



The influence of the social media on the Nigerian youths: Aba residents experience

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ABSTRACT:- This study examined the Influence of the social media on the Nigeria Youths: Aba Residents Experience. In carrying out this study, the researcher employed survey method in which she used questionnaire to gather her data. The population of the study was Aba metropolis from which a sample of 400 was drawn. The researcher asked research questions and formulated research hypotheses to guide the study. Relevant literatures were reviewed for the study. The data collected were presented and analyzed and hypotheses tested and the following findings were made that: the increase in unwanted female youths' pregnancies is as a result of exposure to social media pornography among youths resident in Aba. Youths resident in Aba spend more time on social media network than other sites. Social media is not the primary method of communication to youths resident in Aba. Negative social media content can increase violence behavior of youths resident in Aba. The researcher made a number of recommendations for further study.

Keywords:- Influence of Social Media, Nigerian Youths, Aba Residents

I. INTRODUCTION

Social media is a means of interaction among people in which they create, share and exchange information and ideas in virtual communities and networks. Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, concrete, discuss and modify user-generated content.

Today's society is faced with the continual growing problem of electronics and social media. What used to be considered precious treasure is now the cause of teenage obesity, lack of concentration, inadequate communication and above all a far less intellectual society. Cell phones, internet game, television all have taken over the youth in the society and corrupted them into unimaginative, unqualified, dull robots face book is merely a tool to drain the intelligence from teenagers until they are forced to speak in instant messaging jargon.

Social media integrates technologies, social interaction, and content creation to collaboratively connect on-line information. Through social media, people or group of people can create, organize, edit, comment on, combine, and share content, in the process of helping agencies to better achieve their mission goals.

It is fair to say that human race have wholeheartedly embraced social media. Social media have changed the way we interact significantly, but it is possible that we are not taking enough time to step back and take stock of what is happening to us.

As Ogbuoshi (2004) puts it that "1990s noticed the impact of the internet on day-to-day affairs and the creation now means for individuals to connect and communicate with one another and with data base worldwide and in the process, revolutionize our lives". In today's information age, the marriage of computer to contemporary media has facilitated sweeping changes to occur before the eyes of our youths and our traditional beliefs.

The move to digital communication has resulted in new media environments that are often interactive in nature and allows multiple functions and tasks to be performed on a single piece of equipment such as home computer in television.

Social media have provided an open arena where the youths are free to exchange ideas on various

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violent. Most youths associate social media with positive outcome, yet this is not always the case. Due to the increase in social media web-sites, there seems to be a positive correlation between the usages of such media with cyber bullying, online sexual predators and the decrease in-face-to-face interaction. Likewise, social media seem to be influencing youths' lives in terms of exposing them to images or alcohol, tobacco, and sexual behaviors (Kaplan, 2010). According to Agichtein (2008) "his issue is becoming even more prominent as the youths are starting to engage with such media sites at younger ages". Instead of giving the youths as toy at the dinner table to keep them quiet, parents are now resorting to iPods and other technological devices that are more advanced. Youths are thus learning how to operate technological devices at the ages where they are able to become experts as infants.

Social media is generally an up and coming and phenomenon. One of the first social media sites was created in 1994, and it was called "Geocities". There is an increasing trend towards using social media monitoring tools that allow youths search, track and analyze conversation on the web about topics and events of interest, have more qualified and properly remunerated and most importantly acquisition of communication equipment.

Nigeria does not manufacture microphones or radio and television receiver not to talk of transmitter, transformer or consoles, therefore, depends on the developed countries who produce these equipments. Since the 1990s, poor access to personal computers, poverty and high level of illiteracy constitute the barriers to high usage of social media in Nigeria as in other developing countries of the world, although these barriers to access to computer for communicative reasons are being reduced by cyber-cafes, which have increase tremendously over years.

II. STATEMENT OF THE RESEARCH PROBLEM

Communication is a vital engine of any society and the availability of an efficient, reliable and affordable communication system is a key ingredient for promoting rapid, socio-cultural, economic and political development of any nation. As human society evolved, the need for information and information processes system developed from informal to formal. Foreign countries are said to have developed and mastered products and services that developing countries like Nigeria import.

In the recent years, the increasing advances in information technologies especially the internet system has quickened the pace of globalization of communication. Social media which is a means of interactions among people has been recognized for changing the way we the youths live for good at times for bad.

Unfortunately, we have a growing trend of crimes committed among youths via social media. This study examines the influence of social media on Nigerian youths using Aba residents. The researcher intends to investigate whether the increase in unwanted female youth's pregnancies is as a result of exposure to social media pornography among the youths resident in Aba, whether youths resident in Aba spend more time on social media network than other sites. The study will also find out whether social media is the primary method of communication to youths resident in Aba.

Social media is a means of exchange of communication or interactions among people through which they exchange ideas, create and share information in a group, from person to person, in virtual communities and networks. Social media differentiates from traditional media in much aspect such as quality, reach, frequency, usability, immediacy and performance. The technology allows inter-personal communication as well as mass communication among users. The characteristic of social media technologies forces the user to take a step beyond the area of interest of traditional mass communication. Moreover, the interactive components of the technology make it difficult to distinguish between the sender and receiver. (Debora ,2012) identified face-book as a key example of a social media site and from research over one billion active users in October 2012 in Nigeria.

It is observed from research that face book is now the primary method of communication by college students in the developing countries like Nigeria. Consumers spend more than six hours on social networking sites (Bassey, 2012). The influence of social media according to Jude (2011) has made most of the Nigerian youths to continue spending more time on social networks than any other category of sites.

III. OBJECTIVES OF THE STUDY

This study has the following objectives:

- i. To investigate whether the increase in unwanted female youth's pregnancies is as a result of exposure to social media pornography among youths resident in Aba.
 - ii. To find out whether youths resident in Aba spend more time on social media network than other sites,
 - iii. To examine whether social media is the primary method of communication- to youths resident in Aba.
 - iv. To find out whether negative social media content can increase violent behavior of youths resident in Aba.
4. Can negative social media content increase violence behavior of youths resident at Aba.

Hypotheses:

The following four null hypotheses were formulated to guide the study:

1. Ho: The increase in unwanted female youth pregnancies is not as a result of exposure to social media pornography among youth resident at Aba.
2. Ho: Youths resident in Aba do not spend more time on social media network than other sites.
3. Ho: Social media is not the primary method of communication to youths resident Aba.
4. Ho: Negative social media content cannot increase violence behavior of youth's resident at Aba.

IV. RESERCH DESIGN AND METHODOLOGY

Research Method

The choice of any research method to be used in any study depends on the purpose or objective of the study and the nature of the problem under investigation .Since this study bothers on the influence of social media on Nigerian youths. The researcher employed survey research method. This is because survey research method provides a relatively simple and straight forward approach to the study of attitudes, values, beliefs and motives. Survey can be extremely efficient at providing large amount of data, at relatively low cost, in a short period of time.

Research Design:

Since the study employed survey research method, descriptive design was chosen as the appropriate research design.

A descriptive design can help to provide information that could answer research questions. It outlines the variables involved in order to achieve desired objectives. In descriptive design data are collected in order to test hypotheses and answer research questions raised in the study. The descriptive design also helps the researcher to make comparisons and systematic evaluations. It also helps the researcher to identify problems under study.

Population of the Study:

The population of the study is the entire Aba residents. The information gathered by the researcher from the National Population Census at the Aba office in Aba North Local Government Headquarters revealed that the population of Aba metropolis as at the time of this study was 531,340. Therefore, the researcher carried the survey research with a population of 531,340 people.

Determination of Sample Size:

To determine the sample size of the study, the researcher used a scientific formula of Taro Yamane. The formula is stated below as follows:

Sampling Technique:

The researcher employed purposive sampling technique. Purposive sampling is also called judgmental sampling. It is sampling system in which the researcher handpicks his desired sample from the population of study (Ogbuoshi, 2006).

This technique because, it is not everybody in the population that has the idea of social media, also the choice was based on the level of literacy since not also everybody in the population are literate, concentration was laid on the literate respondents.

Measuring Instrument:

Questionnaires were the measuring instrument used in the study. A questionnaire according to Ogbuoshi (2006) is "useful in getting the feelings, beliefs, experiences or activities of respondents.

The questionnaire used for the study was structured or close-ended. Structured questionnaire was used to enable the researcher to restrict the respondents from supplying unnecessary information.

The questions in the questionnaire were asked and a number of options were supplied and the respondents were expected to pick one that best suits his responses.

The questionnaire was constructed in an easy and understandable way to the respondents. It was also self administered.

Method of Data Collection:

The data collected and used in the analysis of the study were gathered from primary and secondary sources.

The primary data came from the questionnaire distributed to the respondents at their various homes and offices in Aba metropolis. The questionnaire was self administered and the responses were also collected from the respondents immediately after the respondents filled the answers of their choice. This was \$so in order to guide the respondents where they may have problems in the questionnaire and to avoid the respondents being biased about the question.

The secondary data came from already published materials in Mass Communication textbooks, Newspapers, Magazines, Journals, Internet websites and other material relevant to the study.

Method of Data Analysis:

The data collected from the respondents were analyzed using simple percentages and chi-square. Simple percentage was used to describe the events as they occurred.

The hypotheses formulated for the study were tested using chi-square scientific formulas, to determine whether there is difference between observed frequencies and expected frequencies. Chi-square test was used because many social scientists used it and besides, it is reliable

IV. DATA PRESENTATION, ANALYSIS AND RESULTS

Data Presentation and Analysis:

In this chapter the researcher presented the data obtained. The presentation involved a tabular form of analysis to show the number of questionnaire distributed and returned.

A total number of 400 copies of questionnaires were distributed to the respondents and returned. The demographic data were analyzed after the presentation and analysis of the questionnaire distribution and returns, followed by other research questions as follows, using simple percentages and chi-square.

TABLE: 1. Questionnaire Distribution and Returns:

Total No. of Questionnaire distributed	Total No. of Questionnaire Returned	Total No. of Questionnaire Not Returned	Total No. of Questionnaire Rejected	Total No. Questionnaire Accepted .
400 (100%)	360 (90%)	40(10%)	30(7.5%)	330 (82.5%)

Source: Field Survey 2013

The information above shows that 400 copies of questionnaires representing 100% were distributed to the respondents, out of which 360 copies representing 90% were returned, 40 copies representing 10% were not returned, 30 copies representing 7.5% were rejected because of wrong filling, 330 copies representing 82.5% were accepted and were used for the analysis of the study.

Table: 2 Gender Distributions of the Respondents

Response	Frequency	Percentages
Male	200	61
Female	130	39
Total	330	100

Sources: Field Survey 2013

The figures above show that 200 respondents representing 61 % were males and 130 respondents representing 39% were females.

Table: 3. Age distribution of the Respondents

Response	Frequency	Percentages
18-25 years	110	33
26-35 years	95	29
36-45 years	89	27
46 and above	36	11
Total	330	100

Sources: Field Survey 2013

The data on the age distribution above shows that 110 respondents representing 33% indicated that they fall between the age-bracket of 18-25 years, 95 respondents representing 29% were between 26-35 years, 89 respondents representing 27% were between 36-45 years old while 36 respondents representing 11% indicated they are between 46 and above years old.

Table: 4 marital distributions of Respondents

Response	Frequency	Percentages
Single	230	70
Married	100	30
Total	330	100

Sources: Field Survey 2013

From the analysis above, it shows that 230 respondents representing 70% are single, while 100 respondents representing 30% are married. This shows also that there are more single people who probably like to spend more time to consume social media contents.

Table: 5. Highest Qualification distribution of Respondents

Response	Frequency	Percentages
WASC	39	12
OND	102	31
HND/B.Sc.	99	30
M.Sc. and above	90	27
Total	330	100

Sources: Field Survey 2013

The data above on the highest qualification of the respondents revealed that 39 respondents representing 12% were WASC certificates holders, 102 respondents representing 31% indicated they hold OND certificates, 99 respondents representing 30% were HND/B.Sc. certificate holders, while 90 respondents representing 27% were Masters Degree and beyond Masters Degree holders. The implication is that more of the respondents were OND holders, who may be seen to make use of internet regularly than other category of qualification.

TABLE: 6 Occupation Distribution of Respondents

Response	Frequency	Percentages
Business	98	30
Farmers	30	10
Civil Servants	86	25
Students	116	35
Total	330	100

Sources: Field Survey 2013

The analysis on the occupation distribution of the respondents indicated That 98 respondents-representing 30% were business people, 30 respondents representing 10% were farmers, 86 respondents representing 25% said they were civil servants, but majority 116 respondents representing 35% were students.

Table: 7

Question: Is the increase in unwanted female youths pregnancies as a result of exposure to social media pornography among youths resident in Aba?

Response	Frequency	Percentages
Yes	189	57
No	141	43
Total	330	100

Sources: Field Survey 2013

The question above/ when analyzed revealed that 189 respondents Representing 57% were of the view that increase in unwanted female youths pregnancies is as a result of exposure to social media pornography among youths residing in Aba while 141 respondents representing 43% said no that means that the increase in unwanted female youths pregnancies is not as a result of exposure in social media pornography among youths resident in Aba.

Table: 8 Question: Do Youths residing in Aba spend more time on social media network Than other Sites?

Response	Frequency	Percentages
Yes	191	58
No	139	42
Total	330	100

Sources: Field Survey 2013

The analysis above shows that 191 respondents representing 58% agreed that youths residing in Aba spend more time on social media network than other sites. 139 respondents representing 42% were of the opinion that youths Residing in Aba do no spend more time on social media network than other sites. This is based on their knowledge of how youths in Aba consume social network contents.

Table: 9 Question: Is social media the primary method of communication to youths in Aba?

Response	Frequency	Percentages
Yes	161	49
No	169	51
Total	330	100

Sources: Field Survey 2013

The figures presented and analyzed in the table above shows that 161 respondents representing 49% were of the view that social media is primary the primary method of communication to youths in Aba, while 169 respondents representing 51% answered otherwise which means that social media is not the primary method of communication to youths in Aba.

Table: 10 Question: Can negative social media content increase violent Behavior of youths in Aba?

Response	Frequency	Percentages
Yes	188	57
No	142	43
Total	330	100

Sources: Field Survey 2013

The analysis on whether negative social media contents can increase violent behavior of youths resident in Aba indicated that 188 respondents representing 57% said yes while 42 respondents representing 43% said no, that negative social media content cannot increase violent behavior of youths resident in Aba.

Testing of Hypotheses:

The four null hypotheses formulated in chapter one of this study were tested using chi-square (χ^2) test. Chi-square is used to determine whether a set of theoretical or expected frequencies fits corresponding set of observed frequencies of a sample.

In testing the hypothesis, the researcher was guided by the decision rule of chi-square which states that:

(1) If the calculated value chi-square is greater than the table value, we reject the null hypothesis and accept the alternate hypothesis.

(2) If the calculated value chi-square is less than the table value, we accept the null hypothesis and reject the alternative hypothesis. The formula of chi-square is stated below as -

$$X^2 = \sum \left(\frac{O-E}{E} \right)^2$$

Where O = observed frequencies

E = Expected frequencies

∑ = Summation Sign

The researcher chose 0.05 as the probability level leaving 95% confidence limit.

Degree of freedom = (2-1) (2-1) = 1

Hypothesis One

Ho: The increase in unwanted female youths pregnancies is not as a result of exposure to social media pornography among youths residence in Aba.

Table 4.1.6 provided the data used to test this hypothesis. The research question was: Is the increase in unwanted female youths pregnancies as a result of exposure to social media pornography among youths resident in Aba?

Table: 11 Calculation of Chi-Square in respect of Hypothesis One

Response	O	E	O-E	(O-E) ²	(O-E) ² E
Yes	189	165	+ 24	576	3.490
No	141	165	-24	576	3.490
Total	330	330			6.580

Source: Field Survey 2013

Calculated value $x^2 = 6.580$, $df = 1$, $P < 0.05$

Table value $X^2 = 3.841$

Decision Rule

Being guided by the chi-square decision rule, we reject the null hypothesis which states that the increase in unwanted female youths pregnancies is not as a result of exposure to social media pornography among youths resident in Aba, and accept the null alternative which means that the increase in unwanted female youths pregnancies is as a result of exposure to social media pornography among youths resident in Aba, This is because the calculated value $x^2 = 6.580$ is greater than the table value $x^2 = 3.841$.

Hypothesis Two

2 Ho: Youths resident in Aba do not spend more time on social media network than other sites.

The data used to test the above hypothesis came from the data analyzed in table 4.1.7. The question was: Do you agree that youths spend most of their time on social media network than other sites?

Table 12 Calculation of chi-square in respect of Hypothesis Two

Response	O	E	O-E	(O-E) ²	(O-E) ² E
Yes	191	165	+ 26	676	4.096
No	139	165	-26	676	4.096
Total	330	330			8.162

Source: Field Survey 2013

Calculated value $x^2 = 8.162$, $df = 1$, $P < 0.05$ Table value $x^2 = 3.841$

Decision Rule

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Since the table value chi-square $x^2 = 3.841$ at 1 degree of freedom with 0.05 probability level is less than the calculated value $x^2 = 8.162$. The research rejected the null hypothesis and accepted the alternative that states that =youths resident in Aba spend more time on social media network than other sites.

Hypothesis Three

3 Ho: Social media is not the primary method of communication to youths Resident in Aba. The data used to test the above hypothesis come from the data analyzed in table 4.1.8. The question asked was: Do you see social media as the primary method of communication to the youth’s resident in Aba?

Table 13 Calculation of chi-square in respect of Hypothesis Three

Response	O	E	O-E	(O-E) ²	(O-E) ² E
Yes	161	165	-4	16	0.096
No	169	165	+4	16	0.096
Total	330	330			0.192

Source: Field Survey 2013

Calculated value $x^2 = 0.192$, df = 1, P < 0.05

Table-value $X^2 = 3.841$

Decision Rule

From the calculation above, it shows that the table value $x^2 = 3.841$ is greater than the calculated value $x^2 = 0.192$. The researcher being guided by "the chi-square rule rejected the alternative hypothesis and accepted the null hypothesis which states that social media is not the primary method of communication to youths resident in Aba.

Hypothesis Four

4 Ho: Negative social media contents cannot increase violent behavior of youths resident in Aba?

Table: 14. Calculation of chi-square in respect of Hypothesis Four

Response	O	E	O-E	(O-E) ²	(O-E) ² E
Yes	188	165	+ 23	529	3.206
No	142	165	-23	529	3.206
Total	330	330			6.412

Source: Field Survey 2013

Calculated value $x^2 = 6.412$, df = 1, P < 0.05 Table value $x^2 = 3.841$

Decision Rule

Since the calculated value $x^2 = 6.412$ is greater than the-table $x^2 = 3.841$, the researcher being guided by the rule of chi-square rejected the null hypothesis and accepted the alternative which means that negative social media contents can increase violent behavior of youths resident in Aba.

V. DISCUSSION OF RESULTS

The results of the study on the Influence of Social Media on the Nigerian youths, Aba residents experience revealed many things about the youths and the use of social media. Four hypotheses were formulated and tested in the study, out of which only one hypothesis received the empirical support of the study. Three hypotheses did not gain the support of the study.

Hypothesis one stated that the increase in unwanted female youths pregnancies is not as a result of exposure to social media pornography among youths resident in Aba. This hypothesis was not supported in the study. The chi-square test proved that the calculated chi-square $\chi^2 = 6.580$ is greater than the table value $\chi^2 = 3.841$. According to Juliana in the literature review revealed that social media have "overtaken pornography as one of the activities on the web. She continued to say that the influence of pornography on the internet results to unwanted pregnancies among female and male youths in Nigeria.

These statements from the literature review for the study also helps to confirm that the increase in unwanted female youths pregnancies is as a result of exposure to social media pornography among youths resident in Aba.

Hypothesis two stated that youths resident in Aba do not spend more time on social media network than other sites. This hypothesis did not also receive the support of the study. The calculated value $\chi^2 = 8.162$ is greater than the table value $\chi^2 = 3.841$. The researcher was guided by the decision rule of chi-square in rejecting the null hypothesis and accepting the alternative hypothesis. The literature reviewed in respect to the above hypothesis Jude (2011) says social media technology is already proving to be exceptionally valuable tool, especially for educational purposes, in many different areas. Jude continued to reveal that the influence of social media has made most of the Nigerian youths to continue spending more to seek information from the social media. The study thereby accepted in the results that youths resident in Aba spend more time on social media network than other sites.

Hypothesis Three stated that the social media is not the primary method of communication to youths resident in Aba. This hypothesis received the empirical support of the study. This is because the table value $\chi^2 = 3,841$ is greater than the calculated value $\chi^2 = 0.192$ at 1 degree freedom with 0.05 probability level. This shows that social media is not the primary method of communication to youths resident in Aba. In addition to the support of the hypothesis, it is clear that primary method of communication should be accounted to individual cultural language. It is also clear that the youths start communication using their individual cultural language before thinking about social media.

Therefore, it is good to accept that social media is not the primary method of communication to youths resident in Aba.

Hypothesis Four stated that negative social media content cannot increase violent behavior of youths resident in Aba. This hypothesis when tested did not receive the empirical support of the study. The calculated value $\chi^2 = 6,412$ is greater than the table value $\chi^2 = 3.841$. The null hypothesis was rejected and the alternative hypothesis accepted. Also in the data presented and analyzed, it showed that 188 respondents representing 57% did not support the hypothesis while only 142 respondents representing 43% supported the hypothesis. The implication is that majority supports were accepted. It then means that negative social media contents can increase violent behavior of youths resident in Aba.

VI. CONCLUSION

In today's information Age, the marriage of computer to contemporary media has facilitated sweeping changes to occur before the eyes of our youths and our traditional beliefs. Social media have provided an open arena where the youths are free to exchange ideas on various violence. Most youths associates social media with positive outcome, yet this is not always the case, most people use social media for inter-personal communication at home such as G.S.M sets, chat room and participation in electronic communities because, they found entertainment and information seeking to be the highest in rank followed by convenience, Social media interaction is done by the users through the sites, message through social media are public and are not meant for individuals but for the.

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