Comparative Study of Social Media (Networking) Usage by Undergraduates in Two Selected Tertiary Institutions of Nigeria

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Abstract

The article work was on comparative study of social media (networking) usage by undergraduates in two selected tertiary institutions of Nigeria. Social media have affected communication between people in educational community positively since the pass two decades. Now, life is made easy by this media for development in the education community, social life, and political areas. Descriptive survey design was used. The instruments for collection of data were questionnaire and interview methods. The questionnaire was distributed to students that are inside the cybercafé and library at the Madonna University, Okija campus and also College of Education Library Agbor. Twenty-five(25) each were distributed randomly to undergraduates with help of one workers in each schools. Capture sample technique was adopted by the researchers when distributing the instrument. Findings showed that undergraduates in Madonna University, Okija and College of Education use social media for assignment and research work sometimes. Another findings indicated that Facebook 40(31.25%) WhatsApp 20(41.66%) and UC browser 8(16.66%) are the major social media(networking) often used by them. The researchers found out also that the negative effects of social media include: insomnia, loss of appetite in eating, laziness, addiction to social media, times spend; prone to open dating sites, it encourages online scam. The researchers proffer some solutions in this study.

Introduction

In recent times, there has been a great need to adopt e-learning systems in institutions of higher learning in the country. The rapid growth in technology especially the Internet has made e-learning systems to have great impact on the users. The fast growing of the Internet in daily basis so amazing that one day every individual in the soil space of the earth cannot do without it in any endeavours. Social media was integrated into the Internet, hence, there is no doubt that social networking communities have comes stay because since the last decade, the popularity of the social networking sites have increased rapidly. In many ways, social media has led to positive changes in the way people share information and communicate. This is not to say that there are no negative effect in the use of social media(websites), in fact the negative effects outweigh the positive ones, especially among higher institution students in Nigeria(Oghenetega, 2014). According to Suleiman(2010) said that most social media platforms having well over 200 million users, there is no doubt that students are actively engaged in these networking sites. It has been proven that students who are actively engaged in social media networking sites perform poorly than other students who aren't.

According to Jung and Demand(n.d) a Social networking sites like Facebook and MySpace allow you to find and connect with just about anyone, from a co-worker in a neighbouring cube to the girl who played Emily in your high school production of "Our Town" thirty years ago. Browsing these sites can make you feel connected to a larger community, but such easy, casual connection in an electronic environment can also have its downside. For online students, since the bulk of their works are done online, it is easier to get distracted by the various social media networking sites(social networking, 2012). Online students are more likely to be faced with the temptation of surfing the web, chatting with friends and visiting the various social and media websites rather than focus on getting their school work done in time. As an online student, you should know the negative effects social media networking sites have on your studies and also try to find ways to counteract the negative effects and bolster the positive. Social media networking sites decreases productivity as so many students end up spending the better part of their study hours checking those sites. Rather than get their assignments done, they spend the whole time either tweeting or posting messages on facebook.

There is bound to be a reduction in students focus of attention when they are studying and at the same time trying to get involved in activities on these social sites. This often time causes a drastic reduction in their academic performance. Not only does the active involvement in the social sites encourage the poor use of

grammar but also spellings, as students mostly use slang or shortened forms of words(Suraeera,2010). Using twitter as an example, twitter limits its users to the use of 140 characters; therefore users will have no other option than to abbreviate their words as much as they can, just to enable their thoughts fit into the 140 character provision. Constant visitation of social sites can become very addictive and this is not a good thing because it is sure to affect your academic performance. Greater part of your time will be spent on the social sites and you will not even have time for yourself let alone your studies. (http//www.Taafoo.Com)

In the 21st century education has shifted to a technology based which is one of the most rapid facilities you can think of. Therefore, social media (networking) technology is an integrating tool of education that improved national development in the education sector(Oghenetega & Ejedafiru,2014). Social media have affected communication between people in educational community positively since the pass two decades. Now, life is made easy by this media in different areas such as academically, socially, and politically for any that is connected to it.

As we all know, communication is a basic human need and for that reason, man has always found a means of meeting this need. The media, which is an umbrella term for various means of communication, has become an integral part of human life around the world. The earliest forms of personal media, speech and gestures, had the benefit of being easy to use and did not necessarily need complex technology(Zakari, 2001).

Purpose of the study
1. To know the usefulness of social media websites for information dissemination in academic community.
2. Determine the reasons of using social media websites among students
3. To know negative effect of social media networks among undergraduates
4. To know different social media often use by undergraduates

Method
The research design was descriptive survey design. The instruments for collection of data were questionnaire and interview methods at the Madonna University cybercafe/library and College of Education Library Agbor. Twenty-five(25) each were distributed randomly to undergraduates with help of two workers in the schools used for the study. Capture sample technique was adopted by the researchers when distributing the instrument. Total of (48) copies of questionnaires were returned. The instrument was analyzed using simple percentage count table method under descriptive statistics.

Analysis
Do you use Social media (websites) for academic purposes

Usage of social media	Responses	Percentage(%)
Yes	35	72.91
No	13	27.08
Total	48	100

Table 1 shown that undergraduates in College of Education, Agbor and Madonna University, Okija use social media for academic purposes 35(72.91%) agreed . while 13(27.08) disagreed. College of Education, Agbor students used this media than Madonna University students due to management rules and regulations about camera phones and other internet facilities that are not allow by students. This showed that students in higher institutions in Nigeria has positive attitude towards social media usage.

Social media (websites) help you in your assignment and research

social media websites	Responses	Percentage(%)
Yes	40	83.33
No	08	16.66
Total	48	100

Table 2 shows that undergraduates in Madonna University, Okija and College of Education students use social media for assignment and research work 40(83.33%). During the interview as well students reviewed that h friends in other institutions send materials to them if the assignment is very difficult to search by them.

Social media (networking) often use by students in Nigeria

social media websites often use by students	Responses	Percentage(%)
Facebook (	15	31.25
2go	2	4.16
Google+(	2	4.16
Digg	-	-
Twitter (	2	4.16
UC browser (	8	16.66
Badoo (	4	8.33
WhatApp	20	41.66
Snaptu	-	-
Total	48	100

Table 3 indicated that Facebook 40(31.25%) WhatsApp 20(41.66%) and UC browser 8(16.66%) are the major social media(networking) often use by them. The students of Madonna University Okija during the interview also reviewed that the management of the school do not allows them to used camera phones, the implication of this affect them greatly in issues of social media activities, but at home they use some of the social media mentioned above. In College of Education, Agbor students are free to use camera phones and majority of the students have Black Berry Mobile (BBM) to talks or chat with their friends.

Do you spend time in social media activities often than reading your books by students in Nigeria

Times in social media activities	Responses	Percentage(%)
Yes	21	43.75
No	18	37.5
Undecided	9	18.75
Total	48	100

Table 4 indicated that undergraduates of both institutions do not spend more time in social media (networking) than reading their books. Majority of the students agreed are 21(43.75%). While the number of students that disagreed are 18(37.5%). This showed that undergraduates in the two institutions are serious with their academic activities.

Reasons for social media (websites) usage by undergraduates

Reasons for social media websites use by students	Responses	Percentage (%)
For dating/ relationship	5	10.41
Reaching out to close/distance friends	20	41.66
Just to handout	-	-
Meeting new friends	10	20.83
Update about news	15	31.25
For general information about life	8	16.66
For information about academic development	5	10.41
Total	48	100

Table 5 shows that majority of undergraduates given the following reasons of using social media(networking) Reaching out to close/distance friends20(41.66%), Update about news10(20.83%), Update about news9(31.25%). During the interview some of students refused to tick other reasons well because of personal issues they kept to themselves.

Negative effect in using social media in your academic pursuits

Negative effect of social media	Responses	Percentage(%)
Yes	40	83.33
No	10	20.83
Total	48	100

Table 6 showed that undergraduates have some negative effect in using social media which include insomnia, loss of appetite in eating, laziness, addicted social media, took a lot of times, easy forgetting things, dating sites, it encourage online scam, as well as social media could cause accident when using it and walking.

Discussion of Findings

The research work was on comparative study of social media (networking) usage by undergraduates in two selected tertiary institutions of Nigeria. The researchers found out that students in higher institutions in Nigeria has positive attitude towards social media usage. Table 2 shows that undergraduates in Madonna University,

Okija and College of Education students use social media for assignment and research work 40(83.33%). Another majority findings that students of Madonna University Okija during the interview also reviewed that the management of the school do not allows them to use camera phones, the implication of this affect them greatly in issues of social media activities, but at home they use some of them social media mentioned above. College of Education, Agbor students are free use camera phones and majority of the students have Black Berry Mobile (BBM) to ping with their friends. Table 5 shows that majority of undergraduates given the following reasons of using social media(networking) reaching out to close/distance friends20(41.66%), update about news 15(20.83%),

Conclusively, Table 6 showed that undergraduates have some negative effect in using social media, such as insomnia, loss of appetite in eating, laziness, addicted social media, took a lot of times, easy forgetting things, dating sites, it increase online theft, as well as social media could cause accident when using it and walking on a road.

Conclusion/recommendations

The rapid growth in technology especially the Internet has made e-learning systems to have great impact on the users. The fast growing of the Internet in daily basis so amazing that one day every individual in the soil space of the earth cannot do without it in any endeavours. There is no doubt that social networking communities have comes stay because since the last decade, the popularity of the social networking sites have increased rapidly.

The research work detail with usefulness of social media websites for information dissemination in academic community, reasons of using social media websites among students, negative effect of social media networks among undergraduates and types social media often use by undergraduates. Based on the negative effects of social media activities by undergraduates the researchers made the following recommendations:

- Information professionals at all levels should try to learn about social media tools that will enable them meet information seekers needs. Lecturers should create their own blog and post some information that will be of benefits to their students.
- Lecturers and Librarians should try as well to create blog in academian. edu websites, through these students will be reached with information electronically all over the world.
- Students should try use social media for academic purposes. They can like or shares academic websites with Facebook, Google+ and 2go accounts.
- Students should be careful with the type of websites they use social media account to share or like.
- Students should try to use more time in reading their books than social media activities, because of the negative effects.

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