



The Influence of Social Media on Youths: A Case Study of School of Applied Science, Federal Polytechnic Ede, Nigeria.

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Abstract: In today's emerging world burning issue are discussed on social networking site which makes its use common activities among children and adolescent. The social media gives the youth a medium for learning, research, entertainment and communication. The social networking sites offer mixture of negative and positive contents which can influence the behavior of the users especially the youths. The study is carried out to test the impact of social networking sites among the youths and various problems associated with it (Singh, and Guruprasad, 2019). Survey Monkey application was adopted for the design of the questionnaire and matrix/rating and multiple choice questions were used depending on the type of the question. The information through questionnaire were collected from youths (School Applied Science students, Federal Polytechnic Ede) and analyzed. From information collected, youths have made social media like Whatsapp, Instagram, Snapchat, Facebook, Twitter as part of their daily life. Most of them login to the network sites constantly. The research identified that there are negative and positive impact of social media on youths and that the youth might tilt towards the negative aspect.

Keywords—Social Networking; Whatsapp; Instagram; Social Media; Youth.

Introduction:

Social media (Instagram, Whatsapp, Facebook, LinkedIn, Snapchat, Twitter, Pintrest) is a computer-based technology that makes easy the sharing of ideas, thoughts, and information by means of building of virtual networks and communities. By design, social media is Internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media through a computer, tablet, or smartphone via web-based software or applications. According to Sambe (2014), social media is a new media technology, a product of Information and Communication Technology (ICT).

Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously. People of different groups most often use this because of the ease of access around the world. Information Technology (IT) changed the living standard. The activities have brought a huge impact on the society especially on the youth. Social Media is popularly used in the current century, preferably among the youths (Bhardwaj, Avasthi, and Goundar, 2017). Social media had provided useful ways for education especially e-learning and there was a relationship between social media and grades or academic performance (Brady, Holcomb, and Smith, 2010; Lusk, 2010; Kalpidou, Costin, and Morris, 2011; Jacobsen and Forste, 2011).

Social media was very helpful in developing business relationship with other states and social media had positive effect in developing and understanding cultural relationships (Elola and Oskoz, 2008; Waddington, 2011).

All the studies discussed above shows that, social media have different effects on different people. So, in this study we will examine the consequences of social media on young students with a case study of School of Applied Sciences, Federal Polytechnic, Ede Nigeria.

Material and Methodology:

Questionnaire was designed to collect primary data from the random chosen classes in School of Applied Sciences, Federal Polytechnic Ede. Survey Monkey application was adopted for the design of the questionnaire. In questionnaire, matrix/rating and multiple-choice questions were used depending on the type of the question. The students’ population in the school of Applied Sciences is about 6000. The questionnaire was sent online to the respondents from randomly chosen classes and levels.

Result and Discussion:

One thousand six hundred (1600) of the respondents completed the questionnaire and submitted. The age group between 16 and 27 constitute 95% of the respondents while age group between 28 and 34 made the remaining 5% (Singh and Guruprasad, 2019; Jingjing Jiang, 2018). These age groups dominate the social world. This discussion is done based on the questionnaires via Survey Monkey carried out, to analyze the influence of social media on youth. The responses to the questionnaires asked are shown below and discussed after the pattern of Singh, and Guruprasad, 2019.

Question #1: Rank the social networking sites based on the usage?.

Whatsapp has been ranked 63% as the most used social networking sites among theyouth and this was followed by Instagram and Snapchat both have 54% . Facebook is 53% by the respondents while Twitter, Pinterest and LinkedIn were behind with 46%, 42% and 34% respectively (Fig, 1).

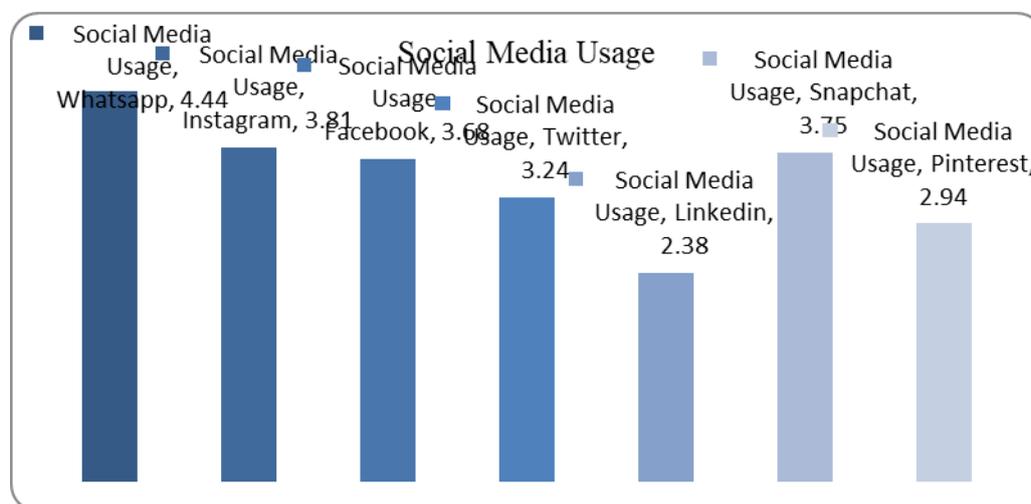


Figure 1: Showing social media usage among youth

Question#2:What is the average time spent on social sites per day?

The respond to the question about the average time spent on social sites per day showed that 70% of the youth are constantly using the social media whereas 15% said they spend 2-5 hoursper day. The survey also revealed that those that login once a day constitutes 10% and the rest 5% do not use it every day. In the analysis it was also observe that youth who constantly use the social media were more likely to getimpacted to the vulnerabilities.

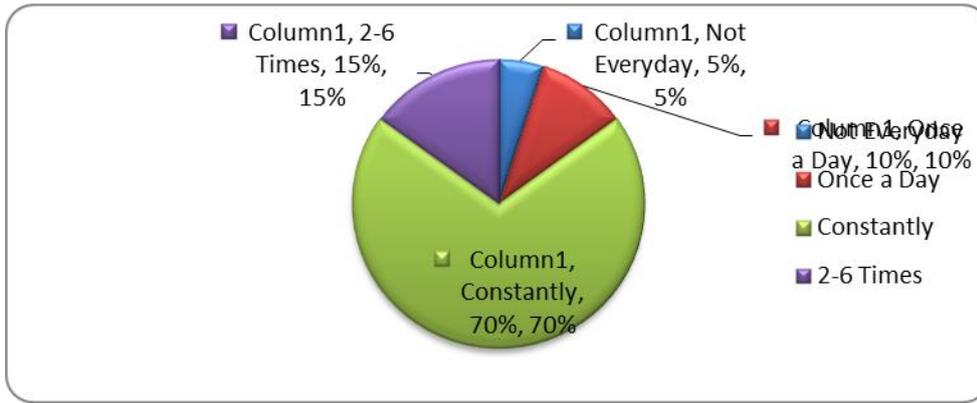


Figure 2: Showing average time spent on social media per day

Question #3:What is the General purpose of Social Media?

The survey question was to find out the kind of information youths acquire from these social media sites. 25% have preference for entertainment related information, 5% search for job related information. 7% choose for updates from friends and families and 63% seek for general awareness. The graph on figure3 visibly shows that youth are interested in knowing what is going on in other’s lives.

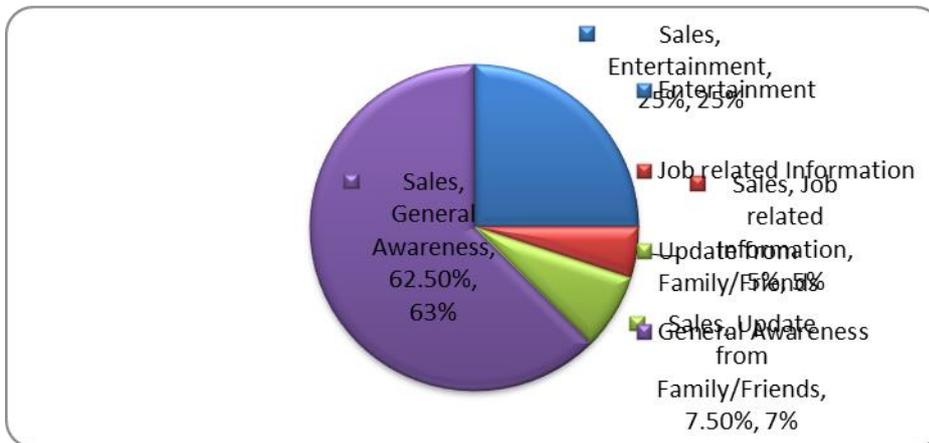


Figure 3: General purpose of Social media

Question #4: In daily life, what are the effects of social Media?

The survey shows that 62.50% of youth checks their social media after getting out of bed (Table 1). And also 76.92% feel relaxed on spending time on these social media platforms when depressed while 48.72% of them said that they cannot imagine their lives without social media. 77.50% of the youths accept as true that they have made stronger contacts through social media than in person. Therefore it is clear that youth are moving away from traditional lifestyle to that influenced by social media.

Table 1:- Questionnaire effect of social media in daily life

	Yes	No
Checking social media the first thing you do after getting out of bed?	62.50%	37.50%
When depressed, do you feel more relaxed on social media than sharing things to you family/friends	76.92%	23.08%
Can you imagine your life without social media?	48.72%	51.28%
Have you made stronger contacts through social media than in person?	77.50%	22.50%

Question #5: What are the purposes for using social networking sites?

In Table 2 the survey result of this question, majority of the respondents agree (81.08 – 89.47%) that they use social media platforms for connecting and interacting with business partners, communicating and interacting with friends and mobilizing and organizing national issues. And between (76.32 – 78.95%) of them agree that they use social site for leisure and personal socialization, professional activities and academic purposes. Also 69.23% of the respondents utilize the social network for online learning while 59.46%, 48.72% and 28.95% use it for private messaging, uploading photos and online profiles; finding friends online and watching movies, respectively. Although these media provide faster way of seeking information, the traditional method like newspaper and magazines are relegated to the back ground.

Table 2:- Questionnaire on purpose for using Social network

	Agree	Sometimes	Disagree
For communicating and interacting with friends	82.05%	15.38%	2.56%
For watching movies.	28.95%	55.26%	15.79%
for academic purposes	78.95%	15.79%	5.26%
For finding friends online.	48.72%	38.46%	12.82%
or online learning	69.23%	28.21%	2.56%
for professional activities	76.92%	20.51%	2.56%
For leisure and personal socialization.	76.32%	18.42%	2.56%
or communicating, mobilizing and organizing national issues	89.47%	5.26%	5.26%
For connecting and interacting with business partners	81.08%	13.51%	5.41%
For private messaging, uploading photos and online profiles.	59.46%	32.43%	8.11%

Question #6: What are the benefits of using social networking sites?

The next question was about the benefits of social media. From table 3, the survey result on the benefits of using social networking sites, majority agree to the positive side of benefits besides few negative aspects. For instant between 70.27 and 91.81% agree that social network is used for support collaborative and peer to-peer learning, helps in strengthening interpersonal relationships and in research and learning which also promote read and write web skills. The table also shows that between 59.46 – 62.16% of the respondents agrees that social media encourages virtual meeting with core-search scholars, increases self-esteem and well-being and helps in developing an e-portfolio for future employment.

Table 3:- Questionnaire on benefits of using social media

	Agree	Sometimes	Disagree
encourages virtual meeting with core-search scholars	59.46%	29.23%	10.81%
increases self-esteem and well-being	62.16%	32.43%	5.41%
Helps in research and learning.	91.81%	8.11%	0%
Promote read and write web skills.	83.73%	8.11%	8.11%
Support collaborative and peer to-peer learning.	70.27%	24.32%	5.41%
Helps in strengthening interpersonal relationships.	75.68%	18.92%	5.41%
Helps in developing an e-portfolio for future employment	62.16%	29.73%	8.11%

Question #7: On cyber-crime, have you been a victim of it?

It is believed that many youths have experienced cyber-crimes or have become victims for these. However, the survey depicts that 74% have not been victim of cyber crime. 5% of user's personal photographs were misused and experienced creation of fake profiles for them while 16% of them suffered from hacking. The analysis of figure 4 could indicate that victims of cyber crimes are mainly adults.

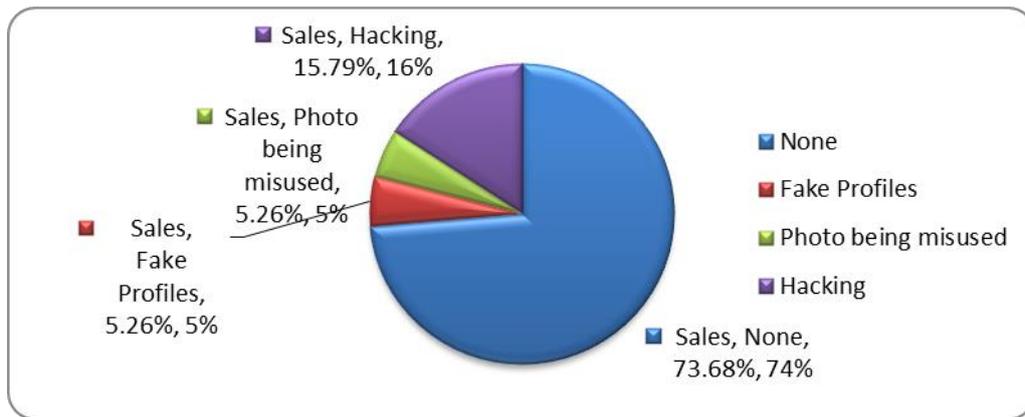


Figure 4:- victims of cyber-crimes

Question #8: What are the dangers associated with social networking sites?

The question posed was to ascertain dangers associated with social networking sites. 64.86% agreed that some standard crimes e.g kidnapping, fraud, murder etc are linked to social media. On lack of privacy, only 37.84% agreed that there is lack of privacy, 29.73% said sometimes while 32.43% disagreed. 58.33% affirmed that E-crime e.g. identity theft of valuable data exist on social media and 51.35% agreed that there is cyber-bulling and Internet wastes time and encourages laziness (table 4).

Table 4: questionnaires on dangers associated with social media

	Agree	Sometimes	Disagree
Standard crimes e.g. kidnapping, fraud, murder.	64.86%	21.62%	13.51%
Lack of privacy	37.84%	29.73%	32.43%
E-crime e.g. identity theft, theft of valuable data	58.33%	36.11%	5.56%
Waste of time, Internet addiction Laziness	51.35%	35.14%	13.51%
Child abuse	41.67%	33.33%	25.00%
Cyber-bullying	51.35%	40.54%	8.11%

Question #9:What are the strategies for ameliorating the dangers of social networking?

The dangers associated with social networking could be eliminated or ameliorated by taking respective protective measures as agreed by respondents in Table 5. For example, users should be thoughtful and limiting personal information they share and periodically change their passwords.

Table 5: questionnaires on strategies for ameliorating the dangers

	Agree	Sometimes	Disagree
By not storing information you want to protect	78.38%	10.81%	10.81%
By changing your passwords periodically	72.97%	21.62%	5.41%
By being careful on the kind of information you share about yourself, family and friends.	94.74%	5.26%	0.00%
By being thoughtful and limiting personal information you share.	83.78%	13.51%	2.7%
By not posting anything that might embarrass you later	91.89%	8.11%	0.00%
By not sharing your account details	89.19%	8.11%	2.7%

CONCLUSION

It can be deduced from the study that social media is most popular among youth, especially Whatsapp, Instagram and Snapchat. The research has thrown both positive as well as negative impact on the youths who are the users. Every youth would decide whether to take the negative impact or minimize the usage with positive effects. The social network has negative effects as well as positive aspects too. Due to other environmental factors, youth are more likely to move towards negative side of social network, thereby neglecting enormous positive impact on the society.

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