

Celebrity drug display on social media and its influence on youths' substance abuse in Lagos State, Nigeria

Author

Ogbemudia Peter Michael, Ph.D.

E-mail: ogbemudia.michael@elizadeuniversity.edu.ng

Affiliation

Department of Mass Communication, Elizade University, Ilara-Mokin, Ondo State Nigeria.

Date submitted: 2nd October 2025

Date Published: 30th December 2025

ABSTRACT

Recently, the heightened drug misuse among youths have been seriously linked with the social media, and some of the activities youths encounter on the social networking platforms. Evidences in literature provide further proofs that young population can be influence by what they see regularly online. In order to investigate this trend in relation to the reality among Lagos youths, this study examined the drug display of Nigerian celebrities and how that may potentially influence youths to embrace substance abuse. Three research questions were designed to know if youths are familiar with celebrity drug displays in Nigeria; to ascertain if celebrity online drug displays could make youths normalize substance abuse; and to know the level of influence such may have on youths in Nigeria. The study was anchored on the social influence theory. The cross-sectional survey design through the use of online questionnaire was adopted to reach a sample of 385 in four tertiary institutions in Lagos State, using the RDS technique. The data was presented and analyzed using descriptive analysis. The results show that all the respondents agreed that some celebrity engage in illicit drug displays on social media. And about 97% of the respondents are ardent followers of some of these celebrities. Also, 68.6% of the surveyed respondents claimed that youths could be influence to abuse drug through their exposure to online drug misuse. The findings further show that 57.4% claims the actions of celebrities displaying drugs online are deliberate, as they are known to smoke weed (Indian hemp), Shisha (Hookah) cigarette, heavy alcohol and other claim that they support and comments boldly on posts encourage drug addictions. in view of these, the research recommends strict sanctions against online drug displays, public sensitizations against drug abuse and banning of celebrities abusing drugs online.

Keywords: *Celebrities, Drug Abuse, Drug Displays, Social Media, Youths*

INTRODUCTION

Social media platforms have become tools of socialization and entertainment for many, especially in today's complex society. Conventional behaviours, norms, morals, and culture have been incredibly impacted as a result of users' exposure and adoption of these new technologies. Sharing information and distributing contents are becoming increasingly essential societal desires, and are fast becoming a critical part of our social experience. This new media experience has encouraged unrestricted access to information, content distribution and social engagements among youths. Digital new media and the emergence of social media have brought a huge shift to social experience and information exchange; people of all ages can now take part in social discussions by sending images and photos, leaving comments, and disseminating ideas, among other things. Social media wields a huge influence on young population whose lives and lifestyles now mostly revolve around social media. The fear is that a larger percentage of this group are not properly supervised or monitored by their guardians (Pew, 2025; DeAngelis, 2024).

There are strong research evidences that indicate connection between social media use and substance abuse (Costello & Ramo, 2017; Anagwu, et al. 2024). The term "substance abuse" is used to describe the risky or harmful use of psychoactive substances, such as alcohol and illegal narcotics, which can have serious negative effects on individual's physical and mental health. (WHO, 2021). According to the Director of National Agency for Food and Drugs Administration and Control-NAFDAC, Mojisola, Adeyeye, she was quoted to say that it affects one's ability to function socially and otherwise (Adunwoke, 2022).

Unfortunately, the popular assumption is that social media is rife with the use of drugs and substances. These are portrayed through uncouth, reckless and uncensored videos, pictures and contents depicting lifestyles and activities of celebrities and influencers. As a result, this has heightened the concerns about growing drug use and substance abuse among youths who are mostly the primary consumers of these online contents (Adelakan, 2005). Buttressing on this, Mensah (2016), opines that the most preventable and alarming public health concern facing mankind today is substance misuse; this includes Nigeria. Majority of these users have been found to be youths in various institutions of learning. Cohall (2016) citing the study of Columbia University National Centre for Addiction and Substance Abuse (CASA) discovered that those who heavily use social networking sites on regular basis have high propensity to use nicotine, three times more likely to consume alcohol, and two times more likely to use marijuana than those who do not.

Various studies such as Curtis, et al. (2019); Odojin and Igabari (2023); Onyechi and Chukwuani (2022) revealed that young people are most likely to be victims of drug abuse due to their exposure to the internet and social media activities. Savolainen and Oksanen

(2024), through an exploratory study they conclude that regular use of social media (weekly exposure) is enough make one become addicted to hard substance. In another study by BMJ Group, (2023), they associated social media used to drug abuse, alcohol and tobacco misuse, risky sexual misbehaviours and gambling.

The internet is a gateway to all sort of social vices and influences. This open channel of communication and information can be used by teenagers, particularly in connection to drug and substance misuse. But how does a gateway designed to deliver information end up being utilized for such a negative purpose?

More recently, youths have come in contact with harmful contents portraying drugs and substance abuse through celebrity online posts and broadcasts. Fans of these celebrities take this to be the right thing and then expose themselves to harmful substance on the premise that their idols do it (Quan et al., 2021) and it is safe for them as well (Eze, 2023). It is on this premise that the research wishes to investigate the relationship between drug abuse among youths and celebrity influence. In the work of Abuka and Adesina (2024) who used a mixed method approach to discover that there is a strong correlation between social media usage and drug use. In a similar work conducted by Eze et al. (2024), their findings link social media to drug misuse.

Hilliard (2019), conducted a study for Columbia University's National Center on Addiction and Substance Abuse found that youth who spend considerable time on social media are more likely to drink, take drugs, and buy tobacco than those who do not use social media or use it infrequently. When 2,000 students were surveyed about their drug use and social media usage, 70% said they used social media every day. The research discovered that this group had five times the likelihood of purchasing cigarettes, three times the likelihood of drinking, and two times the likelihood of using marijuana compared to nonusers or infrequent users of social media.

The study also shows that, even while it is nothing new for young people to experiment with drugs and alcohol, social networking sites are exposing kids to these substances in novel and hazardous ways. Teenagers are more likely to be influenced by what they see on social media because they are more susceptible to peer pressure and peer influences. Children are exposed to harmful drug and alcohol-related behaviours on Facebook, Instagram, and Snapchat by both famous and normal people. A recent study by Brobbake, et al. (2025) clearly links social media use to drug abuse.

Celebrities and social media are two elements that go hand in hand. Young people are well exposed to these two entities in terms of access, use, and influence (Bond, 2016; Wilska, et al., 2023; Sarwar, et al., 2025). In the work of Agberotimi and Amenaghawon (2022), they indicted most Nigerian celebrities as normalizing drug abuse and addiction. Social

networking sites like Instagram, Facebook, X (formerly Known as Twitter), and blogs, furnish youths with the latest updates and information about their favorite celebrities. In addition, social networking platforms provide youth with unlimited access to celebrity lifestyles and varieties of contents indicative of anti-social displays (Eyal, 2020; Pozniak, 2014). In Nigeria, A recent work by Odenigbo and Ajibo (2025), which adopted a cross-sectional survey in various Faculties in Enugu State University of Science and Technology, their survey found that celebrities; projection of drug abuse on social media has significant negative influence on youths. The research also found out that repeat exposure of such celebrity drug misuse online can be extremely dangerous to youths.

The evidences shared in the report of Agberotimi and Olumuji, (2025); Effevottu, et al. (2020) revealed that some Nigerian celebrities make irresponsible tweets and public display of alcohol and marijuana in their music videos and on their various social media platforms which may induce youth to see nothing wrong or harmful with underage drinking or smoking. In the same vein, Okanume and Ogundimu (2024), discovered that exposure to celebrities who openly misuse or advertise drugs only is very high at 64%, which raises an alarm on the frequency of such display on social media.

Teenagers and young adults are particularly sensitive to the influences of online information, because they are susceptible to peer pressure. (Lenhart, 2015). Social media has been greatly linked with social transmission of risky activities and behaviour (Romer & Moreno, 2017). The research of Rutherford, et al. (2022) have associated online contents and social media exposures to high rate of substance and drug addiction among youths and adolescents. Other researchers like Hillen (2015); Steers et al. (2016), have found out that social networks and exposure to contents from the internet normalize addictive behaviour and drug abuse among young population.

According to TeenZeen (2014), youths watch these people partying, drinking alcohol, or taking drugs, and they regard such activities as fun, which they should do as well, and this conveys the message to teens that they must use these substances in order to have fun or be seen as cool.

This is why, Fareo (2012) quoted Idowu's (1987) research, which indicated that students smoke and take drugs when their friends, parents, radio or television commercials encourage them to do so. Fareo (2012) further cited the findings of Oladele, (1989); Okorodudu and Okorodudu (2004); Enakpoya (2009) to affirm that youths are very vulnerable to the influence of their peers. In view of this, available literature on substance and drug abuse have dwelt on several factors and discourses with limited data on the influence of celebrity online drug misuse and its influence on substance abuse of Nigerian youths. This research will therefore, provide theoretical and empirical evidence to investigate this issue.

METHODOLOGY

Design

The study adopted a cross-sectional survey to collect data from higher institutions in Lagos State. Purposive sampling technique was used to collect data using online survey (google form). This method succeeded because Lagos has high internet penetration and usage. The choice of this study area is also because many celebrities live in Lagos and have high online presence in the state. Thus, this work adopted the systematic approach to select respondents from four popular tertiary institutions in Lagos. Four of the tertiary institutions in Lagos State consisting two universities and two Polytechnics. According to the official records obtained from these schools, the total population of these institutions was estimated to be 145,362. To get the sample size for this study, the study adopted the Cochran's (1977) formula to determine sample size for the study, and a sample of 385 was derived for this work.

Population

The respondents that participated in this study were mainly students of the four selected schools. In order for ease of responses and monitoring, the primary instrument for the study was online Google form questionnaire and the distribution of the survey link was done with the utilization of tenets of respondent-driven sampling (RDS), a technique that allows the researcher to recruit some trusted contact persons, and subsequently these contact persons recruit other respondents for the study. The survey lasted for a period of five months- February to June, 2025. The reason could be that we relied on the class coordinators, class/course Governors to help recruit participants for the study.

Even though RDS method has been reported useful for survey by scholars like Volz and Heckathorn, (2008), as it is called a variant of snowball technique, the length of time it took indicated the intricate limitations of this technique.

Instrumentation

This study made use of online survey by using Google form as the primary instrument. This tool is a form of online questionnaire which can be deployed through social media platforms. The instrument was designed in simple English utilizing 5-point Likert Scale and other close-ended questions. The Google form bore an introduction note seeking consent on respondents. Also, permission of respondents was sought through a consent letter.

The Cronbach's Alpha was used to determine the reliability of the instrument and ascertain the internal consistency of the questionnaire. The analysis was conducted after the instrument was administered to 20 persons who were not part of the original respondents. The result was analyzed using SPSS.

Table 1: Reliability Test

Reliability Measure	Value
Cronbach's Alpha	0.90
Number of Items	18
Number of Respondents	20

The result indicates strong Cronbach's Alpha value, which means that the instrument possessed significant internal consistency.

Data Collection and Analysis

The data was analyzed using SPSS tool, and results were presented using descriptive statistics, presenting data in simple frequencies and percentages, as each variable was presented under their respective research question.

Ethical approval

This study used human respondents to get their perception on the concept of drug abuse without needing any personal or confidential data from the surveyed participants. However, the authors ensured strict compliance with the principles highlighted in the 2013 Helsinki Declaration (World Medical Association 2025). The researchers did ensure that informed consent were obtained and only those who volunteered to participate in the study were surveyed. In addition to this, the study received approval from Chrisland Research Ethics Committee (CREC) with approval number CLU/CREC/RES/APV/2025/051.

RESULTS

After the data was collected and analyzed, 375 of the research responses were found usable. The disqualified ones were either incomplete or have major discrepancies. Since this study investigated the influence of Nigerian celebrity online drug misuse of the heightened drug abuse among youths. One of the set objectives is to know how conversant Nigerian youths are with various celebrities' online activities depicting drug misuse.

Table 2: Youths awareness of Nigerian celebrities; online drug displays

Variable	Response Category	Frequency (n = 375)	Percentage (%)
Awareness of celebrities' online drug display	Yes	375	100.0%
	No	0	0.0%
Exposure through following celebrities online	Yes	344	91.7%
	No	31	8.3

The results reveal that respondents indeed agreed (100%) that Nigerian celebrities engage in explicit drug displays online. 91.7% of the respondents confirm that they follow some of these celebrities on Instagram, Facebook, X and other social media platforms, where they are frequently exposed to the drug displays of these celebrities. However, 8.3% said they do not actually follow some of these celebrities, but they randomly see such related posts.

Table 3: Perceived Influences of Celebrities' Online Drug Displays

Response Category	Frequency (n = 375)	Percentage (%)
Yes, youths can be influenced	264	68.6%
Undecided	84	21.8%
No, cannot influence youths	37	9.6%

In addition, the data seeking to ascertain if online drugs display of celebrities could instigate drug abuse among Nigerian youths show that 264 respondents representing 68.6% of the surveyed respondents claimed that youths could be influence to abuse drug through their exposure to online drug misuse of Nigerian celebrities, while 84 respondents representing 21.8% are undecided, only 37 or 9.6% of the respondents representing said such will not influence the youths.

Table 4: Intention of Celebrities for Displaying Drugs Online

Response Category	Frequency (n = 375)	Percentage (%)
Celebrities act deliberately	221	57.4%
Celebrities do not act deliberately	154	42.6%

Also, 221 Or 57.4% of the sample believed that the actions of Nigerian celebrities to display substance misuse are deliberate.

Fig 1: What Constitute Celebrities' Online Drug displays

To identify various forms of contents that constitute celebrities' online drug displays, respondents were allowed multiple response selection. After analyzing the multiple responses, weed smoking ranked highest with 346 or 89.9%, this is then followed by excessive drinking of liquor which is at 287, representing 74.5%, smoking shisha (hookah), 193 or 50.1%, others, including smoking cigarette, e-cigarette, verbal expressions encouraging drug use ranked 26.7%, 23.3% and 17.1% respectively.

Table 5: Extent of online drug misuse of celebrity influence on Nigerian youth

Statement	Frequency (n)	Percentage (%)
Illicit online drug displays by celebrities have the potential to negatively influence unsuspecting followers	274	71.1%
Without proper regulation, many youths could emulate the drug misuse patterns exhibited by celebrities	293	76.1%
There is a strong likelihood that youths will imitate the drug abuse behaviours they are exposed to on celebrities' social media pages	297	77.1%

This study also assessed the extent to which the online drug misuse of celebrities could influence Nigerian youths. The results reveals that 274 respondents representing 71.1% of the sample confirm that illicit online displays by celebrities have the potential to negatively influence unsuspecting followers. Furthermore, 293 or 76.1% of respondents indicated that without proper regulation, many youths could be emulating the drug misuse patterns exhibited by celebrities. 297 or 77.1% said there is a strong likelihood that youths imitate the drug abuse behaviours they are exposed to on social media pages of Nigerian celebrities.

DISCUSSION

The study established that many Nigerian youths come in contact with contents portraying drug misuse on celebrities' online pages. It is very clear that the youths are conversant with some of the drug displays of Nigerian celebrities online. This finding is consistent with Hilliard's research in 2019, which found that youths who regularly use popular social media platforms are more likely to be influenced wrongly to consume alcohol, use drugs, and buy tobacco. Another study carried out by the National Center on Addiction and Substance Abuse at Columbia University. When 2,000 teenagers were asked about their use of drugs and social media, 70% said they used it every day (Rhew, 2011). Researchers discovered that this group had five times the likelihood of purchasing cigarettes, three times the likelihood of drinking, and two times the likelihood of using marijuana compared to nonusers or infrequent users of social media. To reinforce these findings, the data from Agberotimi and Amenaghawon (2022), indicted most Nigerian celebrities are normalizing drug abuse and addiction. Hillard (2025), in a study by Addiction Center, it was found that in united states celebrities post pictures, videos and lifestyles that encourage substance use. Because many youths follow and idolize these personalities, young folks may think these types of contents that promote and glorify behaviour that encourage prescription drugs, illicit drug use and binge drinking, are acceptable.

This study also seeks to ascertain if online drugs display of celebrities could instigate drug abuse among Nigerian youths. The results of this study affirmed that there is a high possibility that youths could potentially begin to imitate the inappropriate drug misbehaviours they see celebrities display on social media. This reality was clearly pontificated in the works of TeenZeen (2014); Lenhart (2015); Steers et al. (2016), that young people are more vulnerable to what they see on social media and are more prone to peer pressure and peer influences. Studies have established a strong connection between what youths see on social media versus how they act in reality. This is what researchers like Cohall, (2016); BMJ Group (2023); Brobbake, et al. (2025) have found out in their various studies, that youths and adolescents are most likely going to be influenced to misuse alcohol and hard drugs they have been exposed to such online. The tenets of social influence theory have come true in this instance which postulates that people frequently adjust their behaviour in conformity with the patterns they encounter closely. In this case, the youths are said to imitate online celebrities who often display drug abuse behaviours.

Even though a researcher like Lenhart (2016) projects the exactitude of drug and alcohol misuse youths may likely fall into, and the patterns of susceptibility, this study is not directly linking drug abuse displays of celebrities to the apparent trend of drug abuse among youths, but only attempts to provide insight into the perceived influence of celebrities' online drug display on youths.

It is a known fact that celebrities' online drug displays and misuse can greatly influence youths to start abusing drugs in imitation of their celebrities' influences. In fact, the tenets of social influence give credence to the findings of this study. The tenets of social influence theory, propounded by Kelman (1958), is that three processes—compliance, identification, and internalization—are used by attributions to impact a person's attitudes, beliefs, and subsequent behaviours. To Kelman, social influence encourages changes in attitude and behaviour on various levels. The degree of change can be linked to differences in how people receive influence. He identified three fundamental influencing processes, which are described below:

Individuals are deemed to comply when they allow themselves to be influenced or accept the induced behavior in order to gain rewards (or acceptance) and escape punishment (or, disapproval). As a result, the gratification derived by compliance is due to the social effect of accepting influence. Individuals are said to be identified when they engage in the induced behavior in order to build or maintain a favourable relationship with another individual or group. As a result, "the act of conforming" gives pleasure. This explains why youths who idolize celebrities could begin to emulate their bad drug influence. Giving that celebrities are not modest with certain portrayal and online activities, especially, those antisocial and socially inimical behaviours such as drug use and alcohol displays, many youths who come

across such social media post or online display, might begin to copy such activity in order to have a sense of belonging in association with their preferred celebrities or to seek social acceptance.

CONCLUSION

This study has established the relationship between celebrity drug misuse on social media and the negative influence it potentially has on youths. Since the social media platforms are open source and anonymous, largely unregulated in nature and morally porous, it has become very clear that youths might be induced to begin to misuse and abuse addictive substances which will heighten the public health challenges posed by drug abuse among youths in Nigeria. If the activities of some of these reckless Nigerian celebrities are not checked, there is a high possibility that majority of their young followers on all their social media accounts can be influenced to begin to imitate such lifestyle that normalizes habit of drug abuse or glamourize misuse of drugs. In itself, this study did not establish the direct causality of drug abuse among the study group that was surveyed, but the findings of this research strongly established a strong connection between drug displays of celebrities on social media and the probability of youths imitating such habits when they frequently come across such online. Based on the findings of this research, the study recommended that social media use should be regulated for illicit drug displays by the governmental special agent. Also, there should be an outright banning of celebrities who support/encourage drug abuse online. In addition, counter sensitization campaigns against illicit drug use and online display of such should be launched on social media. While all the aforementioned can be quite practicable, effective legislations and sanctions should be instituted against any public figure who encourages illicit drug use.

REFERENCES

- Abuka, O.A. & Adesina, A.O. (2024). Substance abuse among young adults, and contributing factors of social media in the United States. *World Journal of Biology Pharmacy and Health Sciences*, 19(01), 034-043. <https://doi.org/10.30574/wjbphs.2024.19.1.0384>
- Adelekan, M., & Ndom, R. (2005). Trends in prevalence and pattern of substance use among secondary school pupils in Ilorin, Nigeria. *West African Journal of Medicine*, 16, 157–63.
- Adunwoke, P. (2022, March 24). NAFDAC DG cautions youths on drug, substance abuse. *The Guardian*. <https://guardian.ng/features/nafdac-dg-cautions-youths-on-drug-substance-abuse/>
- Agberotimi, S. F., & Amenaghawon, F. (2022). Hip-hop songs, alcohol and drugs use among Nigerian youths: Implication for policy. *African Journal for the Psychological Studies of Social Issues*, 25(2), 58–69
- Agberotimi, S. F., & Olumuji, E. O. (2025). Substance-reference content, social media and substance use among university students in Abeokuta, Nigeria. *Cogent Social Sciences*, 11(1). <https://doi.org/10.1080/23311886.2025.2525996>
- Anagwu, C.P., Edeh, G.C., Ekwebene, O.C., Igwe, T.U., Nwankwo, C.C., Agbo, T.N., Okonkwo, B.C., Nwafor, O. (2024). Addressing substance abuse among healthcare professionals in a tertiary healthcare facility in Nigeria: a case study of Nnamdi Azikiwe University Teaching Hospital. *International Journal of Research in Medical Sciences*, 12(6), 1808-1819
- BMJ Group (2023). Social media use linked to risky health behaviours in young people. <https://bmjgroup.com/social-media-use-linked-to-risky-health-behaviours-in-young-people/>
- Bond, B. J. (2016). Following your “friend”: Social media and the strength of adolescents’ parasocial relationships with media personae. *Cyberpsychology, Behavior and Social Networking*, 19(11), 656–660. <https://doi.org/10.1089/cyber.2016.0355>
- Brobakke, S. K., Drageset, J., Andersen, A. I. O., & Skogen, J. C. (2025). Association between social media as a stressor and illegal drug use among adolescents in Norway: Findings from the “LifeOnSoMe”-study. *Journal of Child & Adolescent Substance Use*, 30(3), 103–118. <https://doi.org/10.1080/29973368.2025.2485031>
- Burgoon, M., & Dillard, J. P. (1995). Communication and social influence: A Prolegomenon. *Communication Research*, 22(4), 397-401. <https://doi.org/10.1177/009365095022004001>
- Cochran, W.G. (1977) *Sampling Techniques*. 3rd Edition, John Wiley & Sons

Cohall A. T. (2016). Falling through the cracks: Young adults, drugs, and incarceration. *American Journal of Public Health*, 106(6), 972–973. <https://doi.org/10.2105/AJPH.2016.303214>

Costello, C. R., & Ramo, D. E. (2017). Social media and substance use: What should we be recommending to teens and their parents? *The Journal of Adolescent Health: official publication of the Society for Adolescent Medicine*, 60(6), 629–630. <https://doi.org/10.1016/j.jadohealth.2017.03.017>

DeAngelis, T (2024). Teens are spending nearly 5 hours daily on social media. Here are the mental health outcomes. *American Psychological Association*, 55(3),

Effevottu, E.S., Adumati, O., & Oje, T. (2020). The Marlian empire: Exploring celebrity culture and its impact on Nigerian youths. https://www.researchgate.net/publication/344477529_4_The_Marlian_Empire_Exploring_Celebrity_Culture_and_its_Impact_on_Nigerian_Youths

Enakpoya, E. (2009). Prevalence of drug abuse among Nigerian adolescents: Implication for counseling, *The Counsellor*, 26(2), 76-80

Eyal, K., Te'eni-Harari, T., & Katz, K. (2020). A content analysis of teen-favored celebrities' posts on social networking sites: Implications for parasocial relationships and fame-valuation. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 14(2), <https://doi.org/10.5817/CP2020-2-7>

Eze, C.E. (2023). Effect of social media use on drug abuse among youths in Nigeria: Implications for youth education. *IAA Journal of Management* 10(1), 20-26

Eze, T E., Amadi, F.A. & Njoku, J.C. (2024). Social media usage and drug abuse among youths in Port Harcourt. *International Journal of Mass Communication and Linguistics Studies*, 13(3). 82-98

Fareo, D. O. (2012). Drug abuse among Nigeria adolescents: Strategies for counselling. *Journal of International Social Research*, 5 (20), 341-347

Hillen, K. (2015). Social media as a causal mechanism for risky behavior. <https://english.umd.edu/research-innovation/journals/interpolations/spring-2015/social-media-causal-mechanism-risky>

Hilliard, J. (2019, July 29). The influence of social media on teen drug use and addiction <https://www.addictioncenter.com/community/social-media-teen-drug-use/>

Hilliard, J. (2025). The influence of social media on teen drug use. <https://www.addictioncenter.com/community/social-media-teen-drug-use/>

Kelman, H. C. (1958). Compliance, identification, and internalization three processes of attitude change. *Journal of Conflict Resolution*, 2(1), 51-60. <https://doi.org/10.1177/002200275800200106> (Original work published 1958)

Lenhart, A. (2015). Teens, social media & technology overview. <https://www.pewresearch.org/internet/2015/04/09/teens-social-media-technology-2015/>

Mensah, A. (2016). Substance use among students of a second cycle institution in Accra. University of Ghana. <http://ugspace.ug.edu.gh>

Odenigbo, C.I. & Ajibo, D.U. (2025). Portrayal of substance-use by social media celebrities and its influence on substance abuse among students of Enugu State University of Science and Technology. *Journal of Family & Society Research*, 4(1), 7–18

Odofin, T. & Igabari, Q. (2023). Assessment of social media exposure and substance abuse among adolescent secondary school students in Delta State, Nigeria. *International Journal of Social Science and Education Research Studies*, 3(5), 2770-2790

Okanume, O.B. & Ogundimu, O. (2024). Perspectives on social media as catalyst of drug abuse and criminality in the moral compass of teenagers in Asaba Metropolis, Delta State, Nigeria. *Delta Journal of Computing, Communications & Media Technologies*, 1, 183 -195

Okorodudu, R. & Okorodudu, G.N. (2004). An overview of conduct problems of the Nigerian Child. *Journal of the Nigerian Society for Educational Psychologists*, 6(2), 76-83

Onyechi, N.J. & Chukwuani, C. (2022). Social media exposure and perception of drug use risks among undergraduates of University of Abuja. <https://www.ajol.info/index.php/ncijcms/article/download/282917/266538/661821>

Pew research Centre (2025). Teens, social media and mental health. <https://www.pewresearch.org/internet/2025/04/22/teens-social-media-and-mental-health/>

Pozniak, A. (2014). Media portrayal of drugs. <http://abcnews.go.com/Health/story?id=116947>

Quan, E., Xiao, Y., Xu, Y., & Zhao, K. (2021). The Effectiveness of Celebrity Involvement on Fans Behavior. <https://www.atlantis-press.com/proceedings/icpahd-21/125969572>

Rhew, I. C., David Hawkins, J., & Oesterle, S. (2011). Drug use and risk among youth in different rural contexts. *Health & place*, 17(3), 775–783. <https://doi.org/10.1016/j.healthplace.2011.02.003>

Romer, D., & Moreno, M. (2017). Digital media and risks for adolescent substance abuse and problematic gambling. *Pediatrics*, 140(2), 102–106. <https://doi.org/10.1542/peds.2016->

1758L

Rutherford, B. N., Lim, C. C. W., Johnson, B., Cheng, B., Chung, J., Huang, S., Sun, T., Leung, J., Stjepanović, D., & Chan, G. C. K. (2023). #TurntTrending: a systematic review of substance use portrayals on social media platforms. *Addiction (Abingdon, England)*, 118(2), 206–217. <https://doi.org/10.1111/add.16020>

Savolainen, L. & Oksanen, A. (2024). Keeping you connected or keeping you addicted? Weekly use of social media platforms is associated with hazardous alcohol use and problem gambling among adults. *Alcohol and Alcoholism*, 59(3), <https://doi.org/10.1093/alcalc/agae024>

Sarwar, B., Zulfikar, S., Huo, C., Chandia, K.E., & Aziz, S. (2025). Constructivism in the digital age: How celebrity influence and social media richness impact youth's perceived absorption capacity and societal polarization. *Sustainable Futures*, 9, 100501. <https://doi.org/10.1016/j.sftr.2025.100501>

Steers, M. N., Moreno, M. A., & Neighbors, C. (2016). The influence of social media on addictive behaviors in college students. *Current Addiction Reports*, 3(4), 343–348. <https://doi.org/10.1007/s40429-016-0123-x>

TeenZeen. (2014). Teens and celebrities. <http://www.teenzeen.org/teens-and-celebrities.html>

University of Southern California (2023). Psychology of successfully marketing to millennials. <https://appliedpsychologydegree.usc.edu/blog/psychology-of-successfully-marketing-to-millennials>

Volz, E. & Heckathorn, D.D. (2008). Probability based estimation theory for respondent driven sampling. *Journal of Official Statistics*, 24(1), 79-97

WHO. (2015). *Management of Substance Use*. New York, Usa Ieee.

WHO (2021). Substance Abuse. <https://www.afro.who.int/health-topics/substance-abuse>

Wilska, T.-A., Holkkola, M., & Tuominen, J. (2023). The role of social media in the creation of young people's consumer identities. *SAGE Open*, 13(2). <https://doi.org/10.1177/21582440231177030>

World Medical Association (2025). WMA Declaration of Helsinki – Ethical principles for medical research involving human participants. <https://www.wma.net/policies-post/wma-declaration-of-helsinki/#:~:text=It%20is%20the%20duty%20of%20physicians%20who%20are%20involved%20in,though%20they%20have%20given%20consent>