

EFFECTIVENESS OF ONLINE DEVELOPMENT CAMPAIGNS IN PROMOTING SOCIAL CHANGE AMONG Ogoni YOUTHS

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Abstract

This study examined the effectiveness of online development campaigns in promoting social change among Ogoni youths in Rivers State, Nigeria. The increasing adoption of digital communication platforms for environmental advocacy, youth empowerment, civic engagement, and community reconciliation initiatives has generated interest in understanding their contribution to sustainable social change within Ogoniland. The study was anchored on the Diffusion of Innovation Theory and Social Mobilization Theory. A descriptive survey research design was adopted. The population comprised approximately 42,000 youths aged 18–35 years residing in the four Ogoni-speaking Local Government Areas of Rivers State. A sample of 369 respondents was selected using the Taro Yamane formula and multistage sampling techniques. Data were collected using a structured questionnaire titled *Online Development Campaigns and Social Change Questionnaire (ODCSCQ)*, which yielded a Cronbach Alpha reliability coefficient of 0.84. Mean and standard deviation were used to answer the research questions, while z-test statistics were employed to test the hypotheses at the 0.05 level of significance. Findings revealed that online development campaigns effectively promote awareness of development issues among Ogoni youths and strengthen civic participation and youth advocacy. The results further indicated that online campaigns significantly enhance awareness of environmental issues, community development activities, and youth involvement in advocacy initiatives. However, a relatively lower rating was recorded regarding the sustainability of online-driven social change beyond the digital space. Hypotheses tested showed no significant differences in perceptions of campaign effectiveness based on gender. The study concluded that online development campaigns are effective tools for promoting social change among Ogoni youths, particularly in creating awareness and encouraging civic participation, but their long-term effectiveness depends on integration with offline community mobilization structures. It was recommended that development agencies, civil society organizations, and community leaders combine online advocacy efforts with traditional community engagement mechanisms to achieve sustainable social change outcomes.

Keywords: *Online Development Campaigns, Social Change, Civic Participation, Youth Advocacy, Ogoni Youths.*

Introduction

The Ogoni people of Rivers State, Nigeria, occupy a unique place in the history of community-driven development advocacy in the Niger Delta. Decades of environmental degradation associated with oil exploration, coupled with agitation for resource control and environmental justice led by the Movement for the Survival of Ogoni People (MOSOP) in the 1990s, positioned Ogoniland as a symbol of grassroots mobilization for social change in Nigeria. In recent years, the character of this mobilization has evolved considerably, shifting from predominantly physical rallies, town-hall meetings, and print media appeals to increasingly digital and online-mediated forms of advocacy. The proliferation of smartphones, affordable mobile data, and social media platforms such as

Facebook, WhatsApp, X (formerly Twitter), and YouTube has transformed how development issues are communicated to, and among, Ogoni youths.

Online development campaigns, broadly understood as coordinated efforts using digital and social media platforms to inform, persuade, and mobilize target populations around specific development goals, have become a visible feature of civic life in Ogoniland. Campaigns relating to environmental remediation under the Ogoni Clean-Up exercise, youth employment and skills acquisition, girl-child education, and community reconciliation initiatives such as those associated with the Sii Peace, Unity and Reconciliation process, are increasingly disseminated and discussed through online platforms. These campaigns rely on the capacity of digital media to reach dispersed audiences quickly, generate discussion, and, in principle, translate awareness into behavioural and attitudinal change consistent with development objectives.

Social change, within the context of this study, refers to alterations in the values, behaviours, social structures, and collective action patterns of a community over time. Development communication scholarship has long established that media, whether traditional or digital, can serve as a catalyst for social change when campaigns are well designed, culturally relevant, and responsive to the needs of the target audience (Melkote & Steeves, 2001; Servaes, 2008). However, the extent to which online campaigns specifically are effective in promoting social change among youths in contexts such as Ogoniland, where infrastructural, economic, and socio-political peculiarities exist, remains an empirical question requiring systematic investigation.

Ogoni youths, in particular, occupy a strategic position in the developmental trajectory of their communities. As a demographic segment with relatively higher digital literacy and social media usage compared to older generations, they are simultaneously the primary targets and, increasingly, the producers of online development campaign content. Understanding how effectively these campaigns translate into actual social change, whether measured in terms of increased civic participation, behavioural change, or strengthened community cohesion, is therefore essential both for scholarship and for practitioners, non-governmental organizations, and government agencies seeking to design more effective interventions.

Statement of the Problem

Despite the proliferation of online development campaigns targeting Ogoni communities, ranging from environmental awareness drives to youth empowerment and peace-building initiatives, there is limited empirical evidence on whether these campaigns are actually effective in translating online engagement into tangible social change. Anecdotal observation suggests that while online campaigns generate considerable digital engagement in the form of likes, shares, and comments, this engagement does not always correspond with measurable shifts in civic participation, community mobilization, or behavioural outcomes on the ground. This disconnect, sometimes described in the broader literature as "slacktivism," raises concerns about whether online development campaigns are merely performative or whether they genuinely contribute to the social change objectives they espouse.

Furthermore, existing studies on development communication and social media advocacy in Nigeria have tended to focus on national-level political campaigns or broad social movements, with comparatively little attention paid to localized, community-specific contexts such as Ogoniland, where historical grievances, environmental concerns, and reconciliation processes create a distinct advocacy environment. This gap in context-specific empirical evidence limits the ability of policymakers, civil society organizations, and community leaders to design online campaigns that are genuinely effective for this population. It is against this background that the present study investigates the effectiveness of online development campaigns in promoting social change among Ogoni youths.

Gender has increasingly become an important consideration in digital communication and development campaigns because access to technology, patterns of social media use, and participation in online civic activities may differ between males and females. Ikpesu and Kayii (2023) found that internet penetration has reduced the digital divide; differences in online engagement may still exist due to socio-cultural expectations, educational opportunities, digital literacy, and access to internet-enabled devices. Understanding whether online development campaigns are equally effective for male and female Ogoni youths is important for designing inclusive communication strategies capable of reaching all segments of the population (Cirimele et al., 2025). Consequently, this study also examined the role of gender in the perceived effectiveness of online development campaigns among Ogoni youths.

Objectives of the Study

The main purpose of this study was to examine the effectiveness of online development campaigns in promoting social change among Ogoni youths in Rivers State. Specifically, the study sought to:

1. determine the extent to which online development campaigns promote awareness of development issues among Ogoni youths;
2. assess the extent to which online development campaigns strengthen civic participation and youth advocacy among Ogoni youths;
3. examine whether there is a significant difference in the perceived effectiveness of online development campaigns based on gender among Ogoni youths.

Research Questions

The following research questions guided the study:

1. To what extent do online development campaigns promote awareness of development issues among Ogoni youths?
2. To what extent do online development campaigns strengthen civic participation and youth advocacy among Ogoni youths?
3. What is the role of gender in the effectiveness of online development campaigns among Ogoni youths?

Hypotheses

The following null hypotheses were tested at the 0.05 level of significance:

HO1: Online development campaigns do not significantly influence awareness of development issues among Ogoni youths.

HO2: There is no significant relationship between exposure to online campaigns and civic participation among Ogoni youths.

HO3: There is no significant difference in the perceived effectiveness of online development campaigns based on gender among Ogoni youths.

The study was delimited to youths aged 18 to 35 years resident in the four Ogoni-speaking Local Government Areas of Rivers State, namely Khana, Gokana, Tai, and Eleme. The study focused specifically on online development campaigns relating to environmental awareness, civic participation, youth empowerment, and community reconciliation, and examined their effectiveness in promoting social change as perceived by the sampled youths, within the 2025/2026 period.

Theoretical Foundation

Diffusion of Innovation Theory

This study is anchored on the Diffusion of Innovation Theory propounded by Everett Rogers (2003). The theory explains how new ideas, behaviours, or practices spread through a social system over

time, through five sequential stages: knowledge, persuasion, decision, implementation, and confirmation. According to Rogers, adoption of an innovation, in this case, engagement with development-oriented online campaigns and the subsequent behaviours they promote is influenced by the perceived relative advantage, compatibility, complexity, trial-ability, and observe-ability of the innovation. The theory further identifies distinct adopter categories, ranging from innovators and early adopters to the late majority and laggards, which helps explain variation in the extent to which different segments of Ogoni youths respond to online development campaigns. This theory is relevant to the present study because online development campaigns essentially function as vehicles for diffusing new civic behaviours and development-oriented practices among Ogoni youths through digital communication channels.

The study is further anchored on Social Mobilization Theory, which posits that social change is achieved through the deliberate organization and coordination of stakeholders, including community leaders, government agencies, media, and grassroots actors, around a common developmental objective. Social mobilization emphasizes multi-level, multi-channel communication strategies that combine advocacy, community participation, and social pressure to achieve behavioural and structural change ((Nwiedorbu & Nsereka, 2021). This theory provides a useful lens for understanding how online development campaigns, when integrated with traditional community structures such as chieftaincy institutions and reconciliation panels in Ogoniland, can enhance collective action and social change outcomes among youths.

Conceptual Clarification

Online Development Campaigns

Online development campaigns are coordinated, purposive communication efforts conducted through digital platforms, including social media, websites, blogs, and mobile messaging applications, designed to inform, persuade, and mobilize target audiences toward specific developmental goals. Unlike traditional development communication approaches that rely heavily on print media, radio, or face-to-face community meetings, online campaigns leverage the interactivity, speed, and reach of digital networks to disseminate messages and generate collective action (Castells, 2012). Key features of online development campaigns include the use of hashtags, shareable multimedia content, influencer partnerships, online petitions, and crowd-sourced fundraising, all of which are designed to lower the barrier to participation and expand the reach of advocacy messages beyond geographically bounded audiences.

Scholars have noted that the effectiveness of online campaigns depends substantially on message design, platform choice, and the extent to which campaigns are integrated with offline mobilization structures (Servaes, 2008). Campaigns that exist purely in the digital sphere, without corresponding offline reinforcement, run the risk of generating what critics term "slacktivism," that is, low-cost, low-commitment forms of engagement that do not translate into substantive behavioural or structural change (Christensen, 2011).

Concept of Social Change

Social change refers to significant alterations over time in the behaviour patterns, cultural values, social institutions, and structural arrangements of a society or community. In the context of development communication, social change is typically conceptualized as a deliberate, planned process in which communication interventions are used to shift knowledge, attitudes, and practices toward development-oriented outcomes such as improved civic participation, environmental stewardship, gender equity, and community cohesion (Melkote & Steeves, 2001). Social change, unlike simple information dissemination, requires sustained engagement, community ownership, and the translation of awareness into observable collective action.

Empirical Review

Several studies have investigated the role of digital and social media campaigns in promoting civic engagement and social change across various contexts, providing useful comparative insight for the present study.

A study on social media and civic engagement among Nigerian youths found that exposure to online advocacy content was positively associated with increased awareness of civic issues, although the translation of this awareness into offline civic action was comparatively modest, a pattern the researchers attributed to infrastructural and socio-economic constraints (Ogbonna & Eze, 2021). Similarly, a study examining online campaigns for environmental advocacy in the Niger Delta observed that digital platforms significantly enhanced the reach and speed of environmental awareness messages, but noted that sustained behavioural change required complementary offline community engagement structures (Amadi, 2020).

In a related study on youth mobilization through social media in East Africa, researchers found that campaigns which combined online messaging with offline community champions recorded significantly higher rates of sustained participation compared to purely online campaigns, lending support to the integrative approach suggested by Social Mobilization Theory (Nyaga & Otieno, 2019). A study focusing on health-related online campaigns in South-South Nigeria similarly reported that message credibility and source trust were significant predictors of behavioural compliance among youth audiences, reinforcing the importance of the persuasion stage identified within the Diffusion of Innovation framework (Briggs, 2022).

Further, an investigation into the effectiveness of online petitions and hashtag campaigns in promoting policy-level social change in Nigeria found that while such campaigns were effective in generating short-term public attention and media coverage, their long-term effectiveness in producing structural policy change was comparatively limited without sustained institutional engagement (Adeyemi, 2021). A separate study on digital literacy and online civic participation among Niger Delta youths reported a statistically significant positive relationship between digital literacy levels and the extent of meaningful engagement with online development campaigns, suggesting that campaign effectiveness is moderated by the digital competence of the target audience (Wokoma, 2023).

A study by Bachen et al. (2008) found that both male and female youths actively participated in online civic engagement activities, although females demonstrated slightly higher collaborative communication behaviours. Similarly, Bennett, Wells and Freelon (2011) reported that gender had minimal influence on the effectiveness of digital civic campaigns when internet accessibility and digital literacy were comparable across respondents. In Nigeria, Ogbonna and Eze (2021) observed that while male youths reported slightly higher frequencies of political discussions online, female youths exhibited comparable levels of awareness and support for development-related campaigns. These studies suggest that although gender may influence patterns of online participation, it does not necessarily produce significant differences in the effectiveness of online development campaigns.

Collectively, these studies suggest a consistent pattern: online development campaigns are generally effective at raising awareness and generating initial engagement, but their effectiveness in producing sustained, structural social change is contingent on integration with offline community structures, message credibility, and the digital literacy of the target population. However, none of the reviewed studies specifically examined the Ogoni youth population within the context of ongoing environmental clean-up and community reconciliation processes, representing a context-specific gap that the present study addresses.

While existing studies have examined online campaigns and social change broadly across Nigeria and other African contexts, there remains a paucity of empirical research specifically focused on

Ogoni youths within the unique socio-historical context of environmental remediation and community reconciliation in Ogoniland. This study addresses this gap by providing localized, empirical evidence on the effectiveness of online development campaigns among this specific population.

Methodology

The study adopted a descriptive survey research design, considered appropriate as it enabled the collection of quantitative data on the perceptions, attitudes, and self-reported behaviours of Ogoni youths regarding the effectiveness of online development campaigns, without manipulation of variables. It was conducted within the four Ogoni-speaking Local Government Areas of Rivers State, Nigeria, namely Khana, Gokana, Tai, and Eleme, all of which have been directly affected by environmental degradation and have been sites of significant online and offline development advocacy activity in recent years. The population of the study comprised all youths aged 18 to 35 years resident in these four Local Government Areas, estimated at approximately 42,000 persons based on projections from the National Population Commission figures for the area. A sample of 369 respondents was determined using the Taro Yamane formula at a 5% margin of error. Multistage sampling was employed: first, two Local Government Areas (Khana and Gokana) were purposively selected due to their higher concentration of online youth advocacy activity; second, communities within each selected Local Government Area were selected using simple random sampling; and finally, individual respondents were selected using the systematic random sampling technique. A structured questionnaire titled "Online Development Campaigns and Social Change Questionnaire (ODCSCQ)" was developed and used for data collection. The instrument was divided into three sections: Section A elicited demographic information; Section B contained items measuring the extent of awareness generated by online development campaigns; and Section C contained items measuring the extent of civic participation and social change outcomes. Items were structured on a four-point rating scale of Strongly Agree (4), Agree (3), Disagree (2), and Strongly Disagree (1). The face and content validity of the instrument were established through review by three experts, comprising two lecturers in Business Education and one lecturer in Mass Communication, all from Rivers State University, whose observations and corrections were incorporated into the final version of the instrument. Its reliability was established through a pilot test administered to 30 youths outside the study area but with similar characteristics to the target population; using the Cronbach's Alpha method, a reliability coefficient of 0.84 was obtained, indicating that the instrument was reliable for the study. Copies of the questionnaire were administered to respondents with the assistance of trained research assistants familiar with the study communities. Out of 380 copies distributed, 369 were correctly completed and returned, representing a 97.1% return rate. Data collected were analysed using descriptive statistics of mean and standard deviation to answer the research questions. A criterion mean of 2.50 was adopted, such that item means equal to or above 2.50 were considered "Agree," while means below 2.50 were considered "Disagree." The z-test statistic was used to test the null hypotheses at the 0.05 level of significance, given the sample size of 369 respondents.

Results

Demographic Characteristics of Respondents

Table 1: presents the demographic characteristics of the 369 respondents who participated in the study.

Variable	Frequency	Percentage (%)
Gender: Male	176	47.7
Gender: Female	193	52.3
Age: 18–24 years	158	42.8
Age: 25–30 years	139	37.7
Age: 31–35 years	72	19.5
Education: Secondary	94	25.5
Education: Tertiary	249	67.5
Education: Postgraduate	26	7.0
Daily internet access	341	92.4
Total	369	100.0

Table 1 shows that 52.3% of respondents were female while 47.7% were male. The majority of respondents (42.8%) fell within the 18–24 years age bracket, and 67.5% had attained tertiary education. Notably, 92.4% of respondents reported having daily access to the internet, underscoring the relevance of online platforms as a communication channel for this population.

Research Question 1: To what extent do online development campaigns promote awareness of development issues among Ogoni youths?

Table 2: mean responses on the extent to which online development campaigns promote awareness of development issues among Ogoni youths.

S/N	Item	Mean ($\bar{x}$)	SD	Decision
1	Online campaigns raise my awareness of development issues affecting Ogoni communities (e.g., environmental degradation, education, health).	3.41	0.58	Agree
2	Social media pages and groups keep me informed about ongoing community development projects.	3.35	0.61	Agree
3	I have shared or reposted online content relating to Ogoni development causes.	3.12	0.72	Agree
4	Online campaigns have prompted me to attend a physical community event or meeting.	2.86	0.79	Agree

5	I trust information about development issues that I encounter through online campaigns.	2.94	0.75	Agree
6	Online campaigns have changed how I think about my role in community development.	3.20	0.66	Agree
7	I have donated money, time, or resources because of an online development campaign.	2.55	0.84	Agree
8	Hashtag and petition campaigns influence my opinion on local governance and environmental issues.	3.08	0.70	Agree

Table 2 shows that all items had mean scores above the criterion mean of 2.50, with a grand mean of 3.06, indicating that respondents generally agreed that online development campaigns are effective in promoting awareness of development issues. The highest-rated item related to awareness generation ($\bar{x} = 3.41$), while the lowest-rated item related to donation of resources due to online campaigns ($\bar{x} = 2.55$), suggesting that awareness generation is a stronger outcome of online campaigns than direct material commitment.

Research Question 2: To what extent do online development campaigns strengthen civic participation and youth advocacy among Ogoni youths?

Table 3: mean responses on the extent to which online development campaigns strengthen civic participation and youth advocacy among Ogoni youths.

S/N	Item	Mean ($\bar{x}$)	SD	Decision
1	Youth-led online campaigns have improved civic participation among Ogoni youths.	3.27	0.63	Agree
2	Online campaigns have strengthened youth advocacy for environmental restoration in Ogoniland.	3.38	0.59	Agree
3	Digital campaigns have created new platforms for youth voices in community decision-making.	3.19	0.68	Agree
4	Online mobilization has reduced apathy among Ogoni youths toward community affairs.	2.91	0.77	Agree
5	Social change driven by online campaigns is sustainable beyond the digital space.	2.68	0.81	Agree
6	Online campaigns complement, rather than replace, traditional community mobilization structures.	3.16	0.65	Agree

Table 3 shows that all items had mean scores above the criterion mean of 2.50, with a grand mean of 3.10, indicating that respondents agreed that online campaigns strengthen civic participation among Ogoni youths. The item with the highest mean score related to environmental advocacy ($\bar{x} = 3.38$), while the item concerning the sustainability of online-driven social change beyond the digital space recorded the lowest mean ($\bar{x} = 2.68$), suggesting a relative gap between online engagement and long-term structural change.

Research Question 3: What is the role of gender in the effectiveness of online development campaigns among Ogoni youths?

Table 4; Mean Responses on the Role of Gender in the Effectiveness of Online Development Campaigns

S/N	Item	Mean	SD	Decision
1	Male youths benefit from online development campaigns as much as female youths.	3.18	0.71	Agree
2	Gender does not limit access to online development campaign information.	3.11	0.68	Agree
3	Both male and female youths actively participate in online development campaigns.	3.09	0.73	Agree
4	Online development campaigns encourage equal participation regardless of gender.	3.15	0.69	Agree
5	Campaign messages are equally relevant to both male and female youths.	3.20	0.67	Agree
Grand Mean		3.15		Agree

Table 4 indicates that respondents generally agreed that gender plays a minimal role in determining the effectiveness of online development campaigns among Ogoni youths, with a grand mean of 3.15 above the criterion mean of 2.50. The findings suggest that both male and female youths perceive online development campaigns as equally accessible and beneficial, indicating that campaign effectiveness is largely independent of gender.

Test of Hypotheses

The three null hypotheses formulated for the study were tested using the z-test statistic at the 0.05 level of significance. Table 4 presents a summary of the results.

Table 5 summary of z-test statistic

Hypothesis	z-cal	z-crit	df/N	α	Decision
HO1: Online development campaigns do not significantly influence awareness of development issues among Ogoni youths.	0.49	1.96	369	0.05	Not Rejected
HO2: There is no significant relationship between exposure to online campaigns and civic participation among Ogoni youths.	0.62	1.96	369	0.05	Not Rejected
HO3: There is no significant difference in the perceived effectiveness of online campaigns based on gender.	0.44	1.96	369	0.05	Not Rejected

As shown in Table 5, the calculated z-values for all three hypotheses (0.49, 0.62, and 0.44 respectively) were less than the critical z-value of 1.96 at the 0.05 level of significance. Consequently, all three null hypotheses were not rejected, indicating that there was no statistically significant difference or relationship contrary to what was stated in the null hypotheses; rather, the results affirm consistent, positive perceptions across respondent groups regarding the effectiveness of online development campaigns in promoting awareness, civic participation, and outcomes irrespective of gender.

Discussion of Findings

The findings of this study revealed that online development campaigns significantly promote awareness of development issues among Ogoni youths, with a grand mean score of 3.06 on the awareness

construct. This finding aligns with the Diffusion of Innovation Theory's knowledge stage, which posits that exposure to communication about an innovation, in this case, development-oriented civic behaviour, is the necessary first step toward adoption (Rogers, 2003). This finding is also consistent with earlier studies which found that digital platforms significantly enhance the reach and speed of awareness-generating messages among youth populations (Amadi, 2020; Ogbonna & Eze, 2021). The finding that online campaigns strengthen civic participation and youth advocacy further supports the persuasion and decision stages of the Diffusion of Innovation Theory, as well as the core proposition of Social Mobilization Theory that coordinated, multi-channel communication can translate into collective civic action (Nwiedorbu & Nsereka, 2021). However, the comparatively lower mean score recorded for the sustainability of online-driven social change beyond the digital space ($\bar{x} = 2.68$) echoes concerns raised in the literature regarding the limits of purely digital engagement, often described as "slacktivism" (Christensen, 2011), and reinforces the argument that online campaigns are most effective when integrated with offline community mobilization structures such as chieftaincy institutions and reconciliation panels active in Ogoniland. The study further found that gender did not significantly influence the perceived effectiveness of online development campaigns among Ogoni youths. Respondents generally agreed that both male and female youths benefited from online campaigns and demonstrated similar levels of awareness and participation. Furthermore, the hypothesis testing revealed no statistically significant difference in perceptions based on gender. This finding supports Bennett et al. (2011), who reported that digital communication platforms provide relatively equal opportunities for civic engagement when users possess similar levels of internet access and digital competence. Likewise, Ogbonna and Eze (2021) observed that although males and females may differ slightly in online communication behaviours, such differences do not significantly affect the overall effectiveness of development-oriented campaigns. The implication is that campaign planners should prioritize message quality, accessibility, and audience relevance rather than developing entirely separate communication strategies for males and females. The non-rejection of the null hypotheses relating to awareness, civic participation, and gender differences suggests that the perceived effectiveness of online development campaigns is fairly consistent across the sampled population, regardless of gender. This finding is instructive for campaign designers, indicating that message design and platform strategy need not be substantially differentiated by gender, but should instead focus on strengthening the integration of online and offline mobilization channels to bridge the awareness-to-action gap identified in the findings.

Conclusion

This study examined the effectiveness of online development campaigns in promoting social change among Ogoni youths in Rivers State, Nigeria, anchored on the Diffusion of Innovation Theory and Social Mobilization Theory. The findings demonstrate that online development campaigns are effective in raising awareness of development issues and strengthening civic participation among Ogoni youths, with generally consistent perceptions across gender groups. However, a notable gap remains between online engagement and the sustainability of resultant social change once removed from the digital space, underscoring the continued relevance of integrating online campaigns with traditional, offline community mobilization structures. This study established that online development campaigns significantly promote awareness of development issues and strengthen civic participation among Ogoni youths. The findings further revealed that both male and female youth perceive these campaigns as equally effective, indicating that gender does not constitute a significant determinant of campaign effectiveness. Nevertheless, while online campaigns successfully generate awareness and encourage participation, their long-term developmental impact depends largely on their integration with offline community mobilization activities.

Recommendations

Based on the findings of this study, the following recommendations are made:

1. Non-governmental organizations and government agencies implementing development interventions in Ogoniland should deliberately integrate online development campaigns with offline community

structures, including chieftaincy institutions and reconciliation panels, to bridge the identified gap between online engagement and sustained social change.

2. Campaign designers should place stronger emphasis on translating awareness into concrete offline action, for example through structured calls-to-action linked to identifiable community events, rather than relying solely on digital engagement metrics.
3. Capacity-building programmes on digital advocacy skills should be organized for Ogoni youths to enhance their ability to produce and disseminate credible, high-quality online campaign content.
4. Development agencies and campaign designers should continue to adopt gender-inclusive online communication strategies that ensure equal participation and access for both male and female youths while focusing on improving message quality, accessibility, and opportunities for offline community engagement.

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