

## **THE EFFECTS OF SOCIAL MEDIA ON THE SOCIO-CULTURAL LIFE OF STUDENTS IN TERTIARY EDUCATION IN NIGERIA**

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### **ABSTRACT**

*Social media are a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing. Social media afford users the opportunity to interact with one another making it possible to share information, videos and photographic materials. Therefore, the study determines the effect of social media on the Socio-cultural life of students in Tertiary Education in Nigeria. The data collected and used in the analysis of the study were gathered from primary and secondary sources. The primary data came from the two hundred and fifty (250) questionnaires administered to the respondents around the campus. The statistical tools employed include the percentage and pie chart analysis. Based on findings from this work, it was revealed that majority of undergraduate students make use of social media. Furthermore, observations were made that the use of social media influences the socio-cultural life of undergraduate students. Findings showed that the use of social media impacts the academic performance of the students of Federal Polytechnic, Ilaro negatively. In conclusion, the study reveals social media influences the socio-cultural life of the students of the Federal Polytechnic, Ilaro negatively.*

**Keywords:** Social Media, Internet, Tertiary, Socio-Cultural life.

### **INTRODUCTION**

Social networking sites have become what Onomo (2012) described as “a worldwide device for verbal exchange and exchange of thoughts, helping individuals and corporations with just reasons to attain a phenomenally full-size target audience that could hitherto no longer be reached by conventional media.” Social media are a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing (Hughes, 2009). Social media give users the opportunity to interact with one another making it possible to share information, videos and photographic images. This new form of social interaction also brings people of different social background together in a forum and enables them to interact regardless of location and time. According to Asemah & Edegoh, (2012), social network is a social structure made from people or groups known as “nodes”, that are tied or linked by using one or extra particular varieties of interdependency, including friendship, kinship, not unusual interest, financial alternate, dislike, sexual relationships or relationships of ideas, expertise or status. Social networking websites such as yahoo messenger, FB messenger, blackberry messenger (BBM), Whatsapp, Instagram, Twitter, etc. For example, Facebook currently has more than 500 million active users, each of whom has an average of 130 “friends” that they have



connected with over the website (Ali, 2011). Rather (2013), noted that the social networking sites and blogs which might be getting used these days with great ardor and zeal had converted the manner of the use of the net in latest years with the aid of describing online tools and utilities which permit users for communication, participation, and collaboration of records online. These technologies have attracted the interest of better schooling faculty participants seeking out ways to engage and inspire their students to be more lively rookies.

However, ICT has immensely contributed to the quality and quantity of teaching and learning and research in traditional and distance education institutions. Information Communication Technology helps what is learned and taught through its dynamic interactive and engaging content and provides real opportunities for individualization of instruction. Brennan (2001) and Notle (2010) are of the view that social networking allows within the school and universities to leverage and complement formal schooling activities and decorate getting to know outcomes. In addition, social networking can provide opportunities for new relationships in addition to strengthening present relationships. These are a few breakdowns of blessings of using social networking sites. As stated through barker (2013), social media gives lots of opportunities for mastering and interactivity, and it is not always too tight to look how college students and its customer's blessings from using social media. Social media complements a student's feel of network, sharing, and collaboration brings a further responsibility and workload, which some students discover inflexible and somewhat "pressured"(Minocha, 2009).

Social media empower people to create their very own content, what this implies is that during social media programs, content is created each time one user communicates with another; perhaps through posting on someone's Facebook wall, publishing a video to Youtube, or tweeting and, as a result, the content is inherently applicable to the ones customers nearby (Ali, 2011). Huang *et al.* (2010), noted that social media platforms create new routes of information flow and a means to assist those in need of information during a disaster, such as survivors, responders, volunteers and the general public. Social media can serve as an efficient route of communication for governments to reach individuals and communities, as well as alert responders to where and what type of relief is needed. From the unit of analysis performed with the aid of the researcher from the sector internet information (2012) it became observed that out of the overall populace of 170,123,740 Nigerians, 5,860,240 numbers of people used Facebook as at the year 2012. In furtherance to this, Florunsoet al. (2010) were of the opinion that social media network in Africa had become extensively unfolded compare to how it appears and look to the people about the usage of this technology.

In Nigeria, the numbers of social media users are increasing daily. In the opinion of the Social baker, a Facebook statistics website, Nigeria was ranked 35<sup>th</sup> worldwide in the number of Facebook users. This website estimated approximately 4 million Nigerian users while the male dominates 65% of the population and 33% women domination. Social media has emerged as a mainstream pastime and have turn out to be a chief mode of verbal exchange in particular for teenagers who shape about 50% of the world population on Facebook. Social media has moved from being merely interactive to a form of mass media. Social media hasbeen anticipated as a

sturdy force in shaping public opinion explicitly in the problem of politics, social reasons, and sexuality. Social media has additionally been an expression of the complexities of the media and society (Idakwo, 2011:23).

### **GENERAL OBJECTIVE**

The general objective of the study is to determine the effect of social media on the socio-cultural life of students in Tertiary Education in Nigeria. The specific objectives of the study are;

1. To evaluate the effects of social media on the socio-cultural life of students at the Federal Polytechnic, Ilaro.
2. Determine the value of social media in the socio-cultural life of students at the Federal Polytechnic, Ilaro.
3. To determine the relationship between social media and socio-cultural life of the students of the Federal Polytechnic, Ilaro.

### **METHODOLOGY**

In the study cross-sectional survey design was adopted. According to Asika (1991), this is a survey method used for explanation, exploration, and description of variables in research. The reason for its use was to explore and explain the relationship between social media and socio-cultural life of students through the data derived from the field surveys. The data collected and used in the analysis of the study were gathered from primary and secondary sources.

#### **Sampling Size**

The study was carried out at the Federal Polytechnic, Ilaro. The population for this study is two hundred and fifty (250) students of the Polytechnic which came from the questionnaires administered to the respondents around the campus. The questionnaire was administered, and responses were collected from the respondents immediately after the respondents filled the answers of their choice.

#### **Method of Data Analyses**

The data collected from the respondents were analyzed using simple percentages and chi-square. A Simple percentage was used to describe the events as they occurred. To determine the reliability of the instrument, the test-retest technique was used. A correlation coefficient of 0.87 was obtained, using Pearson Product Moment Correlation, indicating that the instrument was reliable. The hypotheses formulated for the study were tested using chi-square scientific formulas, to determine whether there is a difference between observed frequencies and expected frequencies. Chi-square test was used because many social scientists used it and besides, it is reliable.

**DATA PRESENTATION, ANALYSES AND INTERPRETATIONS OF FINDINGS**

**Table 1: Questionnaire Distribution and Retrieval**

Questionnaire	No of questionnaire	Percentage (%)
Number of returned questionnaire	240	96
Number of questionnaire not returned	10	4
Total No of questionnaire issued	250	100

**Source:** Field Survey (2017)

This table shows that 80% of the questionnaires were responded to and collected while 20 were not returned out of total 100 questionnaires distributed.

**Table 2: Frequency distribution of Sex of Respondents**

Sex	Number of Respondents	Percentage (%)
Male	153	63.8
Female	84	35
Total	240	98.8

**Source:** Field Survey (2017)

The above table shows that 51 respondents (63.8%) are male while 28 respondents (35%) are female of the total 80. By this, males are the highest respondents.

**Table 3: Frequency distribution of Age of Respondents**

Age	Number of Respondents	Percentage (%)
15 -20	63	26.3
21 – 25	147	61.3
26 – 30	21	8.8
31 – 35	9	3.8
Total	240	100.2

**Source:** Field Survey (2017)

The above table shows that 21 respondents (26.3%) are between the ages of 15 – 20 years, 49 respondents (61.3%) are between 21 – 25 years, 8.8% are between 26 – 30 years and 3.8% are 31 - 35 years of the total respondents. This means the highest number of the respondents (61.3%) is between 21- 25 years of age.

**Table 4: Frequency distribution of Marital Status of Respondents**

Marital Status	Number of Respondents	Percentage (%)
Single	207	86.3
Married	33	13.8
Total	240	100.1

**Source:** Field Survey (2017)

The result from the administered questionnaire showed that 86.3% of the respondents are single and 13.8% are married.

**DATA ON SOCIAL MEDIA AND SOCIO-CULTURAL LIFE OF STUDENTS**

This section of the questionnaire focuses on the respondent’s view on Social Media and Socio-cultural life of students.



**Table 5: Respondents on Social Media Platforms**

Social Media	Number of Respondents	Percentage (%)
Facebook	90	37.5
Instagram	27	11.3
Whatsapp	21	8.8
Facebook & others	84	35
All	18	7.5
<b>Total</b>	240	100.1

**Source:** Field Survey (2017)

The respondents that were using different social media vary from facebook with 37.5%, Instagram 11.3%, Whatsapp 8.8%, Snapchat/Whatsapp represents 22.5% while respondents with Facebook and other four or all represent 20%.

**Table 6: Respondents Usage of Social Media**

Usage	Number of Respondents	Percentage (%)
Frequently	138	57.5
Occasionally	78	32.5
Rarely	24	10
<b>Total</b>	240	100

**Source:** Field Survey (2017)

The Usage of social media according to respondents stand at 57.5% for those that frequently use it, 32.5% uses social media occasionally while 10% rarely use social media.

**Table 7: Respondent’s View to Research Questions**

S/N	SOCIAL MEDIA ON STUDENTS IN TERTIARY INSTITUTION PERCEPTION	SA (%)	A (%)	U (%)	D (%)	SD (%)
10.	Social media affect academic performance of students in tertiary institution	45	35	7.5	6.8	2.5
11.	Social media has been abused and misused	61.3	22.5	12.5	1.3	1.3
12.	Social media contribute to the growth socio-cultural life in the tertiary institution.	40	35	18.8	0	2.5
13.	Social media create awareness and informative	53.8	17.5	17.5	5	1.3
14.	Social media is educative	42.5	28.8	12.5	6.3	5
15.	Social media depict and reduce discipline in the tertiary institutions	53.8	20	31.3	3.8	3.8
16.	The tertiary institutions pronounce and promote the use of social media.	40	31.3	18.8	5	5
17.	The cultural value in the tertiary institutions has reduced drastically due to social media activities.	47.5	25	22.5	5	2.5
18.	Social media promote fraud and internet scam.	37.5	40	18.8	2.5	1.3
19.	Social media affect morals and influence habit of students in the tertiary institution.	53.8	32.5	5	3.8	5
20.	Social media create employment and promote standardization.	50	50	5	6.3	1.3
21.	Do social media promote other social vices like alcoholism, prostitution, stealing, drug, and addiction?	47.5	31.3	13.8	3.8	3.8

**Source:** Field Survey (2017)



Table 7 above shows that 45% of the respondents strongly agree that social media affects the academic performance of the students in tertiary institutions, 35% is in agreement to it while 25% were not sure of social media toimping on the academic performance of the students. 6.8% of the respondents disagree that social media influence academic performance of students in the tertiary Institutions and 2.5% strongly disagree.

The respondents that strongly agree that social media has been ill-treated and misused were 49 which represents 61.3% and 22.5% consent while 12.5% were not sure whether or not social media has been abused and distorted. 1.3% disagreed, and 1.3% strongly do not concur. 40% strongly agree that social media contribute to the growth of socio-cultural life if students in tertiary institutions. 35% agree, and 18.8% of the respondents were not sure while 2.5% strongly disagree social media contributes to the growth of socio-cultural life of students.

The respondents that strongly agree social media create awareness were 53.8%, 17.5% consent and 17.5% were not sure. 5% disagree social internet is educative, informative and innovative. 28.8% agree meanwhile 12.5% were uncertain. 63% and 5% oppose and strongly disagree respectively. 53.8% respondents strongly agree social media depicts and reduces discipline among students in tertiary institutions, 20% concur while 31.3% were not convinced. 3.8% of respondents disagree and strongly disagree equally.40% and 31.3% of respondents strongly agree and agree respectively that tertiary institutions in Nigeria pronounce and promote the use of social media. 18.8% respondents were uncertain, and 5% disagree and strongly disagree equally.

The cultural value in tertiary institutions has reduced drastically due to social media 47.5% respondents heartily agree, and 25% agree. 22.5% were uncertain social medium reduces intellectual importance while 5% and 25% disagree and strongly disagree respectively.

Social media promotes fraud and internet scam, 37.5% of respondents strongly agree, and 40% of the respondents agree. 18.8% were not sure of social media topromote fraud and internet scam while 2.5% of respondents disagree. 50% of the respondents strongly agree equally that social media create employment and to promote standardization. 5% were uncertain while 6.3% respondents disagree and 13% strongly disagree that social media generate service and encourage equality.

47.5% of the respondents strongly agree social medium promote other social vices like alcoholism, prostitution, stealing, drug abuse and addiction, 31.3% have the same opinion, and 15.8% were not sure while 3.8% of respondents disagree and strongly disagree equably that social media promote other social vices like alcoholism, prostitution, stealing, drug abuse and addiction.

## **DISCUSSION**

It is evident from the result, the percentage of male respondent was higher than the female, it may be as a result of the proportion of male to female students in the polytechnic. Although this cannot confirm the ratio of guy that uses social media is higher than the female.

The study showed that age 21 – 25 years were the highest users of social media following the trends nationwide. Also, age 15 – 20 years are the teenagers some of which are experiencing freedom for the first time outside their parenting care. Therefore, social media is key forum they learn, and they use as a tool for communication among friends and family. This age's adolescent tends to participate more on social media because it is an avenue to see peers and age group how they do things in modern term and civilized ways. The age brings about civilization, maturity, creativity, and desirability due to things they are open to the elements to on social media. Nevertheless, these students were more vulnerable and fragile because some of the students in these categories can hardly decide on their own. Because of the tender age, things seen and learn from their exposure to social media will unquestionably affect their socio-cultural. The tradition and culture taught from home may be forgotten once the students engaged in social media activities in school if proper attention is not considered.

From the result, respondents who were single which give an account of ages who participate most in social media. The respondents who were not married pay more attention to social media which will sometime affect their studies and their socio-cultural performance. The respondent tends to do more on Facebook; this is in agreement with Ali *et al.* 2012. It shows respondents spend more time on Facebook and others even some students use all the possible social media platform such student will find it difficult to manage the study time and social life; it will affect the performance and socio-cultural being of the students. Zuckerberg (2012) stated that over 12million user is on Facebook.

Majority of the respondent agreed they frequently use social media and as students, this will affect their academic performance and socio-cultural life. This is agreement with Okafor (2014) findings that that majority of undergraduate students make use of social media. When time dedicated to social media is more than enough, it will tell in the socio-cultural value of the students starting from the way he/she dresses (fashion) to moral then discipline etc. In fact, it can lead to addiction. From table 7, the academic performance of the students in the tertiary institution can be at risk if students devote too much time for social media as the majority of the respondents frequently use social media. 61.3% respondents strongly agree that social media has been mishandled and misused contrary to the supposed objective. Students of today have to make tertiary institution an avenue to use social media for their different immoral and incommunicable work, other students who see their mate indulging in this act can easily be manipulated. As evident in the result large percent of respondents strongly agree and agree that social media contribute to the growth of socio-cultural life of students. For those that focus on the educative and informative session of social media can learn to improve on his/her socio-cultural life.

Social media create awareness, it's educative (informative) and bring innovation according to respondents. In the same regard, respondents believe social media depicts and reduces discipline, moral in the tertiary institution. A Tertiary institution is a place where the use of social media is so pronounced due to the activities of students of different age group. The cultural value in the tertiary institution has reduced drastically due to over-dependence on social

media for practices. Cultural, tradition, moral and discipline are almost lost because of what they learn from peers on social media. Fraud and the cyber scam is also a defect of social media. Some students abused and misused social internet for fraud and internet scam. Social media also promote other social vices like alcoholism, prostitution, stealing, drug abuse and addiction such that some students can involve themselves in it in the process of acquiring tools for social media.

## **CONCLUSION**

Because of the vulnerability in the ages of students in the Federal Polytechnic Ilaro (teen and adult) Social media negative influence on the socio-cultural life of students of the Federal Polytechnic Ilaro, also it has drastically reduced due to over-dependency on social media for different activities. It is believed social media depicts and reduces discipline and moral act can easily be influenced. Social media can also influence academic performance of the students. The findings revealed that majority of students of the Federal Polytechnic Ilaro make use of social media and were using it frequently. Furthermore, the present study observed that social media has become a channel of activities and has become a major tool for information. In general, it was revealed that the use of social media has anegative impact on study culture of astudent of the Federal Polytechnic Ilaro.

## **RECOMMENDATIONS**

Based on these identified issues the following recommendations are made:

- i. Students from in the tertiary institutions should be adequately enlightened on the right side of the use of social media. Social Media to students is a way of making new friends.
- ii. Students should engage the use of social media frequently and should be used in a way that would aid their academic performances. Trending information and innovations in the academics can easily be circulated on the social media, with this it becomes more useful for the students in their search for new knowledge.

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