

AN APPRAISAL OF THE IMPACT OF SOCIAL MEDIA ON YOUTH IN FEDERAL UNIVERSITY, OYE EKITI.

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ABSTRACT

The new media otherwise known as the social media is the focus of this study. It is an impact assessment research using the students of Federal University Oye-Ekiti as its study sample. The social media platforms included in this project includes; Facebook, Instagram, Whatsapp and Blogs. Youths, especially undergraduates are the target of the study. The research explores how much quality time youths spend on social media interactions. The method used in carrying out the research is the opinion poll method. It is observed that students spend most of their time chatting and browsing online rather than pay attention to their studies. The research submits that if the recommendations made receive adequate attention, youths will waste less time on irrelevant media platforms to the benefit of their education and future career.