. 6: Respondents' Views about Pastors and Politics**

### I read and heard pastors talk about politics

230 responses

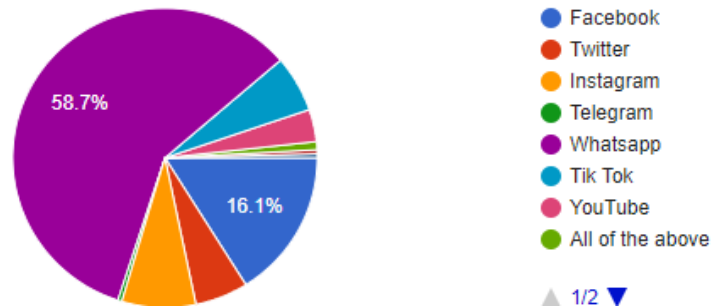


The above pie chart presents the views of respondents on Pastors and Church involvement in the 2023 general elections. 172(75.2%) respondents out of 230 respondents affirmed that they have read and heard Pastors talk about the 2023 elections.

**Fig. 7: Social media use during the elections**

### My social media type

230 responses



The above diagram shows the different types of social media platforms that were used by respondents during the 2023 general elections and *Obidient Movement*. The data showed that WhatsApp, Facebook, Instagram, Twitter(X), and Tik Tok were mostly utilized. The data further showed that the two most used social media platforms were WhatsApp (135=58.7% of the respondents) and Facebook (37=16.15% of the respondents) out of 230 respondents who used these platforms during the 2023 general elections and *Obidient Movement*.

### Analysing the research objectives

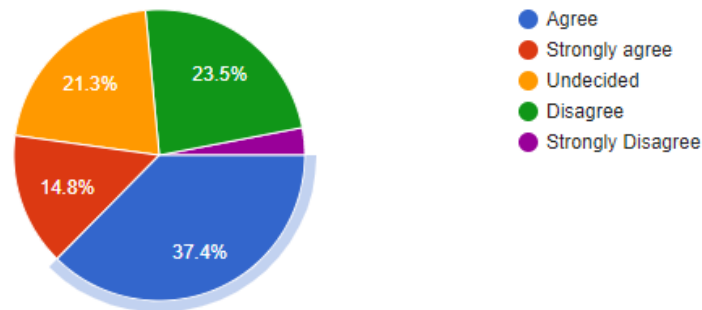
1. To ascertain whether social media posts influence the electorate more than the Church in support of the *Obidient Movement*

In measuring this objective, the researchers presented and analysed the data in the pie chart below

**Fig. 8**

Social posts influence my participation for *Obidient Movement* more than Pastors and the Church messages

230 responses

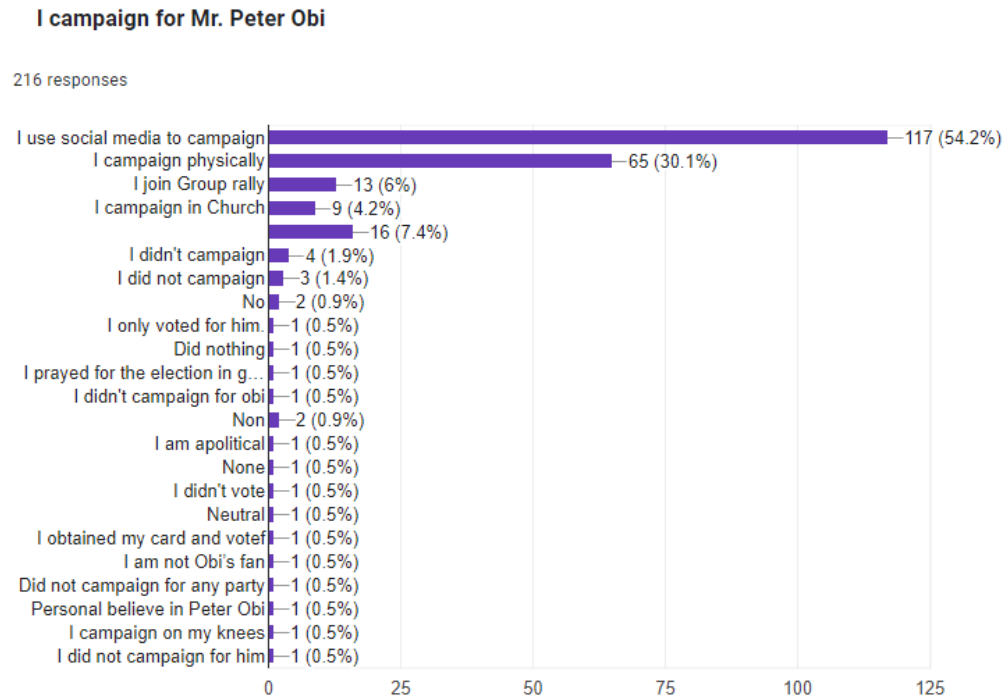


The pie chart above shows the comparative analysis of the social media influence and the Church in the *Obidient Movement* during the 2023 general elections. Data showed that 86 (37.4%) respondents agreed that social media influenced them on *Obidient Movement* than the Church, and 34(14.8%) respondents strongly agreed. The implication here is that more respondents were influenced by social media posts in support of *Obidient Movement* than the Church. The data showed that 120(52.2%) of the respondents were influenced by the social media posts on *Obidient Movement*. This again shows the power of social media in an electioneering campaign. In the other hand, the data also showed that the Church played a role in promoting *Obidient Movement* during the 2023 general elections. The data above showed that 56(24.4%) of the respondents were influenced by the Church messages on *Obidient Movement*. However, not all respondents were influenced by the social media posts and the Church as they may be other variables that influence participation in the *Obidient Movement*. The data showed that 49(21.3%) of the respondents were not influenced by either social media posts or the Church.

2. To ascertain Nigerians' level of participation in the *Obidient Movement*

In measuring this objective, the researchers presented and analysed the data in the pie chart below:

**Fig. 9: Respondents Participation in the *Obidient Movement*/2023 General Elections**



The pie chart above shows the level of participation of the respondents during the 2023 general elections and the *Obidient Movement*. The data above showed that social media platforms were used for the campaign, as earlier shown on **Fig. 8**. The data showed that most respondents participated on social media. This also allows social media to influence *Obidient Movement* more than the Church, the data above also showed that most **Obidients** used social media to campaign more than they were involved in the physical campaign or prayer campaign. The data showed that 117(54.2%) respondents used social media to campaign for Mr. Peter Obi and 65(30.1%) respondents were involved in physical activities, while 13(6%) respondents joined the group rally respectively to support the *Obidient Movement*. 9(4.2%) respondents used prayer campaign strategy (Church platform) to support Mr. Peter Obi and *Obidient Movement*. The interpretation of this data is that social media aided the *Obidient Movement* more than the Church and was dominated by the youth. However, the Church was a factor in the *Obidient Movement* during the 2023 general elections. It can be said that the *Obidient Movement* forced the Church into politics and forced politics into the Church. It is worthy of note that the secular can influence the Church and the Church can also influence the secular (Ngonso & Egielewa, 2023)

### Conclusion and Recommendations

This study was conducted as a survey using an online questionnaire to obtain empirical data. The study population stood at 96.3 million. This is also the registered number of voters in the 2023 general elections. The findings of the study showed that social media posts influence the youth participation in the *Obidient Movement* than the Church. The

researchers therefore concluded that though the Church plays a role in the movement and tilted towards the secular agenda (politics), social media platforms were more used as means of disseminating political information among a large youth population. The researchers also concluded that a large proportion of the youth who participated in the *Obidient movement* were Christian Youths. The predominant social media used in the campaign were WhatsApp and Facebook. The researchers also conclude that the campaign attracted international concern as many Nigerians in diaspora joined in the campaign. The research therefore, recommended that a fresh research should be conducted on the extent to which the outcome of the 2023 elections affected the diplomatic relationship between Nigeria and Democratic the civilized countries of the world. The gap created in this study is that there is no data that examine the co-relationship between social posts and the Church against the diplomatic relationship between Nigeria and the Democratic countries of the world. A new research should be conducted in this regard.

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