

SOCIAL MEDIA INFLUENCERS AND YOUTHS' ATTITUDES TO HARD DRUG USE IN ILORIN SOUTH LGA

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Abstract

This paper investigates the influence of social media influencers on the attitudes of youths toward hard drug use in Ilorin Metropolis, Nigeria. Drawing on Social Influence Theory, the study explores how exposure to influencers' content; whether direct or indirect, shapes perceptions and potential behaviours among young people. A survey design was adopted, with 400 youths purposively sampled across 11 wards in Ilorin South Local Government Area. Findings indicate that social media influencers play a significant role in shaping youth perceptions, with many normalizing drug-related content through music, skits, and lifestyle posts. The study underscores the responsibility of digital figures in public discourse and calls for a collaborative approach involving media regulation, education, and influencer accountability to curb the rise of drug abuse among Nigerian youths. Therefore, it is recommended that influencers should recognize their moral responsibility and use their platforms for advocacy against hard drug use.

Keywords: Social Media Influencers, Hard Drug Use, Youths' Attitudes

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Introduction

Mass media plays a vital role in shaping public opinion, providing education, and influencing behaviour. In recent years, social media platforms such as Facebook, Twitter, Instagram, and TikTok have emerged as dominant communication tools in Nigeria, particularly among young people. Unlike traditional media, social media platforms are highly interactive and provide users which includes influencers with the power to shape discourses and trends (Kaplan & Haenlein, 2015). Nigeria is currently experiencing a troubling rise in drug abuse. According to NDLEA (2024), about 14 million Nigerians engage in drug misuse, with young people, particularly secondary school students, representing the most vulnerable group. Substances such as cannabis, tramadol, and methamphetamine have become prevalent, creating a disturbing student subculture of abuse, trafficking, and addiction (Ajibulu, 2017).

Given their influence, social media personalities occupy a critical position in this crisis. Their ability to glamorize lifestyles and normalize drug-related behaviours raises urgent questions about the role of influencers in shaping youth attitudes toward hard drug use. This paper therefore examines the extent of youths' exposure to drug-related content on social media, the attitudes that emerge from such exposure, and the implications for drug prevention campaigns.

Statement of Problem

The impact of social media influencers extends beyond mere product promotion; they play a

significant role in shaping cultural trends and societal norms. Influencers often set standards for beauty, lifestyle, and behaviour, which can have both positive and negative effects on their followers. While they can inspire creativity, self-expression, and social awareness, they may also perpetuate unrealistic expectations, consumerism, and even harmful behaviours (Ozo, 2020). Social media, which is intended to promote information dissemination, awareness creation, and public education about issues such as drug misuse, has paradoxically become a platform that encourages hard drug abuse among young people. Through the various messages, statuses, music, and videos shared online, youths are increasingly exposed to and influenced by content that normalizes or glamorizes drug use (Olubiyi, 2022).

Several studies have examined the relationship between social media and drug abuse. For instance, Alawode (2018) investigated the general impact of social media on drug abuse among youths, while Iqura (2018) explored how social media is used to promote drug-related activities among young people. However, despite these efforts, previous studies have largely overlooked the specific influence of social media influencers, who are often more visible, famous, and active online on youths' attitudes toward hard drug tendencies in Nigeria. Therefore, this study seeks to fill this gap by critically examining the influence of social media influencers on hard drug use among youths in Ilorin.

Objectives of the Study

1. To assess youths' exposure to social media

- influencers promoting hard drug use.
2. To explore youths' attitudes towards hard drug use.
 3. To determine influencers' impact on acceptance or rejection of hard drug use.

Literature Review

Youth Social Media Use in Nigeria

Social media usage has been met by mixed feeling especially in the Nigeria society. There have been calls to establish a working framework where its usage can be regulated. There is school of thought who believed that it is an extension of the freedom of speech of every individual. At the center of these two opposing ideas are people who neither have access nor the capacity to fully appreciate the essence of social media tools (Olusegun, 2020). There has been a virtual explosion of the use of technology in making interpersonal connections and this is particularly the case for young people. Olusegun (2017) also observed that as early as elementary school, many students are carrying cell phones. With ready access to the internet and mobile phone technology, social networking has become a phenomenon of unprecedented proportions and is expanding the concept of a social network.

According to Bryant, Sanders-Jackson and Smallwood (2016), socially interactive technologies (SITs), such as instant messaging and text messaging, are beginning to redefine the social networks of youths in contemporary times. By offering fast-paced, inexpensive, online communication, SITs allow for new online youth social networks to evolve. New text-based technologies are picking up where phones left off. Email and text messaging allow for rapid, asynchronous communication within one's peer network. As described by Livingstone (2018) social networking sites enable communication among ever-widening circles of contacts, inviting convergence among the hitherto separate activities of email, messaging, website creation, diaries, photo albums and music or video uploading and downloading.

Social Media Influencers

Social media influencers are online personalities with a big following on one or more social media platforms (e.g., YouTube, Instagram, Snapchat, or personal blogs) who have an effect on their followers (Varsamis, 2018). In contrast to celebrities or public figures that are well-known through traditional media, social media influencers are "ordinary individuals" who have become "online celebrities" through generating and posting content on social media. Typically, they have knowledge in particular fields, such as healthy living, travel, food, lifestyle, beauty, and fashion. The use of social media influencers has grown dramatically since 2016, as consumers have switched away from television and toward social media and other OTT (Over the top) channels. The phrase "social media influencer" is becoming increasingly prevalent. Instagram, YouTube, Facebook (Meta), and X are among the most

popular social media platforms adopted by influencers. Brands value social media influencers may start trends and encourage their followers to buy the things they endorse. As a result, in order to promote their products and enhance sales, brands are attempting to engage with genuine and successful influencers. Due to rising competition, social media influencers are in high demand (Escalas & Bettman 2017). However, Evans (2017) corroborates that as competition grows, recognizing authentic influencers with a significant number of followers has become the biggest challenge for brands and organizations.

Social Media Influencers Typology

The emergence and development of social networking services such as Twitter, Instagram and YouTube, as well as the growing importance of the opinions transmitted on social networks and the increasing influence that some people exert on others, have motivated some people to create and share content related to specific experiences or topics on different social networks in a professional, semi-professional or altruistic way (Weismueller, 2020). These people are commonly called influencers. They are an important source of information for their followers and may affect their attitudes, beliefs, perceptions and behaviours (Casaló, Flavián & Ibáñez-Sánchez, 2020). These influencers have been divided into different categories based on different criteria. There is a distinction between nano-influencers, micro-influencers, macro-influencers and mega influencers. Typology of influencers is based according to the number of followers on which there is a certain consensus (Turner, 2020, p. 15), as follows:

- nano-influencer (less than 1000);
- micro-influencer (1000 to 100 000);
- macro-influencer (100 001 to 1 million);
- mega-influencer (more than 1 million).

Different characteristics have been attributed to each category. Influencers with a smaller number of followers create quality content, have greater closeness with their followers and a higher level of persuasion. Influencers with a larger number of followers have a much greater reach and are considered to be opinion leaders and more popular (De Veirman, Cauberghe & Hudders, 2017; Kay, Mulcahy & Parkinson, 2020).

Influencer Culture and Persuasion

Although social media affects the lives of young people, teenagers themselves are not able to answer how it happens. According to Anderson and Jiang (2018), 45% believe that social media has neither a positive nor negative impact on their lives. 31% say the effect is positive, and 24% say it is negative. They consider the role of social media to be the most significantly positive in maintaining contacts and interaction with others: communicating with peers and family and establishing new and maintaining old connections and acquaintances. But social media is also a place for them to entertain, express themselves and receive social support (Anderson & Jiang, 2018).

Influencers are individuals who have a strong

impact and trust in the community they build on social media, for which their reach and influence are also important. Because of the ties they have developed with their followers, influencers routinely share facts of their lives—often personal ones—every day. The more released material there is, the deeper this association becomes. Influencer-recorded video clips, sometimes known as rolls or reports, appear to forge close bonds between the sender and the recipient (Carter, 2016; Agostino, Arnaboldi & Calissano, 2019).

Social Media and Drug-Related Content

Social media has become an integral part of modern society, significantly influencing youth behaviour and lifestyle choices. One of the most concerning impacts is its role in promoting substance use, particularly hard drugs (Adejumo, 2021). Exposure to substance-related content on social media has been linked to increased drug use among adolescents. According to Aluko (2019), youths who frequently engage with content related to hard drugs are more likely to experiment with these substances. This exposure often creates a sense of curiosity and reduces the perceived risks associated with drug use (Ogunleye, 2022). The normalization of drug use through influencers' content further exacerbates this problem, leading to a higher likelihood of experimentation among young audiences (Okafor, 2020).

Influencers often portray substance use as glamorous or socially desirable, omitting the negative consequences associated with addiction (Bamidele, 2018). This skewed depiction contributes to cognitive dissonance, where the preventive messages from educational sources are contradicted by the attractive portrayals seen online (Omotayo, 2021). As a result, youths may become more susceptible to peer pressure and the desire to emulate influencers they admire (Eze, 2020). The widespread use of smartphones and the increasing amount of time spent on social media platforms have heightened exposure to drug-related content (Adebayo & Adedeji, 2019). On average, Nigerian youths spend three to five hours daily on social media, increasing their vulnerability to influence (Nwachukwu, 2021). The repetitive exposure to drug-related content normalizes the behaviour, making it appear acceptable or even trendy (Ifeanyi, 2020).

Social media's interactive nature, including likes, comments, and shares, amplifies the reach of substance-related content (Akintunde, 2019). When influencers post about drug use, their content can go viral, spreading across peer networks and influencing perceptions on a larger scale (Chukwu, 2020). The virality of such content makes it more challenging to control the narrative and prevent misinformation (Amadi, 2022). Additionally, social media platforms have become avenues for drug dealers to market and sell illicit substances (Olumide, 2021). Encrypted messaging and anonymous accounts make it easier for youths to access hard drugs without the traditional barriers of physical transactions (Ademola, 2019). This accessibility contributes to the

rising rates of drug use among Nigerian adolescents (Oseni, 2022).

Empirical Review

Social media influencers leverage on large followings to shape opinions and behaviors, particularly among youths (Olorede, 2021). In Nigeria, studies indicate that social media usage significantly correlates with drug abuse, with platforms facilitating the promotion and normalization of substances (Djafarova & Bowes, 2021). A study by Isaac (2020) examined hard drug use among youths and cult violence in Nigeria's Bayelsa State's Yenagoa Metropolis. It was discovered that there is a connection between the rise in cult violence in the research area and the use of hard drugs by the youths and cultism will increase in number the more tramadol is taken by young people.

Arolina (2018) studied how youth mental health is shaped by internet influencers. The study found that youths are greatly influenced by social media influencers and influencers provide interesting mental health content despite some dangers and constraints; their potential to affect the mental health of young people and other health communication initiatives. In a similar view Emeh, Ikechukwu, Abaroh, Jidefor and Ogana (2022) studied the tradition of drug misused among youths and it was expressed that despite numerous governments attempts to stem the problem, social media is rife with stories about the rise in drug misuse among Nigerian youths. The struggle against drug misuse is motivated by the fear that it poses a threat to our shared values and well-being, with numerous repercussions on our economy, family life, healthcare, sense of national pride, education, and the development of human capital. Drug misuse is a serious problem that has negatively impacted society, the economy, public health, and safety.

In another study on Drug Abuse among Youths by Iqura (2018), it was discovered that drug abuse and drug menace is the illicit, non-medical use of limited number of substances, most of drugs which have the properties of altering the mental state of a being in ways that are considered by social norms and defined by statute to be inappropriate, undesirable, harmful threatening to the life of the user and to the society at large. Alcohol, heroin, cocaine, opium, marijuana, are some of the drugs abused. Generally, youths seem to be the target of this drug menace and its abuse.

Moreover, a study by Wahab (2018) drug and substance abuse among youths revealed that substance misuse, particularly among young people, has become a major global concern and youths are more likely to engage in drug and substance addiction due to a number of variables. These include being easily swayed by friends, feeling stressed or depressed, having dysfunctional family relationships, not having enough financial support, and having neurobiological variations. The health, social, and economic well-being of young people are impacted by drug and substance abuse. Promoting education

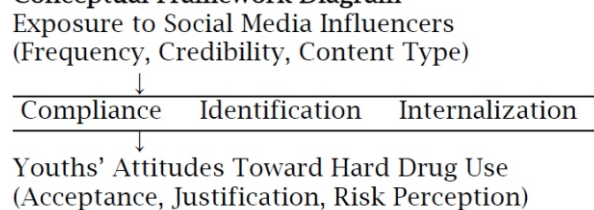
about drug and substance abuse awareness, encouraging protective factors like spirituality, and acknowledging the role of parents and families in creating a positive environment that does not encourage drug and substance abuse are all ways to highlight the significance of a holistic approach to prevention. A defense against drug and substance abuse is another way to characterize the significance of the spiritual component in young people.

Theoretical Review

The Influence of Social Media Influencers on Youths' Attitudes Toward Hard Drug Use can be effectively analyzed through the Social Influence Theory. The theory was developed by Herbert Kelman in the year 1958. The Social influence theory is the idea that people are heavily influenced by the thoughts and actions of others. This theory is usually applied in realms of persuasion, influencing large groups or influencing behaviour over time. The central theme of social influence theory, as proposed by Kelman (1958), is that an individual's attitude, beliefs, and subsequent actions or behaviours are influenced by referent others through three processes: compliance, identification, and internalization. Each of the three processes can be represented by a function of the following three determinants of influence: (a) the relative importance of the anticipated effect, (b) the relative power of the influencing agent, and (c) the prepotency of the induced response (Kelman 1958).

In this regard, celebrities and entertainers have the power to change attitude, subvert established norms, and spark a movement for a drug-free future by sharing their own personal journeys of recovery and advocating for prevention and rehabilitation (Olayiwola, 2023).

Conceptual Framework Diagram



METHODOLOGY

Research Design and Method

A cross-sectional survey design was adopted, utilizing quantitative methods to gather opinions via questionnaire (Issa, 2012; Olagoke, 2018). The population of the study comprised youths in Ilorin South LGA who are within the age of 15-35 and the total estimated of youths in this area is (114,951). Using Taro Yamane's formula, a sample of 400 was selected at 95% confidence level and 0.05 margin of error. The study used purposive sampling to survey relevant youths across 11 wards in Ilorin South LGA, with approximately 36 youths per ward. The study also used a structured questionnaire as an

instrument to elicit data from the respondents. The instrument of data collection, which was divided into different sections addressed demographics, exposure, attitudes, to measure items through a 5-point Likert scale. The instrument was pilot tested, with Cronbach's Alpha ensuring reliability (>0.70). The data gathered were analyzed using the Statistical Package for Social Sciences (SPSS) Version 21, employing descriptive statistics (frequencies, mean and standard deviations).

Table 1: Method of Data Analysis

Scale	Range	Verbal Interpretation			
		Exposure	Attitude	Perception	Influence
1	1.00-1.79	Very Low	Very Positive	Very Poor	No influence
2	1.80-2.59	Low	Positive	Poor	Low influence
3	2.60-3.39	Moderate	Neutral	Moderate	Moderate Influence
4	3.40-4.19	High	Negative	Good	High influence
5	4.20-5.00	Very High	Very Negative	Very Good	Very high influence

RESULTS

Table 2: Respondents Demographic Characteristics

Variable	Category	Frequency	Percent
Age	16-20 yrs.	92	23.2
	21-25 yrs.	200	50.5
	26-30 yrs.	70	17.7
	31-35 yrs.	23	5.8
	36 yrs. & above	11	2.8
Gender	Male	120	30.3
	Female	276	69.7
Occupation	Students	279	70.5
	Self-Employed	45	11.4
	Employed	48	12.1
	Unemployed	24	6.1
Education	Primary School	10	2.5
	Secondary School	22	5.6
	ND/NCE	41	10.4
	HND/BSc.	298	75.3
	MSc./PhD.	23	5.8
	Others	2	0.5
Total		396	100.0

Table 2 presents the demographic characteristics of respondents in the study. The results show that the majority (50.5%) fall within the age group of 21-25 years, followed by 16-20 years (23.2%), indicating that the sample is predominantly young. In terms of gender, females (69.7%) constitute a higher proportion than males (30.3%), suggesting stronger female representation in the study.

With respect to occupation, the Table also revealed that most respondents were students

(70.5%), while others were either employed (12.1%), self-employed (11.4%), or unemployed (6.1%). Regarding education, the largest share (75.3%) were holders of HND/B.Sc. certificates. Others were holders of primary (2.5%), secondary (5.6%), ND/NCE (10.4%) and MSc./PhD. (5.8%) certificates.

Overall, Table 1 indicates that the study population is largely composed of educated young people, making them a relevant group for assessing the influence of social media influencers on attitudes towards hard drug use in Ilorin Metropolis.

Table 3: Level of Youths' Exposure to Social Media Influencers Promoting Hard Drug Use

Item	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Std. Dev.	Remarks
1. Seen influencers glorify hard drugs	25.5	25.5	10.4	25.5	13.1	2.75	1.41	Moderate
2. Influencers show drug use in content	25.8	34.3	16.7	17.7	5.6	2.43	1.20	Low
3. Encouraged to try drugs via content	44.4	28.3	14.4	7.1	5.8	2.02	1.18	Low
4. Regularly see drug-related content	25.0	23.0	17.2	25.0	9.8	2.72	1.34	Moderate
5. Social media increased awareness of drug use	20.7	15.7	20.5	28.3	14.9	3.01	1.37	Moderate
6. Influencers affect opinion on drug use	28.3	25.0	26.0	16.4	4.3	2.43	1.18	Low
7. Know someone influenced online to use drugs	31.3	29.0	14.6	17.7	7.3	2.41	1.29	Low
Total Mean						2.54	1.28	Low

Table 3 shows the level of youths' exposure to social media influencers promoting drug use in Ilorin metropolis. For "I have seen social media influencers glorify the use of hard drugs," 101 (25.5%) strongly disagreed, 101 (25.5%) disagreed, 41 (10.4%) were neutral, 101 (25.5%) agreed, and 52 (13.1%) strongly agreed (Mean = 2.75; SD = 1.41), indicating moderate exposure. Similarly, 99 (25.0%) strongly disagreed and 91 (23.0%) disagreed that they regularly encounter drug-related content on social media (Mean = 2.72; SD = 1.34), also moderate.

Other items reflected low exposure. For instance, 102 (25.8%) strongly disagreed and 136 (34.3%) disagreed that influencers they follow show drug use (Mean = 2.43; SD = 1.20), while 176 (44.4%) strongly disagreed and 112 (28.3%) disagreed about being encouraged to try drugs (Mean = 2.02; SD = 1.18). Items on influencer impact on opinion (Mean = 2.43; SD = 1.18) and knowing someone influenced online (Mean = 2.41; SD = 1.29) were also low.

The overall mean score was 2.54 (Mean = 2.54; SD = 1.28), suggesting that youths' exposure is generally low, with occasional moderate exposure for some items. These results indicate that youths' exposure to social media influencers promoting drug use is generally low but occasionally moderate.

Table 4: Attitudes of Youths Towards Drug Use

Item	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Std. Dev.	Remarks
1. Hard drugs relieve stress/depression	55.6	24.5	9.8	7.1	3.0	1.78	1.08	Very Positive
2. Experimenting with drugs part of youth lifestyle	41.7	29.0	12.9	9.8	6.6	2.11	1.23	Positive
3. Nothing wrong with occasional drug use	50.3	27.0	9.1	10.1	3.5	1.90	1.14	Positive
4. Social media makes drug use trendy	20.5	16.7	17.7	31.6	13.6	3.01	1.36	Neutral
5. Influencers make drug use seem acceptable	20.2	17.7	19.4	31.3	11.4	2.96	1.33	Neutral
6. Youths likely to try drugs after seeing online	18.4	9.6	17.4	39.1	15.4	3.23	1.34	Neutral
Total Mean						2.67	1.23	Positive

The results presented in Table 4 reveal that a substantial proportion of respondents expressed disapproval of drug use. For example, regarding the statement "I believe using hard drugs is a way to relieve stress or depression", 220 (55.6%) strongly disagreed and 97 (24.5%) disagreed, with only 28 (7.1%) agreeing and 12 (3.0%) strongly agreeing. This yielded a mean score of (Mean = 1.78; SD = 1.08), which falls in the very positive range, indicating strong rejection of drug use as a means of stress or depression relief.

Similarly, for the statement "I think experimenting with hard drugs is part of youth lifestyle", 165 (41.7%) strongly disagreed and 115 (29.0%) disagreed, while only 39 (9.8%) agreed and 26 (6.6%) strongly agreed. The mean score of (Mean = 2.11; SD = 1.23) indicates a positive attitude, reflecting that the majority of youths do not perceive drug experimentation as a normal aspect of youth life. In addition, on the statement "I do not see anything wrong with occasional drug use." Here, 199 (50.3%) strongly disagreed and 107 (27.0%) disagreed, compared to only 40 (10.1%) agreeing and 14 (3.5%) strongly agreeing. The mean score of (Mean = 1.90; SD = 1.14) also reflects a positive attitude, showing that respondents largely disapprove of occasional drug use.

In contrast, from Table 3, perceptions concerning social media influence presented more mixed views. For instance, the item "Social media makes drug use appear trendy or fashionable" recorded 125 (31.6%) agreeing and 54 (13.6%) strongly agreeing, compared to 81 (20.5%) strongly disagreeing and 66 (16.7%) disagreeing. This item yielded a mean score of (Mean = 3.01; SD = 1.36), which falls within the neutral range, suggesting divided opinions among respondents. Similarly, the statement "Influencers make drug use seem acceptable or harmless" produced a mean score of (Mean = 2.96; SD = 1.33), with 124 (31.3%) agreeing and 45 (11.4%) strongly agreeing, while 80 (20.2%) strongly disagreed and 70 (17.7%) disagreed. This also reflects a neutral stance,

showing no strong consensus among the youths.

The item "Youths are more likely to try drugs after seeing it promoted online" yielded the highest level of agreement, with 155 (39.1%) agreeing and 61 (15.4%) strongly agreeing, compared to 73 (18.4%) strongly disagreeing and 38 (9.6%) disagreeing. The corresponding mean score was (Mean = 3.23; SD = 1.34), which falls within the neutral range, further suggesting ambivalence in respondents' attitudes towards media-induced promotion of drug use.

Overall, the computed total mean score (Mean = 2.67; SD = 1.23) indicates that the general attitude of youths in Ilorin Metropolis towards drug use is positive, reflecting an overall disapproval of drug use. However, the neutral responses relating to social media influence highlight areas where external factors may shape perceptions, thereby warranting further attention in drug prevention and awareness campaigns.

Discussion of Findings

In terms of exposure, the study revealed that overall exposure of youths in Ilorin Metropolis to social media influencers promoting drug use is generally low, with occasional moderate exposure. While some respondents admitted to encountering glorification of drug use or drug-related content on platforms, fewer reported direct encouragement to experiment with drugs. This suggests that while influencers may not overtly promote substance use, subtle forms of content normalization occur. This aligns with Eze (2023), who found that Nigerian youths are influenced by social media in ways that normalize drug use through celebrity endorsements and peer activities, though often indirectly. Similarly, Fuller (2015) observed that only about 13 in 100 social media posts explicitly advertise illicit drugs, but promotional content has become more sophisticated and subtle. The relatively low exposure found in this study may thus reflect a shift from overt promotion to more embedded, lifestyle-oriented cues, consistent with the coded language and indirect promotion patterns identified by Santos de Jesus et al. (2023).

Regarding attitudes, the findings indicate that youths in Ilorin generally hold positive attitudes towards drug rejection, strongly disagreeing with statements that normalize or justify drug use. However, ambivalence was observed in relation to the perceived influence of social media, where some respondents agreed that influencers make drug use appear trendy or acceptable. This resonates with Ronke & Olayinka (2023), who reported that social media advocacy campaigns can sensitize youths about the dangers of drug use, but the glamorization of drugs by influencers continues to shape attitudes ambiguously.

In terms of perceived influence, respondents reported that influencers have a moderate impact overall, with the strongest effect seen in glamorization of drug use and shaping behavior through lifestyle content. Notably, influencers who discouraged drug use through awareness messages were rated as having a positive influence, highlighting

the potential of influencers as agents of prevention. This duality aligns with Emeh et al. (2023), who argued that while celebrities and influencers often glamorize risky behaviors, they can also be leveraged in anti-drug campaigns to promote abstinence and awareness.

Conclusion and Recommendations

Overall, the study shows that youths in Ilorin are not heavily exposed to overt influencer-driven drug promotion, but moderate exposure exists, especially in lifestyle-oriented content. Attitudes toward drug use are largely negative, though youths acknowledge the glamorization power of influencers. Influencers exert a moderate impact, which can be either harmful (glamorization) or protective (awareness campaigns). Therefore, this study establishes that social media influencers significantly impact youths' attitudes toward drug use in Ilorin Metropolis. By normalizing drug-related content, influencers inadvertently contribute to the growing challenge of drug abuse among Nigerian youths

Recommendations

1. Policy and Regulation: Government and regulatory agencies should enforce stricter content monitoring on platforms frequented by youths.
2. Influencer Accountability: Influencers must recognize their moral responsibility and use their platforms for advocacy against drug abuse.
3. Educational Campaigns: Schools, parents, and NGOs should integrate media literacy and drug education into youth programs.
4. Collaborative Media Strategy: Partnerships between influencers, media houses, and health institutions can promote alternative narratives that discourage drug use.

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