

EMERGING SOCIAL MEDIA TECHNOLOGIES AND GLOBAL POLITICAL CONSEQUENCES IN THE RUSSIA/UKRAINE WAR: AN EVALUATION BY UNDERGRADUATE STUDENTS OF SELECT UNIVERSITIES IN AFRICA

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ABSTRACT

This work was on the emerging technologies application by the media in the Russia and Ukraine war. The scope was on views of students in the Universities of Nairobi, Kenya in East Africa and University of Kumasi, Ghana in West Africa. The objectives were finding out the social media platform that served as major source of information about the war; establishing the aspect of information which received prominence by hyping social media technologies and to know the major political implications of adopting emerging communication technologies in the execution of the war. It was supported by the technological determinism and the social responsibility theories. The population was 59,068 students with a sample size of 381 students. The method was the application of online survey through a simple Google form questionnaire while the results were computed by the calculation of simple percentage and pie charts per answers on each of the questions raised. The results showed that the adoption of emerging social media technologies had general negative political implications to global insecurity and threats rather than positive peaceful coexistence of the two countries of Russia and Ukraine. This is because 336 students or 88 percent of undergraduate students in the two universities kicked against the use of social media propaganda to influence understanding of the truth about the war. It recommended that in war situations, media institutions should maintain social responsibilities in fair reporting rather than allowing the emerging technologies of social media influencers to detect the direction of information to the public in presenting the truth objectively.

Keywords: Emerging, Implications, Media, Technologies

INTRODUCTION

The advancement of communication has continued to be one of the issues that help individuals and organizations to grow.

The options of growth through communication depend largely on the networks of communication and the extent of preference and regularity of application. Knight (2023) hints that social media platforms are abundant springs of information and entertainment. They also help us to uphold contact with associates and households. But social media can also – and has, often – been converted to deadly settings for spreading disinformation, hatred and conflicts. The negative implementation of communication messages, styles and channels of communication have also been the foundations of failures of communities, countries and nations. Most nations have experienced changes in the use of communication patterns and networks from the oral media, the old-style media, the group discussions, mainstream media and the latest of social media. The fresh use of social media through technologies encompasses new platforms, innovative features, and creative skills of artificial intelligence (AI), augmented reality (AR), and decentralized systems of block chain. These emerging high-tech trends are with several benefits which many nations do not want to lose. For instance, the Artificial Intelligence (AI) enhances user experiences on social media through personalized content recommendations, chatbots, and AI-generated content. There exist the capability to analyze huge datasets, enables social platforms to understand user favorites, envisage trends, and adjust advertising targets. In the Augmented Reality (AR) and Virtual Reality (VR) are imaginative and immersive social experiences, altering how users interrelate with contents. Accordingly, social media platforms like Snapchat and Facebook (now Meta) are capitalizing deeply in AR lenses and computer-generated spaces where users can socialize in (three dimensions) 3D of environments.

Ball (2022) says that the metaverse, a concept championed by Meta, imagines a completely immersive virtual world where social connections, business, and entertainment congregate. The emerging social media platforms like TikTok and Instagram identify content feeds and drive sophisticated engagements. In as much as there are positive paybacks, they also have thoughtful inferences for communication, privacy, social behavior, and the wider digital economy. Artificial Intelligence generated contents especially in communication such as deepfakes also raise concerns about misinformation and the genuineness of media virtual contents. Actually, the rise of new social media technologies increases privacy concerns. Artificial Intelligence driven platforms collect enormous volumes of personal data, causing questions about how data is stored, shared, and protected. Users' awareness and control over data are grave issues, especially in the context of data holes and unlawful investigations (Zuboff, 2019).

STATEMENT OF THE PROBLEMS

Communication is the procedure of discharging facts to the audience for affirmative or undesirable response of the target persons or organizations. The means of processing the raw information for the consumption of the audience are many and keep changing depending on the type of message, the audience gender and other demographic factors. Persons and organizations hoping to sway the target audience with certain messages cannot rely on a single or old time means of information delivery. There has to be modifications to follow the time and the trend for active results. Each of the means of communicating messages to target audience are not without certain implications. As technologies and eras emerged, particularly in the war time of the Russia/Ukraine war, it may come out that some outdated means of communication such as periodicals, radio sets and television houses may be disposed or be consigned. This is because, the media space has in certain situations appear to have been taken over by the social media. The social media has come with trend of platforms that enable the transcending of information with speed at real time across divides. In spite of the acclaimed advantages, it is difficult to say if the same significance can be deployed in the execution of wars. The emerging social media technologies are trailed with complains of distortions, falsehood and propaganda. The statement of problem is therefore whether the emerging social media technologies were duly applied based on social obligations of the media for truth and objectivity or if it was the reverse. This is the core issue behind this work based on underlined objectives.

OBJECTIVES OF THE STUDY

The work has the objectives of:

1. Finding out the social media platform that serve as major source of information about the Russia/Ukraine war;
2. Establishing the aspect of information which received prominence by the hyping from the social media technologies
3. Knowing the major political consequences of adopting emerging social media technologies in the execution of the war by the aggrieved countries.

LITERATURE REVIEW

An Overview of Social Media Platforms

Social media is a common word for the several systems of automated network communication through the usage of computer technology. Social media are websites of electronic social networking. These websites are usually called by persons as the internet and has become common across gender, age and income. In social media, websites amenities are applied for communication by people of similar or related interest, experience, or observations from the activities of others around the m

The contents generated are common over the internet through technologies for the promotion of relationships, oppose issues and also cause cooperation. Thus, Akpan (2020) mentions that social media is a platform where the users are both producers and consumers of the content. Video sharing websites, social networking sites, discussion forums, blogs are well-known examples of social media. In the views of Kaplan & Haenlein (2010) social media are communication channels that build on technological applications of Web 2.0 network systems. The system allows the creation of contents of information generated by the user using smart-phones, I-pads and general purpose table and lap top computers linked to the network. The network linkage between the message creator and the receiver or receivers makes the pattern of social media communication to be interactive and participatory at real-time. Dominick (2011) collaborates that social media are online communication platforms that use special methods to cause involvement in conversations, connections and information sharing in all sides of activities. These activities are not fashionable to mere social communications but also hard matters of governance and management of governments. Akpan (2022) states that in the social media practice of communication, individuals have chances of seeing the close-up shots of photographs and occasionally the full pictures through online streaming or recorded videos. More so, the blogs permit the viewing of outlines by the presenting of user earlier postings. Dominik adds that social media agree to escape from face to face discussions, erodes gesturing, facilitate disparagements.

TYPES OF SOCIAL MEDIA TECHNOLOGIES

Twitter (X)

Twitter, officially known as X since July 2023, is a social networking service. It is one of the world's main social media websites and one of the most visited websites in the world. Gil (2021) says that Twitter is virtual news and social networking site where people communicate in short messages called tweets. Tweeting is posting tiny messages for anyone who follows you on Twitter, with the confidence that your words are valuable and stimulating to someone or audience. Another description of Twitter and tweeting might be micro blogging. Some people use Twitter to ascertain attention-grabbing people and companies online, opting to follow their tweets. Arens (2019) adds that Twitter is all about short instantaneous impact online contents. Twitter's big appeal is how scan-friendly it is for the tracking of hundreds of engaging twitter users and read contents at a glance, which is perfect for contemporary attention-deficit world. Twitter employs a determined message size limit to keep things scan-friendly: every microblog tweet entry is restricted to 280 characters or less. This size cap promotes the focused and clever use of language, which makes tweets stress-free to scan, and challenging to write.

This size restriction makes Twitter a predominant social tool. Twitter is easy to use either as broadcaster or a receiver. You join with a free account and Twitter name. Then you send broadcasts (tweets) daily, hourly, or as frequently as you like and go to the What's Happening box next to profile image, type 280 or fewer characters, and click Tweet. People who follow you, and possibly others see your tweet. Agwazim (2017) explains that twitter can be used for dynamic political discussions due to faster and shorter messaging and discussions online.

Instagram

This is a social network app made for sharing photographs and video from smartphones. It is similar to twitter since it allows users to edit and upload while also adding caption to each of the posts. It uses hastags and geotags to index posts. Instagram is primarily image-focused, offering users the opportunity to take a picture or a short video and share these with a network of friends as well as the general public of Instagram users (Hu, Manikonda, and Kambhampati 2014). Instagram is mainly accessed through mobile devices, though images can be viewed via a traditional web browser. In part, Instagram's popularity has been fueled by the growth of mobile applications and the uptake of mobile devices over the last half decade (Saloman, 2013). This mobile-first affordance of the platform, along with the tendency of hashtags can connect disparate communities of networked individuals (Shirky 2010).

Youtube

YouTube is a rising firm and as a community. It has become a widely current platform for individuals known as YouTubers and for companies to endorse themselves and their products. However, YouTube is a fairly young company. YouTube was started in 2005 by three previous PayPal staffs: Steve Chen, Chad Hurley, and Jawed Karim (Hiebner, 2014). Youtube is a website which lets the upload of contents in a video presentation. YouTube has the second-largest search engine in the world, behind Google (which owns YouTube). This means people are continually probing for information using YouTube and noticing videos relating to topics (Moreau, 2020). YouTube offers a modest way for people to stock videos online and share them with others. YouTube videos cover any topic anyone cares to upload a video about. These videos are stress-free to share through other forms of social media, email and websites and can also be entrenched in other websites. Besides every video on YouTube is a list of suggested videos that YouTube's search engine calculates likely to interest people who view the video you are watching. YouTube enhances viewers to express opinion of videos they watch, to store videos to watch later and to share videos they like.

You can make a video publicly obtainable by anyone, or share it confidentially with selected people. YouTube Analytics is a self-service analytics and reporting tool. It provides data about each video you upload, so you can easily track how many views it gets, where people are coming from to find it and what type of people are watching it.

Face book

Face book is one of the most familiar social media platforms in the world. With 2.7 billion monthly active users, more than a third of the world's population uses Facebook. Established on February 4, 2004, Facebook has reliably progressed through the years to fit the wants of its users and fascinate new ones. This includes the getting hold of of Instagram and WhatsApp. Businesses can create their own pages, groups, and events. Facebook also offers targeted advertising chances for those who want to upsurge visibility to exact customers. Businesses can also use Facebook Messenger to send own messages to customers.

LinkedIn

LinkedIn is the most popular social media site for specialized networking. The platform has over 700 million recorded users, with about 300 million active each month. Launched in 2003, LinkedIn allows a user to add resumes, connect with others in and even post and make responses.

Others are:

Pinterest

Pinterest is one part social media site, one part search engine. It consists of digital bulletin boards where a user can save products, project ideas, and inspirational images. It is a perfect place to share product images, unique DIY ideas, recipes, and unique visuals. You can also make content on your sites “pinnable” by including pin-it buttons that allow visitors to share your content to their boards. Pinterest launched in 2010 and has since amassed more than 400 million monthly active users.

Tumblr

Tumbir is a blogging platform that allows several different post formats of quotes, chats, videos, photos, and even audio content. It was originally launched in 2007. The user base has decreased a bit in recent years. However, it still has about 400 million monthly visitors. The business population isn't as high on Tumblr as it is on other platforms. However, brands stand out from other sites that are oversaturated. It also offers sponsored posts and lets a user easily re-share content.

Flickr

Flickr is a popular platform for sharing photos and videos. Launched in 2004, the site was purchased by Yahoo in 2005 and is now owned by SmugMug.

It's especially popular for photographers or businesses that want to see their images shared around the web. People use it to find royalty-free images for use in content. The site has lost some of its industry clout in recent years. However, it still has about 90 million monthly users.

Reddit

Reddit is a social news and entertainment website with tons of sub-communities dedicated to specific interests. A registered user can submit content and comment on threads to interact with other users. Launched in 2005, the site has amassed a monthly active user base of 430 million. Reddit is not super popular with marketers. However, there are tons of active, targeted communities that make it an attractive option for sites looking to reach a new audience. There are also business-related sub redits for those interested in networking or learning.

Snapchat

Snapchat is a mobile messaging social media platform. A user can share one-time content with friends or post stories that go out to all that users followers. Released in 2011, the app quickly became popular, especially with young consumers. It has since slowed a bit. However, there are still about 360 million monthly users worldwide using this social media channel. Brands that market to young consumers can set up business accounts and advertise on the app.

WhatsApp

WhatsApp is a popular mobile messaging app. You can use it to send images, texts, documents, audio, and video content to another user individually or in groups. Launched in 2010, the company is now owned by Facebook along with Instagram. WhatsApp now has more than two billion monthly active users. Small businesses can use the app to easily communicate with customers and prospects on a personal level.

Quora

Quora allows users to ask questions and share answers on a variety of topics. Originally launched in 2009, it now has more than 300 million monthly users. Businesses can use Quora to build expertise in a specific area. Question posts also often rank highly in search results. As a result, even those who don't actively use Quora may come across your responses.

TikTok

TikTok is comparatively new to the world of social networks. However, it has already made a notable mark on the social media landscape. The app lets a user create short, creative videos. It by this time has more than 800 million monthly active users around the world. Businesses can use it to show off their creative side and generate viral contents as part of social media marketing.

Vimeo

Vimeo is a professional video platform. Though not as widely used, it offers perfect superior features for videographers and those who want to share cinematic content. There are about 170 million monthly active users on this social media channel. However, Vimeo users can also share and embed videos on other sites. Users can also access cutting-edge stats and analytics to monitor presentation.

SOCIAL MEDIA CONTENTS: GENERAL AND WARFARE EFFECTS

Ordinarily, wars are fought by individuals and social media communication is also an activity by individuals. The conflict between Israel and Gaza provides a clear example of how wars are linked to social media. Too, and most recently, has been the Russia/Ukraine war where from social media offer images of war that shaped narratives by different stakeholders and making the political impact to be profound across the globe. The consequence of social media war time information can be a political double-edged sword. While it has the potential to promote immediate political calls for humanitarian support, it also carries the risk of spreading grave misinformation and long lasting emotional harm to information consumers. As the Russia/Ukraine conflict exemplifies, the understanding of the pros and cons of social media in modern warfare is crucial for easy navigation of battlegrounds dutifully. Social media technologies have had profound effects on modern warfare, influencing everything from public perception to strategic operations. The ability of social media platforms to speedily distribute information has miscalculated the way conflicts are meant to be reported, understood, and even conducted. These technologies can amplify propaganda, incorrectly shape narratives, and mobilize negative supports, while also serving as tools for undue intelligence gathering and cyber warfare.

On strict communication assessments, the key effects of social media on wars cover information warfare and propaganda. It is common that social media has become a powerful tool for states and non-state actors to deliberate on strength, equipment and capacity about warfare. Governments, militant groups, and other entities use platforms like Twitter, Facebook, and YouTube to spread propaganda, disinformation, and psychological operations just to influence both domestic and international audiences. These information are merely not the authentic strength of the antisocial groups and war camps. During the Russia and Ukraine war, both forces used social media to broadcast narratives to worldwide audiences which largely determined perceptions of the battle. The speedy spreading of disinformation on social media wheeled public opinion and concealed the truth, creating a "fog of war" in the digital realm (Rid, 2020).

In addition, social media platforms were adopted for mobilization and recruitment of fighters, soldiers, raise funds, and mobilize aid as well as supporters.

In the Russia/Ukraine war, personnel recruitment was just as terrorist organizations have effectively used platforms like Telegram, Twitter, and Facebook to recruit individuals from across the globe, leveraging the viral way which social media can spread messages. Berger and Morgan (2015) highlighted that sophisticated social media approach can enabled recruitment of thousands of global professional fighters and volunteers through targeted messaging and propaganda that inspires participation. Social media has prowess of real-time reporting about conflict zones, allowing ordinary citizens and journalists to share images, videos, and updates as events unfold. This has caused the globalization of war reporting, providing diverse standpoints but also challenging the accuracy of information. There is no wonder that citizen journalists played vital parts in reporting during uprisings, using platforms like Twitter and Facebook to bypass state-controlled media and report on government crackdowns (Howard & Hussain, 2011). However, this acclaimed real-time information from social media also introduces challenges in verifying the correctness of reports and in distinguishing between genuine news and propaganda (Leetaru, 2019). Social media platforms are increasingly becoming battlegrounds for cyber warfare. State-sponsored actors use these platforms to spread misinformation, conduct espionage, and manipulate political consequences in other countries. Cyber-attacks on social media infrastructure or the use of these platforms for phishing and other malicious activities additionally confuse the role of social media in conflicts. Psychological and emotional impacts emerge from social media's capacity to broadcast violent contents and indecent unconsented updates from war zones which have weighty psychological impacts on both participants and distant observers. The spread of graphic images, videos, and stories influence public feelings, foster crime, or incite audiences to violence across countries loyal to each of the countries in battle. Research by Linvill and Warren (2020) found that exposure to conflict-related contents on social media could increase anxiety, fear, and polarization among users, especially when the content is emotionally charged or designed to provoke.

Review of Related Literature

Sacco & Bossio (2015) in a research, "Using social media in the news reportage of war and conflict: Opportunities and challenges", based on interviews with Swiss journalists who specialize in war and international reportage, investigated the extent to which social media impacts on reportage of war and conflict. The interviews examined journalists' perceptions of the threats and opportunities posed by use of social media in reporting conflict, by investigating how journalists position themselves and their practices within this new media ecosystem. In particular, the interviews explored whether challenges to professional journalism encountered in previous studies of reportage of war and conflict are overwhelmed by the use of social media.

It explored if social media can alleviate the effects of military and government control of information, changing newsroom dynamics and issues of audience engagement in reportage of conflict. The findings emphasized that in the milieu of war and conflict, the dynamism of social media creates opportunities for fast divergent news dissemination, pluralized voices and tactics in reportage and cover audience mind control. However, reporters must also understand that the complexities of fast, multi-medium and multi-sourced information for reportage of wars, especially in terms of the verification and contextualization of information. Thus this article argues that although social media adds dynamism to journalistic environments, this dynamism also brings new levels of complexities to journalistic practice that professional media workers must understand.

In “Victory and virality: War in the age of social media”, Liaropoulos (2023) investigated that social media platforms have transformed the way societies interact with war reporters. This article highlights the role of social media and, in particular, how both Russia and Ukraine used TikTok in the first months of the conflict. The use of social media triggers a model shift in terms of targeting audiences, influencing the construct of tactical narratives, and spreading (dis)information. The author says that social media networks like Facebook, Twitter, YouTube, and WhatsApp enable users to follow military actions in almost real-time and in greater detail than ever before. The making of social media weapons of war is targeting attention, in parallel with the actual war. Findings has it that the war in Ukraine is not the first to be documented on social media, but it is definitely the most viral one.

THEORETICAL FRAMEWORKS

The Social Responsibility theory takes its origin from the Hutchins Commission on Freedom of the Press, set up in the United States of America in 1942 and turned its report in 1947 (Blevins, 1997). The standpoint of Social Responsibility theory is drawn from the libertarian idea that the media have the obligations to inspire the absence of conflicts through discussions and to support public opinion, consumer action, private rights, and important social interests. This theory has its major premise that media freedom carries related obligations to the public.

Technological Determinism is a theory that posits technology as the chief driver of societal changes, shaping human culture, social structures, and historical development. This theory suggests that technological innovations and expansions dictate the course and nature of social evolution, often independently of human intention or cultural context. Technological Determinism has back ground in the writings of various scholars and theorists. The notion became prominent in the 20th century through the works of thinkers like Thorstein Veblen, who invented the term “technological determinism,” and later, McLuhan, (1964) who famously stated,

“The medium is the message.” Veblen highlighted how industrial technologies shaped economic and social schemes, while McLuhan focused on how communication technologies influence human discernment and societal organization (Veblen, 1915). In the core tenets it sees technology as the driving force.

These theories are pertinent to this study since media must direct the views of varied groups instead of bias against citizens and institutions. Media must work out things that are valuable to the society. They should not write about the things that are imprecise or opposing as those messages might cause conflict in the society. The application of the two theories is to show strict encouragement of media superiority and reliance in pointing out threats to societies and call for punishments to those who do not follow rules or do not respect authorities. The premise is also that technological innovation and progress are the primary forces driving societal change especially in the beginning of the revolutionized social media in the dissemination of information, for significant cultural, religious, and political transformations of countries

Methods

The method of research was the application of online survey. The online survey method was by the use of web based data pattern quantitative research design. Akpan (2021) states that the survey method is relevant because it describes analyses and explores responses, opinions, attitudes and preferences about phenomena by interpreting, synthesizing and integrating the data for sound conclusions. With this method, information (data) is drawn from a relatively large number of respondents at a particular time. The concern here is not with the characteristics of the respondents as individuals. Information received from the sample drawn from the population, makes it helpful in discovering important facts, distribution and interrelationship of variables so that generalisation and inferences are made from the result. The population was 59,068 students. This was drawn from data from global university rankings which shows that the University of Nairobi has a total of around 52,678 students and 6390 was for the University of Ghana's main campus and the Kumasi City Campus, undergraduate students for the 2023-2024 academic year (Times Higher Education, 2024).

Sample and Sampling

Sampling involves the selection of a section or portion of a population that is representative of the entire population. Fox, Hunn, & Mathers, (2007) advocate for using power analysis to calculate sample sizes for various population ranges. Power analysis helps researchers ensure that their sample size is large enough to detect an effect if one exists but not excessively large. They stress the importance of considering population variability, research goals, and resources when determining sample size.

Krejcie, & Morgan, (1970) suggest the following range of population and the corresponding sample size: Infinity = 384, 500, 000 = 384, 100, 000 = 383, 50, 000 = 381, 10, 000 = 370, 5, 000 = 357, 3, 000 = 341, 2, 000 = 322, 1, 000 = 278. It should be noted that the range is a suggestion, which works best at the convenience of the researcher and the applicability of the method to the research. These values are often derived from the formula for calculating sample size based on a desired confidence level (commonly 95%) and margin of error (often 5%). Since the population of the universities exceeded 50,000 persons, the sampling range was pegged at 381 students.

Instrument of Research and Data Collection Procedure

The instrument of research was prepared based on the sample size of 381 students. This was proportionately shared in a pattern that University of Nairobi took 340 copies, and Kumasi in Ghana 41 copies. The researcher contacted the telecommunications service providers of each of the countries from where the electronic mail domains was assessed to obtain e –mail accounts of students in the respective universities. A questionnaire with 4 simple questions with options to answers based on the objectives of the study were mailed randomly to e mail account holders who made replies for computation per each of the questions.

Method of Data Analysis

Data was analyzed based on the research questions and objectives of the study using simple frequency tables and supported with pie charts showing the variables, responses and the percentages appropriately.

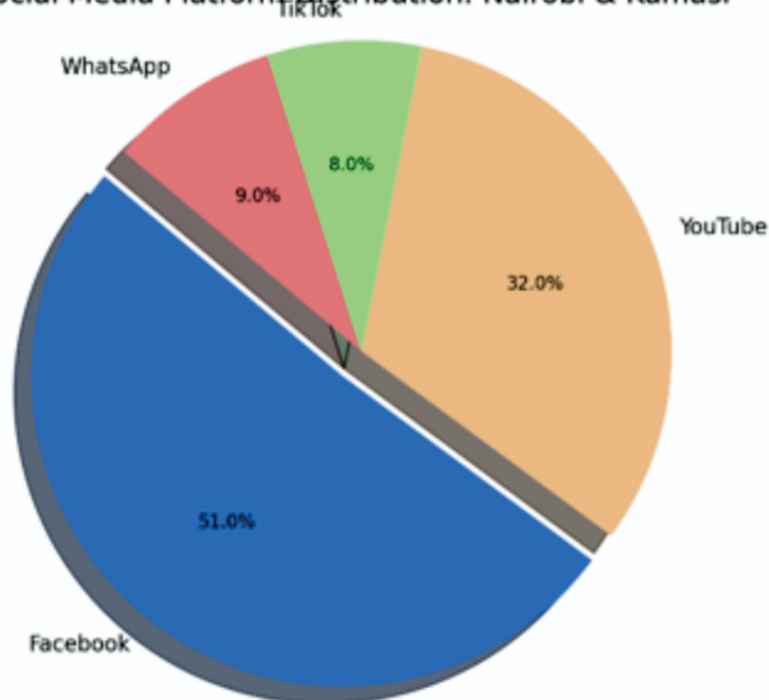
Table 1 : The social media platform that serve as major source of information about the Russia/Ukraine war.

Social media	Nairobi	Kumasi	Total	%
Facebook	182	13	195	51
Youtube	111	11	122	32
Tiktok	19	12	31	8
Whatsapp	28	5	33	9
Total	340	41	381	100

Source: Online survey 2024

Data from Table 1 and pie chart marked 1 shows that the social media platform that serve as major source of information about the Russia/Ukraine war to students in Nairobi and Kumasi was the Facebook at 195 or 51 % of responses. This was against Tiktok which had 31 or 8 % responses as the least.

Social Media Platform Distribution: Nairobi & Kumasi



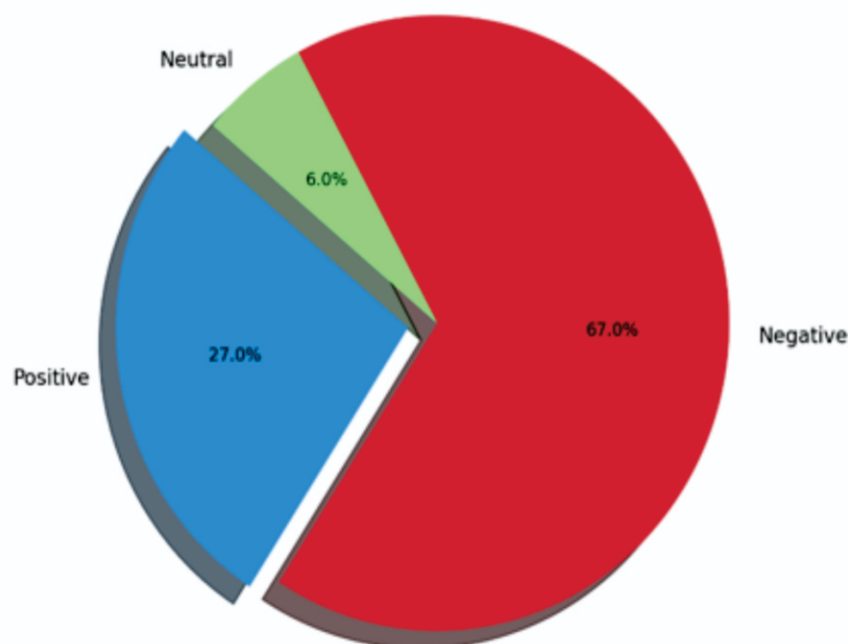
Pie Chart 1

Table 2: The aspect of information which received prominence by the hyping from the social media technologies

Aspects	Nairobi	Kumasi	Total	%
Positive	87	15	102	27
Negative	231	26	257	67
Neutral	22	-	22	6
Total	340	41	381	100

Source: Online Survey 2024

Sentiment Distribution: Nairobi & Kumasi



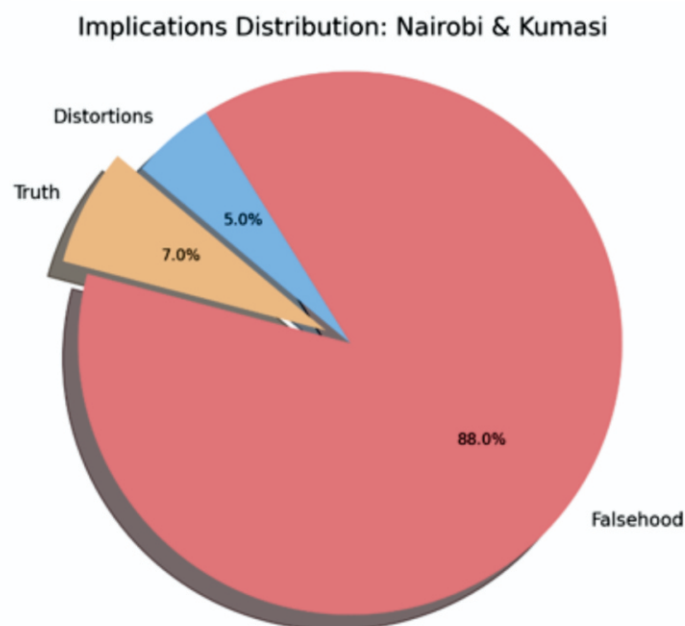
Pie Chart 2

In Table 2 and pie chart 2, the analysis of data shows that the aspect of information which got prominence in the social media on the Russia/Ukraine war was negative from responses of 257 or 67% of persons at the expenses of neutral which attracted 22 or 6%.

Table 3: The major political implications of adopting emerging communication technologies in the execution of the war by the aggrieved countries

Implications	Nairobi	Kumasi	Total	%
Truth	15	11	26	7
Falsehood	315	20	335	88
Distortions	10	10	20	5
Total	340	41	381	100

Source: Online Survey 2024



Pie Chart 3

In Table 3 and Pie chart 3, analysis shows the implication of falsehood in the use of social media technologies in informing audience about the Russia/Ukraine war with 335 or 88% responses among 381 persons. The least in the responses was distortions from 20 or 5% of persons.

DISCUSSION OF FINDINGS

The findings of this work was done by answering the respective objectives using computed data.

Data from Table 1 and the supported pie chart analysis labelled 1 shows that the social media platform that serve as major source of information about the Russia/Ukraine war to students in Nairobi and Kumasi was the Facebook at 195 or 51 % of responses. This was against Tiktok which had 31 or 8 % responses as the least. This agrees with what Dastgeer & Thapaliya (2023) say that social media, such as Twitter and Facebook have become hotspots for information and discussions about the war in Ukraine from both pro-Russia and pro Ukraine sides.

The advancement and accessibility of technology such as smartphones in the last few years has made it much easier for users to capture and share images and videos in real time.

On the aspect of information which received prominence by the hyping from the social media technologies, the analysis of data shows that the aspect of information which got prominence in the social media on the Russia/Ukraine war was negative from responses of 257 or 67% of persons at the expenses of neutral which attracted 22 or 6%. This is as reflected in Table 2 and the supported pie chart analysis marked 2. This is in support of what Filimonov, Russmann, & Svensson, (2016) say that a greater part of information about the Russia/Ukraine war was on the negative instead of the positive sides. It shows that the social media also follow the line of the main stream media which thrive much in the dissemination of negative stories instead of the positive happenings in the society.

Concerning the objective on major implications of adopting emerging communication technologies in the execution of the war by the aggrieved countries, analysis of Table 3 and pie chart 3 shows the implication of falsehood in the use of social media technologies in informing audience about the Russia/Ukraine war with 335 or 88% responses among 381 persons. The least in the responses was distortions from 20 or 5% of persons. This is also the research position of Paul and Mathews (2016) that Russian war propaganda (falsehoods) are produced in incredibly large volumes and is broadcast or otherwise distributed via a large number of channels. This includes text, video, audio, and still imagery messages propagated via the Internet, social media, satellite television, and traditional radio and television broadcasting. The producers and disseminators include a substantial force of paid Internet “trolls” who also often attack or undermine views or information that runs counter to Russian themes, doing so through online chat rooms, discussion forums, and comments sections on news and other websites.

Conclusion

This work started on the premises of taking an in-depth perspectives on social media as the recent of all media service. It operate through online platforms with many users and differences in message delivery. The individuals and organizations as well as countries use social media either in the period of peaceful existences and during conflict situations. The viewpoints through analysis confirmed social media as an emerging technology in communication. It maintains no or less regulations as messages are largely generated by the users directly. There are no gate keeping processes which permit the channels for truth and half-truth, abuses, falsehoods and distortions.

This is what has been established and to have featured in the Russia/Ukraine war as social media channels were applied randomly by users in disseminating stories.

Recommendations

From the findings, this work has come with the following recommendations

1. There is need to maintain emerging social media technologies side by side with mainstream media in global information dissemination.
2. That newsrooms managers have the obligations of redeploying mainstream media powers around commentaries and explanations of certain implications of issues contrarily to the service of the social media.
3. That emerging social media technologies have to be regulated in the managing of information especially during war time on a positive side instead of hyping of conflicts.

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