

## Chapter Four

### Conflict resolution and peace through social media

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#### Abstract

The twenty-first century brought about communication advances that allow individuals to send and receive messages instantly and with feedback. Social media aid in the propagation of peace by facilitating dialogue among individuals of all ethnic origins and nations. It has the potential to influence perceptions of ethnicity, shift attitudes, and foster tolerance and mutual understanding. The objectives of this chapter is to look at the potential of social media in conflict resolution and peace-building and also to determine if social media has been adopted by governments and organizations in the promotion of peace and conflict resolution. The Spiral of Silence theory and Peace theory were adopted as theoretical frameworks. The survey design was used, and three hundred copies of the questionnaire were distributed. The findings of the study stated that social media have helped in conflict resolution and peace. The study recommended that Social media has the potential for peace building, so it will be a valuable tool in the adoption of social media platforms for sharing real-time peace messages.

**Keywords:** Social Media, Conflict Resolution, Peace

#### Introduction

The advent of the twenty-first century brought about communication advances that allow individuals to send and receive messages instantly and with feedback. Interaction becomes more immediate and intimate, bridging the temporal divide. According to the World Bank, Sub-Saharan Africa currently has nearly 650 million mobile phone customers, outnumbering the United States and the European Union, indicating an exceptional surge in the growth, use, and popularity of modern communication technologies in the developing world. Adepetun (2020) notes that in the year 2020, platforms for social networking such as Facebook, Instagram, and, most notably, Twitter were major mobilization tools used by young Nigerians demanding that the government dismantle SARS, cease police brutality, and reform the Nigerian police force. It has evolved into a call for Nigeria to be reformed. Many Nigerians use social media constantly to discuss their own and their family and friends' experiences, which is fueling the demonstrations. Social media is a hot topic right now. People nowadays rely a lot on social media platforms for the latest news and information.

Social media is an interactive platform used to share information to vast users. According to Kietzmann, Hermkens and McCarthy (2011), Individuals and groups employ mobile and web-

based technology to construct highly interactive platforms where they may share, produce, talk, and change User-Generated Content. Arens, Weigold and Arens (2011: 522) mentioned that “these sites are called social, primarily, for their ability to connect like individuals in a manner that have never been seen before”. People can use social media to communicate personal remarks, political opinions, business ideas, and commercial messages through various internet platforms such as blogs, microblogs, and social networks. People believe that with the way the social media space is developing, it has become critical for individuals to build their own area on social media. According to Rohwerder (2015: 23) “the extensive social conflicts in Nigeria have frequently played out against a backdrop of profound poverty, illiteracy, and poor governance systems weakened by unfavorable trade conditions, debts, and administrative incompetence”.

Over the years, social media platforms have given rise to disinformation, resulting in the propagation of fake news, which in turn has led to hate speech among citizens, which snowballs into confrontations. It was on this premise that On 5 November 2019, the Senate of the Federal Republic of Nigeria presented the Anti-Social Media Bill to criminalize social media's use to spread false or harmful information. The bill's original title is the Protection from Internet Falsehood and Manipulation Act of 2019. The law was met with angry protests, and a number of civil society organizations, human rights advocates, and Nigerian individuals uniformly condemned it. According to Rohwerder (2015), although empirical data is limited, there is good anecdotal evidence that social media can contribute to peace building by boosting interaction and understanding between opposed groups and enhancing knowledge for conflict avoidance. Social networking platforms like Facebook, Twitter, YouTube, and blogs, among others, have become an essential aspect in conflict resolution and peace-building. In countries such as Kenya and Nigeria, social media has been used to crowd source information in conflict hotspots as part of different conflict prevention strategies, particularly around elections. Political violence can also be reduced through social media, a practical step was taken during the 2019 elections, when the “Vote no Fight” was shared on various social media platforms online. Youths may use social media to launch their own peace projects and engage in interactive discourse.

### **Statement of problem**

Misinformation, sometimes known as "fake news," has become a convenient instrument for the dissemination of hate speech, increasing ethnic and religious divides in a multi-ethnic and multi-religious country such as Nigeria. Although studies on the impact of false news on the Nigerian political scene have been conducted, the impact on national security has received little attention. As a result, it is critical to do research on how to regulate fake news spread on social media in relation to Nigerian disputes. Fake news, if not dealt with properly, has the potential to exacerbate Nigeria's escalating insecurity in many sections of the country. In light of the foregoing, it is important to stress that failing to halt the stream of false news in Nigeria may result in many more crises across the country. Against this context, this study set out to examine

how false news is regarded in Nigeria and why some residents are so readily swayed by it that they become embroiled in violence.

The goal of this research was to examine the conflict resolution and peace through social networking platforms. The study examines the following specific objectives:

1. To study the potentials of social media in conflict resolution and peacebuilding,
2. To determine if social media has been adopted by governments and organizations in the promotion of peace and conflict resolution.

### **Social media**

Achor (2015) asserted that social networking platforms are online platforms that encourage contribution, openness, discourse, public, connectivity, and interaction, cooperation, and information exchange. Social media is a kind of communication that allows people to communicate with one another. They are user-generated content platforms that permit people or assemblies to develop content and engage in dialogues and content conversation. Without a question, social media is influencing and reinventing the nature of communication between individuals all over the world (Nyekwere, Okoro & Azubuike, 2014). As long as the frontiers of information communication technologies or computer mediated platforms continue to advance, social media will continue to evolve. Social media are user-generated online media (websites and applications) aimed at forming online communities of individuals who have common interests and/or activities, or who are curious about others' interests and activities. Forums, groups, blogs, and other such quasi-websites are examples. They are online tools designed to engage individuals, motivate and urge them to be better people and build better lives for themselves while communicating and sharing knowledge. The terms "social media" and "these services" are frequently interchanged. Instant Messaging Apps are a form of social media platforms that uses smartphones and other technical devices to share text messages, photos, audio, and short videos are all examples of information shared on social media platforms (Afolaranmi, 2020).

Social media platforms are divided into:

1. Collaborative projects (Wikipedia),
2. Blogs and microblogs (Twitter, LinkedIn),
3. Content communities (YouTube and Daily motion),
4. Social networking sites (Facebook),
5. Virtual gaming environments (World of Warcraft),
6. Virtual social environments (Additional Life) (Kaplan & Haenlein (2010) (wikis).

One among the most significant advantages of social media over conventional media outlets is that it allows people to find information and share it with their own networks. People may follow and recommend material based on their prior behavior or interests, as well as inside their network, thanks to sophisticated algorithms (Tufekci, 2015). This increases the power of persuasion by allowing the material to be targeted at and personalized for relevant audiences.

Furthermore, rather than passively following or receiving elite messaging, social media allows regular folks to reply in kind via hashtags or actively communicate with elites. Finally, the speed with which tweets and postings are rapidly disseminated around the world on social media has accelerated the news information cycle, allowing stories to "trend" and "go viral" far more swiftly (Garfield, 2011).

### **Conflict resolution**

To various individuals, conflict resolution implies different things. To a military strategy, it might entail the most advanced measures of deterrence, including a first strike against a potential opponent if it is vital to avoid a longer conflict. For the lawyer, resolving dispute may entail a court decision based on legal standards and legal reasoning; in other cases, the death sentence may be considered a settlement. For an industrial negotiator, resolution is reaching an agreement via negotiating, even if it means losing employment. For the conventional mediator, this may include pressing for a sensible settlement, despite the fact that weaker parties may see injustice (Burton, 2010). For our purposes, conflict resolution entails resolving disputes using analytical methodologies that go to the bottom of the problem. Conflict resolution, as opposed to "management" or "settlement," refers to a result that the parties involved believe is a long-term solution to the problem.

In this sense Iroka (2016) argues that resolving conflicts, in theory, evokes a sense of completion, when the parties to a disagreement are content with the conclusion of a settlement and the problem is truly settled. Miall et al. (2001:21) state "in conflict resolution, it is expected that the deep rooted sources of conflict are looked into, settled, and behaviour is no longer violent, nor are attitudes hostile any longer while the structure of the conflict has been changed". In other words Conflict resolution is defined as the settlement of matters in an existing skirmish by a solution that is mutually acceptable to all sides, long-term self-sustaining, and generative of a new, constructive connection between formerly antagonistic rivals. The cost of violence is enormous, inflicting pain and poverty, hurting economic progress, and depriving people of their fundamental requirements.

The conflict resolution aspect of social media are enormous. Social media aid in the propagation of peace by facilitating dialogue among individuals of all ethnic origins and nations. It has the potential to influence perceptions of ethnicity, shift attitudes, and foster tolerance and mutual understanding. As a result, it has the potential to bridge the gap between ethnic groups who would otherwise be unable to interact with one another. Most peacebuilding agency adopt the use of social media platforms to reach warring parties, since majority of agent that participant in conflicts are youths, this platforms are used to reach them. For example activities of peace dialogue by the Plateau State Peace Building Agency are posted there. Furthermore, political violence can also be reduced through social media. Conflict resolution aims not only to resolve the immediate social conflict, family or ethnic dispute, but also to provide insights into the generic nature of the problem, thereby contributing to the elimination

of its sources and the prevention of future instances, because it aims to get to the source of problems. In a nutshell, it's problem-solving through analysis.

### **Social media and promotion of conflict resolution**

Social media is being utilized to supplement and magnify the messages of more conventional kinds of media. New communication tools provide up new lines of communication and provide new chances for locals to become more actively involved in conflict prevention and peace building initiatives. Peace-building organizations' social media accounts, such as Search for Common Grounds, International Alert, and Peace Direct, have aided in post-conflict reconciliation and healing through their collaborative design process and usage of multimedia. This approach highlights real-life experiences of those touched by violence and encourages citizens to practice peace (Schoemaker, 2014). Social media has created new chances for public to be involved and interactive in discourse that brings about conflict resolution, as well as altered the relationship between nations and citizens. Although several problems exist, social media has the ability to play a role in the monitoring and evaluation (M&E) of peace building programs by making it faster and permitting geo-referencing. Through digital surveys and direct reporting, social media may be utilized to aid the process. The advantages of employing new media for monitoring and evaluation of peace building initiatives include that it saves time, allowing evidence-based choices to be made more swiftly.

Best, Long, Etherton and Smyth (2011) points out that social networking sites are usually used for peace building projects, when this peace messages are shared users participate in peace initiatives in their own way of sharing these messages this on the long run have an immense effective. They accomplish this without the assistance of outsiders, utilizing platforms such as Facebook and Twitter to bridge differences between entrenched groups. There are peace-related Facebook groups and initiatives. Social media may also aid in the provision of information and monitoring in order to offer early notice of possible problems. Social media and information and communication technologies (ICTs) have made it simpler for people to express and share their opinions in public, opening up new avenues for public participation (Rohwerder, 2015).

### **Social media and conflict management**

Apart from their fundamental purpose as a source of information, picture sharing and tools for personal communication for the general public, social media also play a role in the resolution of political concerns, malevolent, religious, and personal disputes. These duties are based on the core principles of the international peace agreement, which are meant to begin, facilitate, and effectively finish the conflict resolution process. According to Yildiz (2020), social media serves as a link between opposing sides, an unbiased diplomat, policymaker, and peacemaker in the process of settling a dispute. While performing the diplomatic function, social media facilitates contact between the conflict's opposing groups, particularly when formal avenues of communication are unavailable. The audio visual media successfully becomes a bridge to settling disputes by conducting live interviews via Skype and zoom meeting, by reaching out

to leaders of contending parties, and enabling physical meetings to find a solution to the problem.

As Vladimir and Schirch (2007) note out, social media has been effective in drawing attention to terrible humanitarian situations across the world, and natural catastrophes and wars are frequently reported in a timely and responsible manner. The government respond as the media actively engages in the formation of remedial policies; moreover, throughout the peace development process, social media plays a critical role in peace messages, special news releases, and events aimed at conflict settlement. Social media plays a critical role in shaping public perceptions about the conflict, making sense of the ensuing events during the conflict situation using factual data, accurately appropriate imagery, and captions, in resolving grievances towards establishing sustainable peace and tranquillity or tolerance between warring groups. The central role of social media is to strike a balance between the facts of a conflict, the desired public perception of the conflict, and the true public perceptions of the conflict, as well as the ensuing public actions or reactions. While keeping the masses informed about events in the conflict, moral and human rights are paramount, and ways of upholding the same through social media are unavoidable. The role of social media in agenda setting, shaping perceptions, influencing policy making, facilitating mediation, forming a bridge between warring factions, as well as upholding fundamental human rights and morals, necessitates responsible behavior during conflict resolution (Imtihani, 2014).

### **Theoretical framework**

#### ***Peace theory***

Peace theory was coined by Johan Galtung in 1976, Johan Galtung, a peace researcher from Norway, introduced the idea of peace to academic literature for the first time and distinguished between positive and negative peace. The key idea behind peace theory is that relationships between two or more parties are what make for peace. The parties may be pulling in separate directions inside an individual, a state, a country, a region, or a civilization. Peace is a relationship between parties, not just a quality of one party. That is not meant to minimize the importance of the party's desire and ability to forge amicable ties (Anderson, 2015). Peace theory has two typological namely; Positive and Negative peace. Negative peace is so-called because it lacks or is not characterized by these harmful social and political events, not because it is an undesirable ideal. On the other side, "positive peace" is defined by the presence of favorable social and political phenomena including justice, human rights, equality, and wellbeing. Additionally, it is proposed that positive peace creates the prerequisites for negative peace because the absence of positive peace leads to war, armed conflict, and political violence. Positive peace, in accordance with Ian Harris, is a state in which social fairness, ecological sustainability, and nonviolence are used to eradicate the root causes of conflict (Harris, 2004: 12). Social media can promote peace by fostering communication between individuals of various ethnicities and ethnic origins.



The latent potential of social media and how it may be utilized to influence societies, people, and even governments must be exploited in the development of peace in society, taking the peace theory into consideration. Social media can promote peace by fostering communication between individuals of various ethnicities and ethnic origins. It can alter how people perceive ethnicity, alter attitudes, and foster tolerance and understanding between people. As a result, it can facilitate communication across ethnic groups that otherwise would not be able to do so. NGOs like Search for Common Grounds, International Alert, and the Plateau State Peacebuilding agency assist young people in organizing intercultural events and peace programs like multi-ethnic youth festivals, as well as monitoring and putting a stop to hate speech on social media.

### *Spiral of Silence Theory*

This study is anchored on the spiral of silence theory. Elisabeth Noelle-Neumann, a political scientist from Germany, first put forth the spiral of silence theory in 1974. According to this mass communication theory, an individual's willingness to express their own political opinions is influenced by how they perceive the distribution of the general public's opinions. The main idea is that social interactions among individuals affect each other's willingness to voice opinions. According to Glynn's (2015) spiral of silence theory, people will become more outspoken and secure in expressing their opinions once they discover that those opinions are held by everyone in the group. However, if the person senses that the group does not share their opinion, they are more likely to be reserved and keep quiet. The importance of the individual over his own judgment is that of "not isolating himself" (West, Turner, & Zhao, 2010: 122). This is an act of self-expression that has the power to alter the "global environment of opinion," altering how others perceive others and their desire to express their own thoughts (Eveland & Glynn, 2022), the major components of the spiral of silence include:

1. An issue of public interest,
2. Divisiveness on the issues,
3. A quasi-statistical sense that helps an individual perceive the climate of opinion as well as estimate the majority and minority opinion,
4. 'Fear of isolation' from social interaction,
5. An individual's belief that a minority (or 'different') opinion isolates oneself from others, and
6. A 'hardcore' group of people whose opinions are unaffected by others' opinions.

Social media users frequently are unaware of the beliefs of their friends and are shocked to learn about their true opinions via social media. As a result, they are reluctant to share their minority opinions for fear of disappointing their friends, starting conflicts, or breaking up with them. Some people could choose not to express their opinions on social media because their posts can be seen years or even decades later, at times when they might jeopardize them. This shows that while there is a free exchange of information and opinions on social media, people with opposing views may decide to keep quiet or may be persuaded to acquire bad opinions about those who have been subjected to hate speech. People's conscious or unconscious belief

that expressing unpopular thoughts will have bad effects is the central tenet of the spiral of silence. For a variety of reasons, these ideas might not be prevalent online.

Some social media creators and supporters have hoped that social media platforms like Facebook and Twitter might produce different enough discussion venues that those with minority views might feel freer to express their opinions, thus broadening public discourse and adding new perspectives to everyday discussion, social media offers new perspectives in understanding conflict contexts, informing the way interventions are designed. This includes mapping people and conversations, gathering data about conflict dynamics and overcoming traditional programme design challenges. It can amplify peaceful voices and shape the public and political narrative. This includes countering fake news and threat narratives and addressing potential trigger points through rumor management. In order to motivate action, it can also serve as a bridge between local, national, and international sectors. It may open up fresh venues for people to interact, plan, and mobilize in support of peace. It can serve as a means of group coping, supplement conventional dialogue events, involve participants in discussion who might not often take part in offline activities, and boost peacemaking efforts. Social media users who disagree with the prevailing opinion tend to keep quiet and avoid face-to-face discussions out of concern for social isolation. Therefore, the minority opinion becomes more elusive when the dominant view rules the public space. However, as social networks and anonymous online spaces proliferated, millions of people moved into cyberspace to become online users. As a result, an increasing number of men and women share their ideas online, regardless of whether they are a minority or not, as long as their identities are concealed (Campbell & Howie, 2014).

### **Research methodology**

#### **Research design**

Survey research was employed in the study's implementation, which was based on a quantitative research design. The survey research technique was chosen above other approaches because it allows researchers to concentrate their efforts on representative samples drawn from the whole community. This form of data collecting allowed the researchers to get insight into and a wealth of experience from young people who are frequent users of social media sites.

#### **Sampling technique**

The youngsters who were sampled were chosen using a purposive sampling. Because some of the teenagers had been exposed to exchanging peace-building messages, the approach was deemed acceptable for the study. As a result, only individuals from whom the researcher could obtain the essential data had to be included. Okeke's (2001: 143) statement that "purposive sampling should be utilized if the investigator is interested in some trait that only a few individuals are aware of, and if the purpose of the survey is to acquire strong insight and experienced critical assessment" supports this. The subject of the inquiry requires critical evaluation by active social media users, and these teenagers function as both peace mediators and conflict generators.



**Sample population**

The population for the study composed of youths in Jos south, specifically youths in Fwawei, Yingi and Gold and base. The population of Jos south based on the projected records of the National Bureau of Statistics in 2020 is 445371. 7. The sample size for this study was 400 respondents. The sample size was determined using Taro Yamane's (1967: 886) simple formula for calculating sample size. The equation is written as follows:

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

Where n = sample size, N is the population size, I is constant and e is the error margin of 0.05. As a result, when this formula is applied to the combined population of Jos South, which is 445371. 7, we obtain the following:

Sample size =

$$\frac{445371}{1 + 445371.7 (.05)^2}$$

$$\frac{445371}{1 + 445371.7 (0.0025)}$$

$$\frac{445371}{1 + 445371.7 (0.0025)}$$

$$\frac{445371}{1,113.43} = 399 \text{ approximately } 400$$

400 sample size.

**Method of data collection/ presentation**

Frequency tables and percentages are examples of descriptive statistics. A five-point Likert scale was used for further investigation. The respondents' thoughts or views on the research questions were measured using a five-point Likert scale.

**Data presentation and analysis**

A total of 400 copies of the questionnaire were issued. Three hundred copies, on the other hand, were dutifully finished and returned to the researcher. This signifies that the sampled respondents were unable to provide 100 copies of the questionnaire. As a result, the data will be analyzed based on the number of completed questionnaires. To assess the research topics under inquiry, raw and unprocessed data from the sampled population was thoroughly reviewed. The data acquired was depicted in tables below, which shows the frequency counts of respondents with the compilation.

The data of respondents shows that the majority of respondents are male 198(66%) while the females are 102(34%). The lowest education was Diploma with 120(40%), those who possess B.SC/ B.A/ HND were about 140(47%), and then 13% (40) of the respondent had Masters.

80% of the respondents are single due to the fact that they are youths, while the remaining 20% are married.

**Table 4.1:** Social media have helped in conflict resolution and peace.

Response	Frequency	Percentage (%)
Strongly agree	149	50
Agree	110	37
Indecisive	21	7
Strongly disagree	11	4
Disagree	9	3
<b>Total</b>	<b>300</b>	<b>100</b>

Source: Field Survey, 2022

A chunk of respondent representing 50% strongly agreed that social media have helped in conflict resolution and peace. 37% agreed that social media have helped in conflict resolution and peace. 7% were indecisive, 4% strongly disagreed. 3% disagreed that social media have helped in conflict resolution and peace. From the data above 50% strongly agreed that social media have helped in conflict resolution and peace.

**Table 4.2:** The use of social media by peace building organizations have helped youth to see the positive potentials of social media.

Response	Frequency	Percentage (%)
Strongly agree	144	48
Agree	104	35
Indecisive	32	11
Strongly disagree	11	4
Disagree	9	3
<b>Total</b>	<b>300</b>	<b>100</b>

Source: Field Survey 2022

The statistical analysis above 48% strongly agreed that the use of social media by peace building organizations have helped youth to see the positive potentials of social media. 104 respondents representing 35% agreed that the use of social media by peace building organizations have helped youth to see the positive potentials of social media. 11% were indecisive, 4% strongly disagreed. 3% disagreed that the use of social media by peace building organizations have helped youth to see the positive potentials of social media. This connotes that 48% strongly agreed that the use of social media by peace building organizations have helped youth to see the positive potentials of social media.

**Table 4.3:** By fact checking news on conflicts, social media can help in the reductions of fake news and misinformation.

Response	Frequency	Percentage (%)
Strongly agree	119	40
Agree	100	33
Indecisive	19	6
Strongly disagree	30	10
Disagree	32	11
<b>Total</b>	<b>300</b>	<b>100</b>

Source: Field Survey 2022

These findings show that representing 40% strongly agreed that by fact checking news on conflicts, social media can help in the reductions of fake news and misinformation. 33% agreed that by fact checking news on conflicts, social media can help in the reductions of fake news and misinformation. 6% were indecisive, 10% strongly disagreed. 11% disagreed that by fact checking news on conflicts, social media can help in the reductions of fake news and misinformation. This suggests that 40% strongly agreed that by fact checking news on conflicts, social media can help in the reductions of fake news and misinformation.

### **Discussion**

Results of this study which surveyed youths in Jos south local government of Plateau State, 50% strongly agreed that social media have helped in conflict resolution and peace. Nigeria's social sphere is being opened up in unprecedented ways thanks to social media. It is now the new equalizer that is shattering the government and privately owned mainstream media's monopoly on information generation, distribution, and consumption. As seen by the growth of bloggers, social commentators, digital activists, and social critics, it is also showing latent journalistic qualities. These are members of a new generation of social activists in Nigeria who have embraced new media tools and are now utilizing them to raise awareness, mobilize, network, share ideas, critique, vent frustrations, and, eventually, create a new agenda for conflict resolution and peace. Those who were previously silent may now have a voice; voices are conceivable and many once everyone may join up for a social media account. Because social media can help awareness creation, sensitization, and social mobilization, a new era of information democracy is sweeping the globe. Downing (2008), cited in Olorunnisola and Martin (2013), mentioned some of the features of emerging media technologies that include the ability of people in diaspora to form disadvantaged groups, new social and political links strategically using new media to sway mainstream media coverage of certain issues and promoting open citizen journalism.

48% strongly agreed that the use of social media by peace building organizations have helped youth to see the positive potentials of social media. Social media is being utilized to supplement and magnify the messages of more conventional kinds of media. New communication tools provide up new lines of communication and provide new chances for locals to become more actively involved in conflict prevention and peace building initiatives. Peace-building organizations' social media accounts, such as Search for Common Grounds, International Alert, and Peace Direct, have aided in post-conflict reconciliation and healing through their collaborative design process and usage of multimedia. This approach highlights real-life experiences of those touched by violence and encourages citizens to practice peace. (Schoemaker, 2014).

Social media may assist reduce false news and disinformation by fact-checking stories about conflicts, according to 40% of respondents. Another thing to remember is that social media may be used to distribute breaking news and first-hand experiences of crisis situations across the country. Due to a multitude of issues, traditional media may not be ready or equipped to

cover these topics. Some sectional news items have been proven to be inaccurate and unsupported, resulting in exaggerated and unneeded representations of crises and conflicts that could be prevented if citizen journalists could be trusted to offer first-hand facts a synopsis of what occurred. There is a wide audience and a lot of room on social media. Social media uses just the virtual environment, and the virtual space's major quality is its vastness and ability to be everywhere at once. This potent trait might be exploited to aid the country's peacemaking efforts. Because social media has erased geographical barriers, citizens are no longer limited by the availability of traditional media. The new (social) media have been credited with the capacity to provide a platform that is available to a greater variety of persons due to a reduction in geographical distance and the economic and physical limits of political activity (Olorunnisola & Martin, 2013). This spatial potential might be exploited to transfer and spread developmental signals between different local and segmental settings.

### Recommendation

The following recommendations were reached:

- The adoption of social media platforms in sharing real-time peace messages, is a valuable tool for organization in peace-building they should adopt. When social media platforms are used for peace building, users especially youths should be thought peace education on these platforms since they are regular users of these platforms, by so doing it will help youths in the promotion of peace messages on social media,
- Using Artificial Intelligence (AI), in fact checking information on social media should be adopted, it will help in the reduction of false and fake messages.

### Conclusion

In today's environment, social media plays a vital role in a variety of industries. For example, in the field of information transmission to humans. There are several social media accounts via which we may share and receive information to the rest of the globe. As a result, it's important to promote the use of social media in conflict settlement. It is not costly, and as a result, it is widely used may be utilized to easily settle conflicts when face-to-face difficulties are not involved. Social media can help in the resolution of disagreements in this area. Before this can happen, however, appropriate and social media that is used in peaceful participation must be advocated for and pushed for. Peace education utilizing digital media technologies is crucial in this regard. Digital media technology may be able to help improve the efficacy of peace education. To act as preventative measures, policymakers in Nigeria should consider providing educating for peace due consideration and embarking on emerging digital media-based peace advocacy projects. Part of peace education must involve raising awareness; this will require conventional media to play a role in raising awareness about the undeniable power of social media and how user-generated material can be used to either spark conflict or build peace.

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