

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

BY

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(TMA/11/0099)

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(B.A) DEGREE IN THEATRE AND MEDIA ARTS

SEPTEMBER, 2015

ATTESTATION

I, OBERE VIVIAN OBIANUJUNWA, hereby attest that this research report is carried out by me and that I am solely responsible for all errors and omissions, if any.

OBERE VIVIAN OBIANUJUNWA



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SIGN & DATE

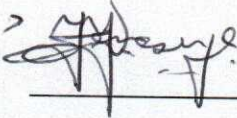
CERTIFICATION

This is to certify that this research work was carried out by Obere Vivian Obianujunwa with matric number (TMA/11/ 0099) under the supervision of Dr. Olufemi Bifatife Adeseye and submitted to the department of Theatre and Media Arts, Federal University Oye-Ekiti, Ekiti State.

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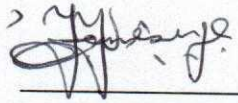

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DEDICATION

I dedicate this research work to my most adorable parents who have served as the strong pillar for me to lean on and have brought me thus far in life. May the Almighty God continue to bless and protect them for me (Amen)

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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.

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CHAPTER ONE

1.0 INTRODUCTION

PREAMBLE

The computer/internet age introduced the world to a new wave of communication that was never experienced prior to the invention of computer. The focus of this project is the impact on youths, of the new platforms of information dissemination and the effects of the interactions thus created by the new fad called the social media.

Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of the World Wide Web (simply called the web), such that allows the creation and exchange of user-generated content" Kaplan Andreas, Haenlein Micheal(61).

Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial changes to communication between businesses, organizations, communities, and individuals. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy and permanence.

Social media operates in a dialogic transmission system, many sources to many receivers. This is in contrast to traditional media that operates under a mono-logic transmission model one source to many receivers. Murthy, Dhiraj (7-8)

Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships

There are many effects that stem from internet usage. According to Nielsen, internet users continue to spend more time with social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income, as discussed by Tang, Gu, and Whinston (41-42.)

Basically, social media is expressed as making use of the internet and some of the examples of social networks are the likes of Facebook, Whatsapp, blackberry messenger, Instagram e.t.c. It is also important to note that 'Social Media' is a new media agent unlike the Television and Radio set that had been in existence earlier.

Social media is also the theoretical construct which is useful even in the social sciences and not just the arts; to study relationships between individuals, groups, organizations or even the entire society. The term is used mainly to describe a social structure determined by interactions. The tie through which any given social unit connects represents the convergence of the various social contacts of that unit instead of

the properties of these units themselves. Thus, one common criticism of social network theory is that individual agency is often ignored although this may not be the case in practice. Precisely because many different types of relations singular or in combination form these network configuration.

This study takes a look at the impact of social media on the students of Federal University Oye-Ekiti with a view to ascertain the nature of social media with the most impact, its objectives as well as the positive and negative effects it has on them

1.1 BACKGROUND TO STUDY

Since the inception of computer internet, the mode of communication has changed from the regular forms of communication via phone calls or exchange of letters using the post offices. Social media has made it easier and less strenuous for individuals to communicate as one can be in his sitting room in Nigeria and reach a fellow who is out of the country just sitting and chatting via cell phone, laptop or other gadgets. This form of communication has also helped to manage financial resources as one does not have to travel through a far distance using huge amount of money for transport in order to interact as desired.

1.2 PURPOSE OF STUDY

The purpose of this research is to take a critical look at the word 'Social media', what it entails as a whole, the various types of social networks available, how they operate and essentially, how they have affected the lives of youths most especially university students. Students of Federal University Oye-Ekiti form a paradigm of other students anywhere in the world.

1.3 SIGNIFICANCE OF STUDY

This study is embarked upon the hope that it will help enlighten the youths on what social media entails, how it evolved as well as the positive and negative impacts of social media on their day to day lives. Furthermore, to enable youths make use of social media not just for pleasure purposes but as an instrument for improving their behavioral patterns.

1.4 SCOPE OF STUDY

The scope of this research work is within the limit of social media agents such as Facebook, twitter, Whatsapp, badoo, instagram, blackberry messenger, blogs e.t.c. Any other media forms other than the ones mentioned are not being included in the research work.

1.5 LIMITATION OF STUDY

Due to the fact that social media is a newly invented form of media and has not been deeply worked on by researchers; there are limited materials for this work. Therefore some aspects might not be deeply touched. All opinion polls gathered for this work is submitted as audio disc attached to the project and not fully transcribed as a result of allotted research report space.

1.6 OBJECTIVES OF STUDY

This research work aims at making youth understand what social media is

To understand how it came into existence,

The negative and positive impacts,

To unveil the level of harm that social media have done.

Assessment of the effects on writing skills, Psychological, emotional, social and educational impact.

1.7 METHODOLOGY

Basically, relevant information for this study was gathered using library resources as well as opinion poll method.

1.8 RESEARCH QUESTION

Do you make use of social media?

How much time do you spend on social media?

Do you browse in class?

When you stroll on the streets do you chat?

Do you think social media affects your writing skills?

If yes, how does it affect your writing skills?

Do you find yourself irresistibly drawn to social media?

CHAPTER TWO

LITERATURE REVIEW

This chapter presents how the computer evolved; the uses of the computer as well as social media and the agents. It also includes the definition of some basic terms. The theory of the new media is also explained to an overview of the theoretical framework for the project.

2.1 EVOLUTION OF THE COMPUTER

Computer is an electronic device which is capable of receiving information (data) in a particular form and performing a sequence of operations in accordance with a pre-determined but variable set of procedural instructions (program) to produce a result on the form of information or signals. It also serves as the backbone of the internet. The earliest version of computer was basically designed to take the drudgery out of repetitive arithmetical calculations.

In the 17th century, a French Mathematician and philosopher, Blaise Pascal created the arithmatique, a machine the size of a shoebox filled with inter connected 10-toothed wheels that could add up numbers to one million. A few decades later, the German Mathematician Gootfred Wilhelm Von Leibniz explored the subject of binary arithmetic, a system with just two possible values, 0 and 1. The binary system is the one used by modern computers.

It was in 1940 that a Harvard University mathematician, Howard Aiken, made the next breakthrough when he created the digital computer. Few years later, researchers at

the University of Pennsylvania constructed the first all-electronic computer. It was in 1990 that the world saw an explosion in communication that continues today. The internet is a worldwide collection of thousands of interlinked computers. The backbone of the internet is made up of high capacity computer networks that then link to regional and local networks. Individuals or organisations can link to the local network directly or through a local internet service provider.

2.2 HISTORICAL EVOLUTION OF THE INTERNET

In the early 1970's, when the cold war was still raging, the U.S department of defence was concerned about the vulnerability of its computer network to nuclear attack. The pentagon did not want to lose all its computing and communication ability to one well-placed atomic bomb. This fear however pushes the defence computer expert to decentralize the whole system by creating an inter-connected web of computer networks. The net was designed so that every computer could talk to every other computer. Information was packaged in a packet called an internet protocol packet, which contained the destination address of the target computer. With this computer figured out how to send the packet (Dominick, 45).

He explains that the system that the pentagon eventually developed was called ARPANET. The users of this early network were primarily scientists and computer experts and most observers thought that it will continue to be of interest only to Hi-tech types. In the 1980's, the national science foundation, whose own network was already connected to the net, created the supercomputing centres in the U.S Universities.

It was also in 1990 that the World Wide Web (www) was developed. Engineers working at a physics laboratory in Switzerland created an inter-connected set of computers on the net that all used the same communication programme. Adamu (22) explains that "The web program took advantage of hyper text, a navigational tool that linked one electronic document; either text or graphics, with another thus creating vital web pages."

The web started off as an electronic information resource for scientists but was quickly discovered and utilised by the entire internet committee. With this development any organisation or individual could create a page on the web as long as the person or organisation used the communication rules developed in Switzerland. It was after this that conventional media companies, business organisations and individuals got involved with the web. However, internet has certain structures and features that make it a unique medium.

Internet is a global network of computer networks. In more technical terms, this means that a group of two or more networks is electronically connected and able to communicate with one another. Together they act as a single network. For this work, however, the computers have to speak a common language. The common language, called a protocol by computer programmers, that was developed for the internet is called Transmission Control Protocol/ Internet Protocol (TCP/IP). It is actually a set of protocols that govern how data travels from one machine to the other over networks. IP is sort of like the address on an envelope. It tells a computer where to send a particular message; as Dominic (50) captures it:

Email: millions of people are connected to the internet and you can mail to one or many of them. Email works on client/server arrangement. To send or read email, user must access another computer where their mailbox resides. Email messages are not limited to text, attachments such as graphics, sounds or spread sheets can also be sent. Email is usually fast, cheap and reliable. It is the most widely used internet resource. In 2006, more than ten trillion emails moved through the net.

The internet plays a vital role in the society today. The emergence of the internet as the new medium has put to risk the survival of the older medium. The internet provided a platform where stories can be told from multiple platforms. This however brought the debate over the possibility of the survival of older media such as the television, newspapers and radio. However, television and newspaper have created platforms in order to break even and remain relevant in spite of the incursion of the new media.

2.3. THE NEW MEDIA THEORY

The New media offers a window to the world that enhances instant access to education and the acquisition of information. There is also a need for emotional release such as laughter, which makes the major strength of the uses and gratification theory the emphasis on the audience as an active participant in the reception of media.

2.4 COMMUNICATION THEORY

Communication is a basic human need and for this reason, man has always found a means of meeting this need, the media has always found a way of meeting this need as well. The media which is an umbrella term for various means of communication has been an integral part of human life in the world today. Adeseye and Ibagere, in

Communication and Man (10) opine that; "Communication is the most universal attribute of man, because everyone is involved in it."

THE LINEAR PROCESS IN INTERACTIVE MODEL

Interactive Model: This linear model examines the communication process whereby the sender channels a message to the receiver and the receiver then becomes the sender and channels a message to the original sender. This model has added feedback, indicating that communication is not a one way but a two way process. It also has "field of experience" which includes our cultural background, ethnicity, geographic location, and general personal experiences accumulated.

The Sender is the initiator and encoder of a message, the receiver; the one that receives the message, the listener and the decoder of the message. The receiver also decodes/translates the sender's spoken idea/message into something the receiver understands by using their shared knowledge of language from personal experience. The Encoder puts the idea into spoken language while putting its own meaning into the word message. Channel; the medium through which the message travels such as through oral communication, social media interaction such as: Facebook, Whatsapp and Blackberry messenger, radio, television, phone, or written communication such as letters, email, text message. However, for feedback the receiver's verbal and non verbal responses to a message such as a nod for understanding (non verbal), a raised eyebrow for being confused (non verbal) or asking a question to clarify the message.

Message; is the verbal and non verbal components of language that is sent to the receiver by the sender which conveys an important idea.

Linear Model can be said to be a one way model to communicate with others. It consists of the sender encoding a message and channelling it to the right receiver in the presence of noise. Also, linear model assumes that there is a clear cut beginning and end to communication. It also displays no feedback from the receiver.

2.5 THE IMPORTANCE OF EFFECTIVE COMMUNICATION

The essence of effective communication is for the betterment of the sender and the receiver as the case may be, for survival, cooperation, relationship, persuasion, power and for social need. Sending of a message from one person to another in simple terms has been one of the oldest characteristics of human life. Even when formal languages were not available, people were able to make each other understand their feelings, thoughts and gestures as well as to accomplish their messages to a large audience. The effectiveness of any Communication theory can be examined through the following viewpoints:

Social construction; The view considers communication to be the product of the interacting, sharing of ideas and creating meaning to important elements. Social constructionists view can be defined as, how we say something and this determines what the message is, besides, the constructionists view assumes that truth and ideas are constructed or invented through the social process of communication. In other words, the other view of communication.

The transmission model; on the other hand sees communication as robotic and computer like. In addition to this, the transmission model views communication as a way of sending or receiving messages and perfection of that social constructionists view

concerning communication is more realistic view of communication theory because it involves the interacting of human beings and the free sharing of thoughts, feelings and ideas as well. Humans do not communicate simply as computers or robots so that is why it is essential to truly understand the constructionists view of communication because we do simply send facts and data to one another but take facts and data to acquire meaning through process of communication or through interaction with one another.

The , mechanistic view also considers communication as a perfect transaction of a message from the sender to the receiver or from the encoder to the decoder and holds the critical view that considers communication as a source of power and oppression of individuals and social groups. In addition to this, systemic view considers communication to be the new messages created through output or what happens as the message is being interpreted and re-interpreted as it travels through people.

Inspection of a particular theory on this level will provide a framework on the nature of communication as seen within the confines of that theory. Theories can also be studied and organised according to the ontological, epistemological and axiological framework imposed by the theorist. Ontology essentially poses the question of what, exactly it is the theory is examining. One must consider the very nature of reality.

2.6 EMPIRICAL LITERATURE

Most research regarding potential internet related harm, relates to risky contact rather than context, primarily that involving interaction with other internet uses. Indeed, this update found a number of studies that addressed the risk of inappropriate contact.

Social media sites permit young and old people to create profiles that expose the individual or ridicule harass others that uses sites for extensive period of time. The pew internet survey finds that most young people in the world (91%) use social media networking sites to stay in touch with their circle of friends ;(82%) say they stay in touch with wider circle and family.

Studies conducted by Raacke, and Bands -Raacke, (46-52)

Evaluated why people use these Friend-networking sites, (social network sites), what the characteristics are of the typical college user, and what uses gratifications are met by using these sites. Result has it that majority of students are using these friend- net working sites for a significant portion of their day to day reason such as making new friends and locating old friends".

Moreover, both men and women of traditional age are equally engaging in this form of online communication including the working class people as well, with this result holding true for nearly all ethnic groups. With so many University Students using these friends networking sites and spending a significant amount of their time on them, users must be meeting personal and social needs from these sites. For example, popular uses and gratifications such as; to keep in touch with old friends, to keep in touch with current friends, and to make new friends. Similarly, uses and gratifications such as; to learn about events, to post social functions and to feel connected, indicate that users are meeting a need by using the site as a source of information.

However, the uses and gratifications perspective of the uses and gratification of social media with the assumption those members of the audience are not passive but take

an active role interpreting the media into their lives since the audience actively influences the effect process by selecting the media messages on the basis of their needs.

2.7 THE PERCEPTION THEORY

Perception is a process by which we interpret sensory data; perception of public depends on a complex of variable such as psychology disposition, past experiences, cultural expectation and social relationships. This is in conjunction with long constraints, and results in selective perception process Folarin (63). This is expressed in four rings of defences namely: Selective Attention, Selective Retention, and Selective Exposure. In defence of this notion, Daramola (54) submits that:

Selective attention is operational, for instance, when the media is saturated with conflicting messages such that people cannot attend to everything. Thus they develop mental filters to screen out vast amount of data that do not support their choices. Research in information Theory shows that the eye processes information much faster than the brain can interpret. Thus, the human brain has to select which information to which it pays attention to at any given time in order to avoid confusion. This means that individuals choose information to attend to at any given time and selective retention is the tendency to recall information influenced by wants, needs, attitudes, and other psychological factors. While some messages might be forgotten almost quickly as they are perceived, others may be recalled with considerable accuracy for a long time afterwards. The principle that underscores this is that people remember more accurately, messages that are not favourable. Retention rate may be affected by saliency of the message, method of transmission, interests and benefits of the receiver. This selective process is expressed in for concentric rings which are also called the four rings of defence.

Selective perception plays an important role in communication because; it means that people can react to a single message in different ways. Besides, there is no

communicator that can assume that a message will have the same intended meaning for all receivers .Selective exposure is the tendency of a person to be exposed to those communicators that are in agreement with the person existing attitudes and avoid communicators that are not, Nevertheless, they seek out information that reinforces their interest and confirms their benefits while they ignore those that are contrary to their beliefs and disposition.

Perceptual selection refers to the fact that consumers select only a small portion of the stimuli to which they are exposed for conscious processing or what we might term focal attention. Perception Theory basically explains the process of interpreting media messages is complex and that communicator goals may be difficult to achieve during the process.

2.8 THE CONCEPT OF SOCIAL MEDIA

The emergence of the social media has made social media the fastest growing media in history. It took the radio thirty eight years to reach fifty million listeners, thirteen years for television, four years for the internet, three years for iPod while facebook alone-a social networking site, added a hundred million users in less than nine months .Whereas Android phones and blackberry messenger have now taken over as it has got the highest number of users in recent days.

While applying a set of theories in the field of media research(social presence, media richness) and social processes (self-presentation, self disclosure) Kaplan and Haenlein created a classification scheme for different social media types in their Business Horizons article published in 2010. According to Kaplan and Haenlein there are six types of social

media: collaborative projects (e.g. Wikipedia), blogs and micro blogs (e.g. twitter), content communities (e.g. You Tube) social networking sites (e.g. Facebook), and virtual worlds.

Collaborative Projects:

Collaborative projects is an extensive planned program of work that may be an organised public undertaking that requires a large amount of time, effort, and planning to complete and may require working with another person or group to achieve a desired goal. Wikipedia is a place where people work together to write encyclopaedia in different languages. However, Wikipedia is hosted by the Wikimedia foundation, a non - profit organisation that also holds a range of other collaborative projects like; Wikitionary (Dictionary and thesarus), Wiki news (free content news) wiki books, free textbooks and manuals.

Blogs and Micro blogs: A blog is a type of website or part of website. Blogs are usually maintained by an individual with regular entries of commentary, description of events or other materials such as graphics or video.

Entries are commonly displayed in reverse chronological order. Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites. By 2004, the role of blog speaking increasingly established as political consultants, news service, and candidates began using blogs as tools for outreach and opinion forming. The impact of blogging upon the mainstream media has also been acknowledged by

government. In 2009, the presence of the American journalism industry has declined to the point that several newspaper corporations were failing for bankruptcy. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its domain.

Micro blogs are the online applications that allow you to post very short (140 characters limit) updates. These updates might be about events, circumstance, thought, blog post or responses to other posts. The most prominent example is <http://twitter.com>. Time Magazine ran an interesting story about the micro blogging service.

Linda Ikeji is the face of blogging in Nigeria. When an average Nigerian hears "blogger," Linda Ikeji comes to mind. The entertainment bloggers built a blog - Linda.ikeji.blogspot.com-so big that it has become number one platform for corporate advertisers in Nigeria. Her countless numbers of exclusive stories has made the former model the most authoritative blogger in Nigeria.

Linda Ikeji has now grown from a blogger who covers celebrity stories to a celebrity- blogger. Although in recent times more individuals have also gone into blogging as it is a trending thing in our country today and most youths go there to air their views, post videos and get information.

Facebook

Facebook is a social networking service launched in February 2004, owned and operated by Facebook. It was founded by Mark Zuckerberg with his college roommates and fellow Harvard University student Eduardo Saverin.

On October 1, 2005, Facebook expanded to twenty-one universities in the United Kingdom. Facebook launched a high school version in September 2005, which Zuckerberg called the next logical step. At that time, high school networks required an invitation to join. Facebook later expanded membership eligibility to employees of several companies, including Apple Inc. and Microsoft. On December 11, 2005, universities in Australia and New Zealand were added to the Facebook network, bringing its size to 2,000+ colleges and 25,000 + high schools throughout the United States, Canada, Mexico, the United Kingdom, Australia, New Zealand, and Ireland. Facebook was then opened on September 26, 2006 to everyone aged 13 and older with a valid e-mail address.

In the year 2007, Facebook had 100,000 business pages, allowing companies to attract potential customers and tell about themselves. These started as group pages, but a new concept called company pages was planned.

As of February 2011, Facebook had become the largest online photo host, being cited by Facebook application and online photo aggregator Pixable as expecting to have 100 billion photos by summer 2011. As of October 2011; over 350 million users accessed Facebook through their mobile phones, accounting for 33% of all Facebook traffic.

On March 12, 2012, Yahoo! filed suit in a U.S. federal court against Facebook weeks before the scheduled Facebook initial public offering. In its court filing, Yahoo said that Facebook had infringed on ten of its patents covering advertising, privacy controls and social networking. Yahoo had threatened to sue Facebook a month before the filing, insisting that the social network license its patents. A spokesperson for Facebook issued a

statement saying "We're disappointed that Yahoo, a longtime business partner of Facebook and a company that has substantially benefited from its association with Facebook, has decided to resort to litigation". The lawsuit claims that Yahoo's patents cover basic social networking ideas such as customizing website users' experiences to their needs, adding that the patents cover ways of targeting ads to individual users. In 2012, Facebook App Center, an online mobile store, was rolled out. The store initially had 500 Facebook apps which were mostly games.

On April 24, 2014, Facebook and Storyful announced a new feature called FB Newswire to enhance their functionality.

Whatsapp

WhatsApp was founded in 2009 by Brian Acton and Jan Koum, both former employees of Yahoo! After Koum and Acton left Yahoo! in September 2007, the duo travelled to South America as a break from work. At one point they applied for a job at Facebook but failed.

In January 2009, after purchasing an iPhone and realizing that the seven-month-old App Store was about to spawn a whole new industry of apps, he started visiting his friend, Alex Fishman in West San Jose where the three would discuss "...having statuses next to individual names of the people," but this was not possible without an iPhone developer, so Fishman introduced Koum to Igor Solomennikov, a developer in Russia that he had found on RentACoder.com. Koum almost immediately chose the name "WhatsApp" because it sounded like "what's up," and a week later on his birthday, on February 24, 2009, he incorporated WhatsApp Inc. in California. However, early

WhatsApp kept crashing or getting stuck and at a particular point. Koum felt like giving up and looking for a new job, upon which Acton encouraged him to wait for a "few more months."

In June 2009, Apple launched push notifications, letting developers ping users when they were not using an app. Koum updated WhatsApp so that each time the user changed their statuses, it would ping everyone in the user's network. WhatsApp 2.0 was released with a messaging component and the active users suddenly swelled to 250,000. Koum visited Acton, who was still unemployed while managing another unsuccessful startup and decided to join the company. In October Acton persuaded five ex-Yahoo friends to invest \$250,000 in seed funding, and as a result was granted co-founder status.

WhatsApp was switched from a free to paid service to avoid growing too fast, mainly because the primary cost was sending verification texts to users. In December 2009 WhatsApp for the iPhone was updated to send photos. By early 2011, WhatsApp was in the top 20 of all apps in Apple's U.S. App Store.

By February 2013, WhatsApp's user base had swelled to about 200 million active users and its staff to 50. WhatsApp added about 25 million new users every month or 833,000 active users per day. With 65 million active users, about 10% of the total worldwide users, India is the largest single country in terms of number of users.

In January 2015, WhatsApp reached a new milestone of 700 million monthly active users with over 30 billion messages being sent every day. In the same month WhatsApp had over 800 million active users.

Blackberry messenger

BlackBerry Messenger, also known as BBM, is a proprietary Internet-based PIN instant messenger and video telephony application included on BlackBerry devices that allows messaging and voice calls between BlackBerry, iOS, Windows Phone and Android users. Users on Blackberry 10 can also use video calling. It was developed by the manufacturer of the BlackBerry, BlackBerry Limited (formerly known as Research In Motion Limited (RIM)). Messages sent via BlackBerry Messenger are sent over the Internet and use the BlackBerry PIN system. Communication was only possible between BlackBerry devices until late 2013 when BBM was released on iOS and Android systems. 300 million Stickers have been shared. Daily, 150000 BBM Voice Calls are placed. There are more than 190 million BBM users worldwide and BlackBerry infrastructure handled 30 petabytes of data traffic each month by early 2013.

The service communicates over the phone's Internet connection using the mobile phone network. A wireless LAN ("Wi-Fi ") network connected to the Internet may also be used to send messages; most service providers allow sign-in to BlackBerry Messenger if you have a BlackBerry data plan. BlackBerry data plans are not needed for Blackberry 10, iOS, Windows Phone and Android.

Exchanging messages is possible to a single person or via dedicated discussion or chat groups, which allow multiple BlackBerry devices to communicate in a single session. In addition to offering text-based instant messages, BlackBerry Messenger also allows users to send pictures, voice notes (audio recordings), files, location on a map, stickers and a wide selection of emoticons. Also contacts can make voice calls with each other over the Wi-Fi or mobile network and the top spec devices can even make video calls.

With the release of BlackBerry Messenger 5.0, BlackBerry allows users to use a QR Code to add each other to their respective friends' lists rather than using only numeric PIN identification or an email address associated with the user's BlackBerry. Recent BlackBerry devices can also exchange BBM contacts using Near Field Communication technology. Users can also set animated gif pictures as their display pictures, although animated pictures have a 32KB size limit. To design animated GIFs for BBM you'll need graphic design suites like Adobe Photo Shop or a simpler suite like FlashDP.

The release of BlackBerry Messenger 6.0 introduced additional traits. This update is focused on social communication mediums, including 'BBM Connected Apps', which allow the user to invite friends to share their favorite BlackBerry Applications.

With the release of BlackBerry Messenger 7.0 in December 2012, voice chat was introduced. The new feature is called BBM Voice Call.

Instagram

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 4:3 aspect ratio typically used by mobile device cameras. Users can also apply digital filters to their images. The maximum duration for Instagram videos is 15 seconds.

Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app. The service rapidly gained popularity, with over 100

million active users as of April 2012 and over 300 million as of December 2014. Instagram is distributed through the Apple App Store, Google Play, and Windows Phone Store. Support for the app is available for iPhone, iPad, iPod Touch, and Android handsets, while third-party Instagram apps are available for Blackberry 10 and Nokia-Symbian Devices.

2.9 THE CONCEPT OF NEEDS AND GRATIFICATION

The uses and gratification theory advocates that consumers turn to media to satisfy their needs rather than allowing the media control them and that the media acts as an agent of diversion and entertainment. (Katz et al, 1-6).

It argues the selection of media content and the uses are influenced by the role of psychological bias. Viewing the media permits consumers not to only ask how the media into their social institutions. Thus, if consumers select certain media, they gain insight into the media offers. Uses and gratification approach emphasises motives and the self-perceive needs of audience members".

Besides, people can use the same communication message for very different purposes. The same media content may gratify needs for different individuals. There is not only one way that people use the social media. There are many reasons for using the media as there are media users. Basic needs, social situation, and individual's background, such as experience, interests and education, affect people's ideas about what they want from media and which media best meet their needs. That is, audience members are aware of and state their own motives and gratifications for using different media. Propose a model of "media-person interactions" to classify four important media gratifications;

Diversion: escape from routine or problems; emotion release

Personal relationships: companionship, social utility

Personal identity: self reference: reality exploration; value reinforces

Surveillance: (forms of seeking information)

* Entertainment: escaping or being diverted from problems, relaxing, getting intrinsic, cultural or aesthetic enjoyment, filling time, emotional release, and sexual arousal.

These dimensions of uses and gratification assume an active audience making motivated choices. McQuail (27) added another dimension to this definition. Saying that personal social circumstances and psychological disposition together influence both general habits of media use and also beliefs and expectations about the benefits offered by the media, which shape specific acts of media choice and consumption, followed by assessments of value of the experience with consequences for further media use and possibly applications of benefits acquired in other areas of experience and social activity. This expanded explanation accounts for a variety of individual needs, and helps to explain variations in media sought for different gratifications.

2.10 THEORETICAL FRAMEWORK

This research work adopts a theory which places emphasis on audience reception, which is a major feature of the new media is Denis McQuails Uses and Gratification model (55)

The theory examines the various reasons why audiences consume media. The first reason outlined in the model is the need to re-enforce one's own behaviour by identifying with roles, value and gender identities identified in the media. Secondly, consumers need to

feel some kind of interaction with other people which is offered by text such as a soap opera or a life style magazine. The third reason is the need for security. Media offer a window to the world that allows dedication and the acquisition of information. The final reason is the need for entertainment through both escapism and the need for emotional reason, such as laughter. One major strength of the "Uses and Gratification theory" is its emphasis on the audience as active in the reception of media.

The Uses and Gratification theory is a popular approach to understanding mass communication. McQuails (57) cited by Angle man (1-5) says the Uses and Gratification theory places more focus on the consumer or audience, instead of the actual message itself by acting "what people do with media" rather than "what media does to people". This means that the audience can control their choices and possess media selection to fulfil their needs and wants. The audience is now an active participant in choosing what benefits them at their current state Folarin (33). Says the Uses and Gratification theory assumes that member of the audience are not passive but take an active role in interpreting and integrating the media into their lives since the audience actively influence the effect process by selecting the media messages on the basis of their needs. In the most basic form, the Uses and Gratification theory suggests that people use the media to fulfil specific gratification. This theory will then imply that the media competes against other information sources for viewers' gratification.

As new technologies evolve and continue to provide people with a range of media platforms and contexts, the uses and gratification theory is concerned about one of the most appropriate perspectives for investigating why audiences choose to be exposed to different media channels. In the last few years the Uses and Gratification approach has

been used to explore the impact of the new technology on audience. For example Lin (33) cited by Lowe (25) posites that audience activity planning, viewing, discussing, content, remembering the programme will be an important intervening variable in the gratification-seeking process because of the viewing options opened up by cable, VCR's and remote control. Her results supported her hypothesis; viewers who were most active had a greater expectation of gratification and also reported obtaining greater satisfaction. They found that broadcast TV was the most diverse in serving the cognitive gratifications of the audience, whereas cable TV and VCR were the most effective in meeting needs related to feelings and emotional state.

The advent of the internet has spurred the re-birth in the Uses and Gratification research as investigators describe internet motivations and compare and contrast their results with the Uses and Gratification from traditional media. To illustrate this researchers like Dunne et al (13) found that internet use among their sample of 8-13 years old was most related to an enjoyment of using computers and finding information other researchers have found worldwide web as a functional alternative to TV and discovered that many of the motivations for using web were similar to those of viewing television. Basically, researchers have come up with a set of five motivations for using the internet: utility, passing time, seeking information, convenience and entertainment. In other works what the Uses and Gratification approach really does then is to create a framework for understanding when and how different media consumers become more or less active and what the consequences of the increased or decreased involvement might be. According to Ruggiero (30) the Uses and Gratification theory has its imperfections; Ironically, Uses and Gratification scholars may have been their own toughest critiques. Throughout the

decades, Uses and Gratification researchers challenge their own model and argued for a more comprehensive theoretical grounding.

Rubin (16) cited by Ruggiero called for a clearer picture of the relation between media and personal channels of communication and sources of potential influence. Windhal (81) cited by Ruggiero (35) argues that a synthesis of several viewpoints will be most productive.

- a. That media perception and expectation guide's people's behaviour.
- b. That besides needs, motivation is derived from interest and externally imposed constraints.
- c. That there are functional alternatives to media consumptions; and
- d. That media content plays important role in media effects.

CHAPTER THREE

3.1 INTRODUCTION

This chapter tends to give a brief of the Federal University Oye-Ekiti, how it emerged and for how long it has been in existence. More so, to take a look at how social media has affected the students of the University using the method of opinion poll to gather my facts as well as analyse it.

3.2 A BRIEF HISTORY ABOUT FEDERAL UNIVERSITY, OYE-EKITI

Federal University Oye- Ekiti is a government-owned and operated Nigerian university. The university is in the ancient city of Oye-Ekiti, Ekiti State, Nigeria. The university was

founded in 2011 as the Federal University of Oye Ekiti by the federal government of Nigeria, led by President Goodluck Jonathan.

Federal University Oye Ekiti offers undergraduate programmes in fields of specialization spanning the humanities, the arts, the social sciences, engineering and technology. The university has 5 faculties.

The Federal University Oye-Ekiti is a Federal University of Nigeria poised to take education to the next level not only in sub-saharan Africa but indeed to the rest of the world. Established in 2011, it offers students from all backgrounds degrees in Agriculture, Engineering and Sciences as well as Arts/Humanities.

Federal University Oye-Ekiti (FUOYE) was one of the nine Federal Universities established by the Federal Government of Nigeria, pursuant to an executive order made by the President of the Federal Republic of Nigeria, His Excellency, Dr. Goodluck Ebele Jonathan, GCFR. The Motto of the University is Innovation and Character for National Transformation. Federal University Oye-Ekiti, whose pioneer Vice Chancellor, is Professor Chinedu Ostadinma Nebo, OON, and the present Professor Isaac Asuzu has two campuses at Oye-Ekiti and Ikole-Ekiti and 4 Faculties and 27 Departments, namely:

- The Faculty of Agriculture (Agricultural Economic and Extension, Fisheries and Aquaculture, Soil Science, Animal Science, Crop Production and Horticulture, Food Science Technology)
- The Faculty of Engineering (Agricultural and Bio-Resources Engineering, Civil Engineering, Computer Engineering, Electrical and Electronics Engineering, Mechanical and Mechatronics Engineering, Material and Metallurgical Engineering)

- The Faculty of Humanities and Social Sciences (English and Literary Studies, Theatre and Media Studies, Demography and Social Statistics, Economic and Development Studies, Psychology, Sociology)
- The Faculty of Science (Biotechnology, Biosciences, Animal and Environmental Biology, Geology Computer Science, Geophysics, Industrial Chemistry, Mathematics, Micro Biology, Physics).

The Motto of the University is Innovation and Character for National Transformation. The strategic vision of the University is to become an academic giant, the pace-setter among universities in the Third World, in the quality of its scientific research, the level of its innovative teaching, and the robustness of its community service.

The Federal University Oye-Ekiti identifies twelve strategic issues in the process of implementing its vision and mission against its declared core values and guiding philosophy. The issues are as follows:

- i. Management and Governance
- ii. Learning and Teaching
- iii. Quality Assurance
- iv. Research, Innovation and Development
- v. Human Resource Development
- vi. Staff and Student Welfare
- vii. Finance

- viii. Gender Mainstreaming
- ix. Product Development
- x. Community Services and Partnership
- xi. The Environment
- xii. Internationalization

The first vice-chancellor of the university was Prof. Chinedu Nebo while the current vice-chancellor is Prof. Isaac Asuzu.

The motto of the university is "DIGNITY AND CHARACTER FOR NATIONAL TRANSFORMATION". However, owing to the rigorous and exacting academic standards.

3.3 Federal University Oye-Ekiti Students and Social Media

Social media has become a very popular trend in our world today. It is most rampant particularly among youths (undergraduates). The use of Social media by youths especially the Federal University Oye-Ekiti Students has both positive and negative effects on them, as it has either changed their orientation to life for the better or worsened it. Though the use of social media has made learning process easier as students now get lecture notes, submit assignments pay several dues as well as get other learning materials online either via email or other social networks without stressing. On the other hand social media has also created unseriousness and laziness among students. In the sense that they now find it hard to attend lectures since they know they could do their works online while sitted in the comfort of their rooms.

Social media has also helped students to communicate with their mates across the world as they can go online using any of the social networks such as Facebook, Instagram, Whatsapp and the likes at their time of convenience to chat as long as they have the Internet connection required. But this has done more good than harm to them as most of them has abandoned their studies and has taken up the job of ping and chatting instead of their academics.

3.4 ANALYSIS PRESENTATION AND INTERPRETATION OF THE OPINION POLL

3.4.1 POPULATION SAMPLE

In selecting the respondents, the research considered the students population of FUOYE from both campuses; Oye and Ikole respectively. The estimated population as at last admission is put as 2550 students in total. 60% of the sated population is in Oye campus, while the remaining 40% is in Ikole campus. The research sample adopted consists of about 5% of the total population of students. This gives a total of 125 students.

3.4.2 QUALITATIVE SAMPLING

FIG.1. Distribution of Male and Female students

Students	Frequency	Percentage %
Female	75	60%
Male	50	40%
TOTAL	125	100%

FIG.2. Levels of correspondents

Year of study	Frequency	Percentage
100	25	20%
200	30	24%
300	30	24%
400	40	32%
TOTAL	125	100%

Analysis of the Opinion poll collated from the students of Federal University Oye-Ekiti. Conducted on the 1st of July 2015. 125 students from different departments and levels in the school participated in the course of the poll.

FIG.3. Distribution of students who use Social Media.

Do you make use of social media (male)	Frequency	Percentage %
YES	45	90%
NO	5	10%
TOTAL	50	100%

FIG.4. Distribution of the durations both male and female students spend on social media per day

Durations used (male and female)	Frequency	Percentage%
20 mins	10	8%
30 mins	—	—

1-2 hrs	10	8%
2-3 hrs	10	8%
3-4 hrs	—	—
5-6 hrs	45	36%
7-8 hrs	—	—
8-9 hrs	20	16%
9-10 hrs	—	—
10-11 hrs	—	—
12-15 hrs	30	24%
TOTAL	125	100%

FIG.5. Distribution of students who browse in class.

Students who browse in class (male)	Frequency	Percentage %
Yes	40	80%-
No	10	20%
TOTAL	50	100%

Students who browse in class (female)	Frequency	Percentage
Yes	65	86.7%
No	10	13.3%
TOTAL	75	100%

FIG.6. Distribution of students who social media has affected their writing skills.

Students whose writing skills were affected(male)	Frequency	Percentage %
Yes	35	70%
No	15	30%
TOTAL	50	100%

Students whose writing skills were affected (female)	Frequency	Percentage %
Yes	61	81.3%
No	14	18.6%
TOTAL	75	100%

FIG.7. Distribution of students who browse while strolling on the streets.

Students who browse while strolling on the street?(male)	Frequency	Percentage %
Yes	37	74%
No	13	26%
TOTAL	50	100%

Students who browse while strolling on the street(female)	Frequency	Percentage%
Yes	62	82.3%
No	13	17.3%
TOTAL	75	100%

FIG.8. Distribution of students that are irresistibly drawn to social media.

Addicted students (male)	Frequency	Percentage %
Yes	33	66%
No	17	34%
TOTAL	150	100%

Addicted students (female)	Frequency	Percentage%
Yes	63	84%
No	12	16%
TOTAL	75	100%

The above analysis shows how frequently FUOYE students make use of social media. Hence, it makes it clear that a large number of the students make use of Social Media while few of them do not. Some of the students make use of social media so much to the extent that they chat even while lectures are on in their various classes, thereby paying less attention to what the lecturer is teaching. It could also be deduced that Fuoye female student make more use of social media than the male student thus making them more addicted to it while they pay less attention to their studies here on campus.

3.5 IMPACT OF SOCIAL MEDIA ON YOUTHS

Social Media and the youth are almost inseparable. The impact of social media on the youth of today has been massive both positively and negatively. Being able to communicate instantly with anyone from any part of the world is something which is unbelievable. Being an active member of the social media, myself, I hardly ever get bored because there is always something you could do you could always ping or chat up friends or just surf the net for important information's. No matter what time of the day it is, there is always going to be someone, with whom you can communicate with, exchange ideas and opinions with. Not only does it kill time, but I personally think that you also get a lot to learn from the views of other people.

Social Media has also become a huge platform for the youth to present their talents to the rest of the world. Whether you are a musician, a painter, a writer, a photographer or even a makeup artist, you can impress thousands of people by just loading up a photo of your work or by sharing links to your latest music recordings or blog posts. There is a huge list of what social media can help you achieve and accomplish as a youth but at the

same time there are so much ills social media can cause, some of which are making youths of today become lazy, fraudulent and as well as corrupt in the sense that some youths go online to view various obscene pictures and videos which they are not supposed to view as it only helps to pollute their minds.

4.1 SUMMARY

Summarily in this essay, the researcher has made an attempt to as objectively as possible examine the term "Social media". How it evolved, the meaning, types of social media as well as to also explain some theories and terminologies on social media.

This experimental project is put together as a result of the excessive rate at which undergraduates have made use of social media. Making use of the Federal University Oye-Ekiti Students as experimental tool.

Meanwhile, this research also takes a look at the impacts of social media on youths most especially undergraduates both on the positive and negative side, hence the study attempted to highlight the fundamental uses of social media among youths. As well as how social media helped to change their orientations to life.

In justification of the term social media all this was included in this work by the researcher.

4.2 RECOMMENDATIONS

Having identified the basic impacts of social media on youths (undergraduates) both on the positive and negative sides. It is in the opinion of the researcher that there should be a kind of restriction to what certain age brackets of youths are able to download online as some youths go online to commit fraudulent acts as well as to view obscene pictures and videos. Thereby polluting their minds. It is also opined that some form of charge should be placed on social media networks as this would reduce the rate at which youths would patronize them because as undergraduates they prefer free things as they solely depend

on monthly allowances from parents and guidance since they have not started earning salaries. As well as the free WI-FI services provided in universities should be restricted to students.

On the whole, I believe if these recommendations are accorded due and prompt consideration, the researcher is optimistic that there shall be a drastic reduction at the rate in which students excessively make use of social media and when this is done students would be able to pay more attention to their studies and not make social media their topmost priority.

4.3 CONCLUSION

In conclusion, the term Social media has been well explained and defined and it can be deduced from the analysis collated from the opinion poll conducted that a large number of youths(undergraduates) make use of social media extensively ,almost all the students make use of social media while just few of them do not . Meanwhile these remaining students make use of social media even unknowingly when they send text messages.

More so ,the amount of time dedicated to social media by youths is also on a high side as most of them surf the net for more than half a day ,including while they are in classes and lectures are going on , they pay attention to their phones and other gadgets rather than listen to their lecturers. In some way it could be deduced that the extensive use of social media by youths has brought about a form of distraction to their studies although they also make use of it to source for information's but most of the time they spend on it is used to chat, ping and share pictures with their peers.

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