**THE INFLUENCE OF NEW MEDIA ON SOCIAL LIFE OF**

**­­NIGERIA YOUTH**

**(A STUDY OF GODFREY OKOYE UNIVERSITY STUDENTS)**

**BY**

**UZOCHUKWU CLINTON UZOMA**

**U14/MSS/MAC/033**

**DEPERTMENT OF MASS COMMUNICATION, FACULTY OF**

**MANAGEMENT OF AND SOCIAL SCIENCES, GODFREY OKOYE UNIVERSITY, THINKERS CORNER ENUGU, ENUGU STATE.**

**JUNE, 2007**

**THE INFRLUENCE OF NEW MEDIA ON SOCIAL LIFE OF**

**NIGERIA YOUTHS**

**(A STUDY OF GODFREY OKOYE UNIVERSITY STUDENTS)**

**BY**

**UZOCHUKWU CLINTON UZOMA**

**U14/MASS/MAC/033**

**A PROJECT PRESENTED TO THE**

**DEPARTMENT OF MASS COMMUNICATION,**

**FACULTY OF MANAGEMENT AND SOCIAL SCIENCES,**

**GODFREY OKOYE UNIVERSITY, THINKERS CORNER ENUGU,**

**ENUGU STATE**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE**

**AWARD OF BACHELOR OF SCIENCE (B.SC) DEGREE**

**IN MASS COMMUNICATION**

**JUNE, 2017.**

**CERTIFICATION**

This is to certify that this research work has been read and graded in partial fulfillment of the requirement for the Bachelor of Science Degree in mass communication, at Godfrey Okoye University, Thinkers Corner, Enugu, Enugu State.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Dr. Alex Onyebuchi Date**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Prof. Nwaokafor C. Date**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**External Examiner Date**

**DADICATION**

**I dedicate this project to God, for His infinite mercy and grace upon my life.**

**ACKNOWLEDGEMENTS**

Firstly, I give God the glory for His wisdom and grace all throughout my stay in Godfrey Okoye University. May His name be highly praise.

Secondly, my sincere gratitude goes to my supervisor, Dr. Alex Onyebuchi for his constructive criticism, advice and contribution at every stage of this project. God shall bless you with long life and prosperity. My warmth gratitude goes to the HOD pro. Nwaokafor C. for his efforts to make the department what it is today, and to other lectures that was a great impact to my academic pursuit; Dr. Regina Acholonu, Mike Nwasu, Mr.Nnamdi Nzekwe, Mr.Benjamin O. Mr. ment Nomeh, Mrs. Kate Abgo.

Finally, to my parents, Sir Prof. Uzochukwu and Lady Ada Uzochukwu for their love, care, financial, moral support towards my academic and pursuit. God bless you all greatly.

**ABSTRACT**

This research exercise is on the influence of new media in social life of Nigeria youth; in Godfrey Okoye University students. The research study adopted the media systems dependency theory as the theoretical framework for this study. The method used for this study was survey research method, with the population of 1640 students and a sample size of 311 students. The study revealed that over 68% of Nigerian youth log in on social media at least four to six times in a week and that over 80% of the youth believed that there is influence of social media on youths' use of traditional mass media in Nigeria and that over 48% of the respondents agreed that to some extent social media has enhanced youths\* interaction on social media. The study conclude that social media have provided an open arena where the.

**TABLE OF CONTENTS**

Title Page i

Certification ii

Dedication iii

Acknowledgements iv

Abstract , v

CHAPTER ONE: INTRODUCTION

1. Background of the study 1
2. Statement of problems 4
3. Objectives of the study 7
4. Research questions 7
5. Scope of the study 7
6. Significance of the Study 8
7. Operational Definition of Terms 9

CHAPTER TWO: REVIEW OF RELATED LITERATURE

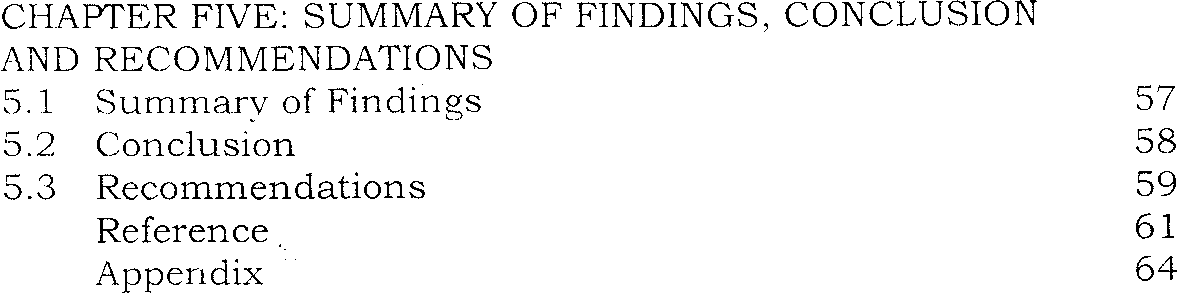
1. Introduction 10
2. Conceptual Review 10
3. Concept of New Media 10
4. Concept of Behaviour 14
5. Factors that can influence Human Behaviour 16
6. The Benefits of Social Media 19'
7. The Impact of New Media on Intercultural Communication 23
8. Review of Related Studies 25
9. Theoretical Review 30
10. Summary of the Review 35

CHAPTER THREE: RESEARCH METHODOLOGY

1. Research Design 36
2. Sources of Data 37
3. Area of Study 38
4. Population of Study - 38
5. Sampling Technique 39
6. Description of Research Instrument 39
7. Validity and Reliability of Research Instrument 40
8. Method of Data Analysis 40

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

1. Introduction 41
2. Analysis of data 41
3. Discussion of Findings 53



CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The history of human communication began with the oral or

spoken tradition. Through the course of history, the dissemination of messages progressed from simply the oral tradition, to script, print, wired electronics, wireless electronics and finally digital communication. The greatest change in message dissemination in recent history occurred with the introduction of computers and the Internet in the early 1990s. Since then, this drastic change of communication medium has significantly affected humans' perception of the media, the usage of time and space, and the reachability and control of the media (Guo-Ming, 2012).

In the present age of digital communication, time has been compressed by reducing the distance between different points in space, and the sense of space has led people to feel that local, ^national, and global space becomes obsolete (Harvey, 2010). In addition, the reachability of digital media can now extend to all people, instead of a limited audience. This is significant because without the confinement of time and space, the control of message production and dissemination is

no longer a privilege possessed only by church, state, and government, but instead, equally shared by all individuals (Guo-Ming, 2012).

The new media, that resulted from the invention, encapsulated the characteristics of the old or traditional media, and extended the potentials arid possibilities into which both the "old" and "new" media could be put into use. Tokunbo and Felix (2013) noted that the new media, promoted by Internet technology, exhibit an integration and convergence of the existing media to extend the frontiers of the possibilities of the media of communication, The new media, which hallmarked the integration and convergence of computer and telecommunication technologies, revolutionized the face of human communication especially in the 21st century7. The new information Technology "provides near limitless possibilities of increasing the quantity and enhancing the quality, speed, and availability of information in a complex but increasingly interdependent world (Soola, 2010).

.ft

According to Tokunbo and Felix (2013), the new media, propelled and driven by the internet, provide platforms for social interactions between and among users in such a manner that no older platforms/media can boast of. Ignatius, Alice and Lucky (2014) opined

that by their nature the social media have peculiar characteristics that make them probably more appealing to the audience than the conventional media. The veracity of this assertion could be perceived in the pace of the growth of the social media sites over the few years of their emergence. He gave the example of Facebook, which is the acclaimed most popular channel among the social media reached over one billion users within ten years of its existence as a medium of communication in the world. The medium attained a "total of 1.23 billion users" in just a decade of its birth (Ignatius, Alice and Lucky, 2014). Other social media sites have similar significant number of users within their short span. This level of wider spread of the media among the people has never been seen in any other earlier means of communication.

The invention of the new media in modern communication is rapidly changing the whole mass media landscape and communication enterprise in the universe presently. This very development brought by technologies is affecting the means of assembling, delivery or dissemination and reception of mediated messages today (Ignatius, Alice and Lucky, 2014). These new means of interactions have greatly changed the media uses by the audience, the journalists and the mainstream media's relation with the audience. The social media have altered the basic processes involved in news gathering and dissemination in the world. With that, the audience pattern of news consumption especially

with regard to the contents of the traditional mass media is envisaged to

be affected.

However, the positive impact of the new media is greatly among youth as its allowed youth to make friends beyond the borders of their country. According to Chimela, Ovute and Obochi (2015), social media have provided an open arena where the youths are free to exchange ideas on various trending issues. In support of this fact, Chinwe and Uche (2014) noted that as social media is quickly becoming prime political battlegrounds for several political contenders, it has changed young people's political outlooks and participatory behavior in Nigeria, This is because it has a democratic potential that opens for new forms of political participation and conversations. Socially, the new media have contributed in making an average Nigerian youth to know more about the different tribes in Nigeria (Ignatius, Alice, and Lucky, 2014). Therefore, the focus of this study is on the impact of new media in social life of Nigeria youth; looking into the credibility of News on social media amongst Godfrey Okoye University students.

**1.2 STATEMENT OF PROBLEM**

With the prevalence of the new media technologies, there is a

change in the media choice of the youths globally, Nigeria inclusive. A

researcher like Broddason (2016) gives credence to the above view by

noting that, "there is general agreement among media and communication scholars that a monumental shift is occurring in the media and communication habits of young people." The rate at which they cling to the use of social media is quite alarming, this leaves people in doubt whether the new channels of communication would utterly displace or at least reduce the youths' patronage of the mainstream media.

Presently, the youths' much reliance and choice of the social media is not hidden at all. Invariably, these new media's ability to exert influence on the use of the conventional media is an unarguable reality. According to Aja (2011) "traditional media organizations such as radio, television, newspapers and magazines seem to have lost prominence and their audience..." Their news and information, as the European Society of Professional Journalists (2014) observes, are being increasingly circumvented by users who use alternative media sources.

From the foregoing, the mainstream media's losing of grip on the youths' and the general usage of the prior existing channels of communication is an envisaged phenomenon. This kind of expectation is usually nursed by the people with the introduction of a new means of public interaction. That perhaps informed why Broddason (2016) argues for instance that "there is some suggestion of television being replaced by the "new media."

However, amidst all sociological benefits, social media have regrettably contributed to moral degeneration and decadence among youths in several countries, including Nigeria. This, no doubt, stems from the gross obsession with and abuse of these social networking sites. 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).

Therefore, the challenge now is that the influence of social media on youths' uses of conventional mass media in Nigeria is hitherto buried in obscurity. Another problem is finding out whether the social media usage enhances the youths' interaction with the country's leaders. Also, it is important to systematically ascertain other purposes which the social media accomplish for the youths. These outlined points are the problems which this study has empirically investigated and provided answers to them.

1. OBJECTIVE OF THE STUDY

The mam objective of this study remains on impact of new media in

social life of Nigeria youth, while other specific objectives include:

* 1. To ascertain the influence of social media on youths' use of traditional mass media in Nigeria.
  2. To determine whether social media usage enhance the youths' interaction with Nigerian leaders.
  3. To examine the influence of new media to the social behaviour of Nigerian youth.

1. **RESEARCH** QUESTIONS
   1. To what extent is the influence of social media on youths' use of

traditional mass media in Nigeria?

* 1. To what extent does social media usage enhance the youths' interaction with Nigerian leaders?
  2. To what extent is the influence of new media to the social behaviour of Nigerian youth?

1. SCOPE OF THE STUDY

This work will concentrate on the credibility of News on social

media amongst Godfrey Okoye University students, in Enugu state.

1.6 SIGNIFICANCE OF THE STUDY

It is expected that the output of this research will benefit students

and the administration of Godfrey Okoye University, Enugu as will show the level of the students' use of social media. This shall help them to understand how best to sustain the students attention on using social networking sites. Also this work will be of immense benefit to the field of Library and information sciences as it will be on addition to existing literature, and shall also add to the available academic literatures on new media.

Also the findings could be used by academic advisers and counselors proffer professional advice to the university authorities on how to regulate the social network usage among undergraduate students.

Again, the findings of this study would provide facts that will enable the ministry of communication technology to know what arises

from students' use of the social media. This will help the ministry7, to

-it

know how to control social network usage.

Finally, this work would be beneficial to future researchers who can now readily lay their hands on the result of this work by making use of The research report.

1.7 OPERATIONAL DEFINITION OF TERMS

* Youth: Youth is the time of life when one is young, but often means

the time between childhood and adulthood (maturity). Youth could be described operationally as students in various Universities in Nigeria and who fall between the ages of 15 -30.

* Influence: The capacity or power of persons or things to be a compelling force on or produce effects on the actions, behaviour, opinions of others.
* Social networks: Social networks are online services, platforms or sites that focus building and reflecting social relations among people, who, for example, share interests and or activities. Social networking sites are websites that allow those who have account with them to communicate with a selected group of friends (Awake, 2011).

® New media: According to Wikipedia (2014), "New media refers to on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, -and creative participation.

CHAPTER TWO REVIEW OF RELATED LITERATURE

1. INTRODUCTION

This chapter treats on the review of related literatures on the subject under discus and is divided in subheadings as follows; concept of new media, concept of new media, concept of behaviour, factors that can influence human behaviour, the benefits of social media, impact of new media on intercultural communication, review of related studies, theoretical review and summary.

1. CONCEPTUAL REVIEW 2.2.1 CONCEPT OF NEW MEDIA

The new media is a broad term in media studies that emerged in the latter part of the 20th century that refers to on- demand access to content anytime, anywhere on any digital device as well as interactive user feedback, creative participation and community formation around the media content. New media has engendered the "democratization" of the creation, publishing, distribution and consumption of media content. Most technologies referred to as "new media" are digital easily manipulatable, networkable, dense, compressible and interactive. Flew, (2013) stated that "as a result of the evolution of new media technologies, globalization occurs". He states further that globalisation is described as more than expansion of activities beyond the boundaries of particular nation states. It shortens the distance between people all over the world by the electronic communication.

Until the 1980s, the media primarily relied on print and analogue broadcast models, used by television and radio. The last three decades have brought a rapid transformation in the media which are predicated, upon the use of digital technologies such as the Internet, video games, digital broadcasting, as well as online publications. Shapiro, cited in Croteau and Hoyness, (2012) argues that the "emergence of new, digital technologies signals a potentially radical shift of who is in control of information, experience and resources". With the use of the Internet, the world wide web, Facebook, twitter, Naijapals, blogs, short message service (SMS), Naija pings, Badoo, pin book, pin share, YouTube, 2go, Whatsapp, smoothie, etc. Students and people have been able to communicate. Social media have changed the entire world. These media ensure interactivity.

According to Spurgeon (2010), interactivity is a major criterion of comparison between "old" mass media and "new" digitally networked media. It is important to note that the more interactive a communication

system is, the more flexible the system is in terms of the types of communication and exchange such a system can support.

However, Jenkins (2016) identifies two properties of communication as participation and interactivity. While "interactivity" is a property of non-human actors, participation is a characteristic of human actors. According to Jenkins, while "interactivity describes the technical possibilities of communication in closed systems; participation denotes the will to communicate in cultural and social contexts" (Jenkins, 2006).

The new media environments provide possibilities for conversational interaction and participation as well as generate new possibilities. The possibilities, according to Spurgeon (2010), consist of "direct involvement in the selection and distribution of media content, the appropriation and transformation of media content to create new content, and the generation and circulation of original content".

In view of the differences in the level of interaction and participation in the different media systems, Bordewijk and Van Kaam (2013) classified all media into five categories, namely, allocutionary media (broadcast), conversational media (telephone), consultational media (print), registration media (cable networks) and digital (Internet).

For "allocution" it is one-way communication; conversation, it is two-way communication; consultation, one has to consult or check out the properties before selection, registration, one must obtain permission or register to participate; and digital, refers to the networking capabilities of the medium. According to Spurgeon (2009), "the Internet is considered the most interactive of all communication media because it is engineered to support all modes of interpersonal, mass and computer-mediated communication".

Paxson (2010) posits that the new media include internet websites such as MySpace, Facebook, Twitter, Flicker, and other social networking or social media, and sharing sites, as well as blogs, video games, virtual worlds, mobile telephones, text messaging devices and Global Positioning System (GPS) devices. Social media, which

include blogs (political Blog), networks (Facebook, Twitter, etc), video sharing (YouTube) audio sharing (Podcast), mobile sites (2go etc), image or picture sharing (flicker), etc have the capacity of boosting participation because of its openness, conversation nature, connectedness, and textual and audio-visual characteristic appeal (Abubakar, 2011).

It is imperative to concede to the fact that social media are "fast becoming the default internet mode of interaction, communication and collaboration. According to Abubakar (2011) social media are both internet and mobile based apparatuses that allow people to easily share and discuss information. Thus, the role of the different social media platforms in enhancing socio-cultural, economic, political and technological development of any nation as well as its citizenry can never be overemphasized. More importantly, social media are being used to promote scholarship by youths in institutions of higher learning across the globe.

2.2.2 CONCEPT OF BEHAVIOUR

Human behaviour according to Suleimanu and Nnamdi (2011) is

the potential and expressed capacity for physical, mental, and social activity during the phases of human life. Heidi (2005) opined that human beings like other animal species, have a typical life course that consists of successive phases of growth, each of which is characterized by a distinct set of physical, physiological, and behavioural features. These phases are prenatal life, infancy, childhood, adolescence, and adulthood (including old age).

Hakim, Akhtar and Hakeem (2014) further described human behaviour as the range of behaviours exhibited by humans and which are influenced by culture, attitudes, emotions, values, ethics, authority, rapport, hypnosis, persuasion, coercion and genetics. They further noted that the behaviour of humans fall within a range, with some behaviour being common, some usual, some acceptable, and some outside acceptable limits.

In sociology, Muhammad and Bushra (2015) observed that behaviour in general is characterized as having no meaning, being not directed at other people, and thus, is the most basic human action. Behaviour in this general sense should not be mistaken with social behaviour, which is a more advanced action, as social behaviour is behaviour specifically directed at other people. The acceptability of behaviour depends heavily on social norms and is regulated by various social controls.

Human behaviour is experienced throughout an individual's entire lifetime. It includes the way they act based on different factors such as genetics, social norms, core faith, and attitude. Behaviour is impacted by certain traits each individual has. The traits vary from person to person and can produce different actions or behaviour from each person (Suleimanu and Nnamdi, 2011).

2.2.3 FACTORS THAT CAN INFLUENCE HUMAN BEHAVIOUR

According to Suleimanu and Nnamdi (2011), there are factors that

can influence human behaviour. These factors according to them determine most often how one behaves at a particular time, and they as follows:

* Genetics: Long before Charles Darwin published his book on'the "Origin of species" in 1859, animal breeders knew that patterns of behaviour are somehow influenced by inheritance from parents. Studies of identical twins are compared to less closely related human beings, and of children brought up in adoptive homes, have helped scientists understand the influence of genetics on human behaviour. In the study of human behaviour, genetics is still developing steadily with new methods such as gnome- wide association studies.
* Social Norms: Social norms, the often-unspoken rules of a group, shape not just our behaviours but also our attitudes. An individual's behaviour varies depending on the group(s) they are a part of, a characteristic of society that allows norms to heavily on impact society.

Without social norms, human society would not function as it currently does, humans would have to be more abstract in their

behaviour, as there not be pre-tested "normal" standardized lifestyle and individuals would have to make many more choices for themselves. The institutionalization of norms is, however, inherent in human society perhaps as direct result of the desire to be accepted by others, which leads humans to manipulate their own behaviour in order to "fit in" with others. Depending on their own nature and upon one's perspective, norms can impact different sections of society both positively (e.g. eating, dressing, salutation) and negatively (e.g. racism, drug use, materialism).

Core faith and culture: Another important aspect of human

\

behaviour is their "core faith". This faith can be manifested in their forms of religion, philosophy, culture, and/or personal belief and often affects the way a person can behave. It is only natural that something that plays such a large role in society to have an effect on human behaviour. Morals are another factor of core faith that affects the way a person behaves. Emotions connected to morals including shame, pride, and discomfort and these ckn change the way a person acts. Most importantly, shame and guilt have a large impact on behaviour. Lastly, culture highly affects human

behaviour. The beliefs of certain cultures are taught to children from such a young age that they are greatly affected as they grow up. These beliefs are taken into consideration throughout daily life, which leads to people of different cultures acting differently. These differences are able to alter the way different cultures are able to interact and act.

Attitude: An attitude is an expression of favour or disfavour toward a person, place, thing, or event. The interesting thing about an attitude and human beings is that it alters between each individual. Everyone has a different attitude towards different things. A main factor that determines attitude is likes and dislikes. The more one likes something or someone the more one is willing to open up and accept what they have to offer. When one doesn't like something, one is more likely to get defensive and shut down. An example of how one's attitude affects one's human behaviour could as simple as taking a child to park or to the doctor. Children know they have fun at the park so their attitude becomes willing and positive, but when a doctor is mentioned, they shut down and become upset with the thought of pain. Attitude can sculpt personalities and the way people view who we are. People with similar attitudes tend to stick together as interests and hobbies are common. This does not mean that people with attitudes do not interact, because they do. What it means is that specific attitudes

can bring people together.

Attitudes have a lot to do with the mind which highly relates to human behaviour. The way a human behaves depends a lot on how they look at the situation and what they expect to gain from it. Positive attitudes are better than negative emotions that most of the time can be avoided. It is up to humans to make sure their attitudes positively affects the behaviours they want to show. This can be done by assessing their attitudes and properly presenting them in society.

2.2.4 THE BENEFITS OF SOCIAL MEDIA

The emergence of social media offers great benefits to humanity.

Ikpe and Olise (2010) observed that social media as new communication technologies are used as channels of information dissemination to heterogeneous audiences without the constraints of time, space or distance. Further, stating that with the social media one can conveniently send or receive information to or from anyone and at anytime irrespective of geographical barriers.

Soola (2009) described the new media (social media) as communication technologies with impressive array of sophistication, increasing efficiency, reliability, speed, accuracy, cheapness, portability and ubiquity made possible by microprocessors. Some of these phenomenal media include internet websites such as Facebook, My space, Twitter, Flicker and other social networking or social media and sharing sites, as well as blogs videos games, virtual worlds, mobile telephones, text messaging devices and Global Positioning System (GPS) devices (Paxson 2010). These devices currently serve as easy, quick and reliable sources of information.

Soola (2009) observed that social media "provides near limitless possibilities of increasing the quantity and enhancing the quality, speed and availability of information in a complex but increasingly interdependent world. Through the use of social media, people can be kept up dated on issues or events on a minute interval. This is particularly possible because these social websites are interactively accessible with mobile phones. The use of Blackberry phones (BBM) for instance, makes this easier, as one can send both images and snapped shots alongside information on the most current event or issues as the case may be, on minute interval. An example of this can be seen in the case of the "3 June 2012 Dana Air crash" and the October 6, 2012 lynching of four students of the University of Port-Harcourt in Lagos and Port- Harcourt respectively. These news and events alongside with pictures circulated all over Nigeria, within a twinkle of an eye, through social networks and mostly by Blackberry users who were probably presents at the scene. Apart from this, social media can as well serve as easy source of information for academic purpose. For instance, while citing a group of students in Annenbery College of Journalism, Overholser (2010) quotes that we at Annenbery have done it patchily by bringing in folks to do series of workshops for students and faculty. We've had regular discussions with digital media innovators throughout the year".

Additionally, social media contribute immensely in the enhancement of social bonds and relationships. According to Adaja and Ayodele (2013) opined that the potentials of the new media are seamless and boundless in terms of interactions, interrelationships, and information sharing and exchanges. In the same vein, Nche (2012) has noted that the fundamental aim of social media sites is to enhance communication through the act of socializing. These sites enable users to interactively communicate, share images, audios and videos with friends

online. They offer users opportunities to meet lost friends, make new

it

ones, meet family members who might be in different locations and generally stay connected. Hence social bonds and relationship are maintained and enhanced. With the social media, people communicate and keep in touch, through sharing experiences, pictures, audio, videos and all manner of information, without having to see each face to face (Nnamonu, 2013).

However, in as much as social media maintains social bonds/relation, it unfortunately fells to meet all the social needs of man as a gregarious animal. Hence, Tapscott as cited in Awake (2012:7) observed that "one of the ironies of the internet is that while it makes staying in touch easier when family members are physically apart, it can also keep them apart when they are at home. Social media also contribute in the enhancement of work efficiency in the office and business centres. Ikpe and Olise (2010) have observed that social media "possess the capability to increase work efficiency and speed as well as reduce cost". Likewise, Umekachikelu (2013) noted that social media have "improved efficiency, as many tasks, intellectual and otherwise can now be completed within a shorter timeframe and with less error'\*. Some of the social media sites that aid in businesses include Linkedin, companyloop, DoMyStuff, etc, while the "Business wiki" can be employed

in carrying office tasks.

As has been noted earlier, social media offer great and seemingly limitless benefits. Social media, "by their very nature are drivers of social change, organizational and national development" (Adaja and Ayodele, 2013). However, notwithstanding all these benefits, social media have caused difficulty in understanding or communication between generations and among people in the same culture.

New media also extrinsically breeds communication gaps between different cultural and ethnic groups. The fragmented nature of new media has switched traditional cultural grammar, cultural themes', or cultural maps to a new pattern, resulting in the loss of traditional cultural logic. The rearrangement or restructuring of cultural patterns, or worldview, demands that members of a culture realign their communication behaviors within their own community, and to learn a new way of interaction with people from differing cultures. New media fosters a new culture in human society, in which the degree of ambiguity and uncertainty has been reshuffled and has reached its highest pdint, especially in the process of intercultural communication. How to readjust to this new situation and smoothly achieve the goal of mutual understanding for people from different cultural groups in this chaotic stage of cultural change becomes a great challenge for the practical need

of interaction in daily life and research in the scholarly community. It is under this circumstance that we see more and more scholars are becoming involved in the investigation of the relationship between new media and intercultural communication (Allwood & Schroeder, 2000; Shuter, 2011).

2.3 REVIEW OF RELATED STUDIES

Some empirical studies have shown that student refer social

networking sites as an interactive site were people communicate and interact with one another. An empirical study conducted by Idakwo (2011), among other things upholds the fact that the use of social media as a means of communication has been adopted in Nigeria. The study examines "the use of social media among Nigerian youths. From the title, it is crystal clear that some findings of the study shall be relevant here, as many" youths fall within the age bracket of most students in the universities this study covered. In his study, Idakwo, among other things discovered that most people use Facebook more than other social media channels in Nigeria. Also, most respondents concurred to the fact they use the social medial especially Facebook, as an alternative to other conventional communication media. In the words of the researcher, "with regard to the use of Facebook as an alternative mode of communication, 74% admitted to using Facebook as an alternative to other kinds of communication". In a nutshell, the author summarizes other key points of his findings as follows:

Social media have become a mainstream activity and have become

%

a major mode of communication especially for youths who form about 50% of the world population on facebook. Social media have moved from

being just interactive to a form of mass media. Social media have been predicted as a strong force in shaping public opinion especially in issue of politics, social causes and sexuality. Social media have also been an expression of the complexities between the media and society (Idakwo, 2011).

Moreover, another empirical study which is related to this work is a research conducted by Folorunso, Vincent, Adekoyo and 0gunde,(2010), at university of Agriculture Abeokuta, Ogun State, Nigeria. They studied 'Diffusion of Innovation in social Networking sites among university students.' One of the major findings of the study shows that the respondents had attempted to try social networking sites before adopting its uses. Thus, the users of the sites often examine it and probably know the gratifications they could derive from the media before accepting to use any of them Folorunso, et al, (2010).

According to Kim (2011) As much as individuals get immersed in the endless flow of free videos on YouTube potentially sacrificing real world relationships, they continuously redefine the notion of community • by constructing alternative ones that promote active interactions with others virtually or physically. This is seen in the case of school-girls' and stay-home mothers' capability to form activist communities for the candlelight movements. For example, soul Dresser, Korean women's

online taste community on fashion exemplified how the virtual community transformed itself as a real world force of people power by amassing resources such as money and protesters based on its existing networks. In the finding of Kim above, another different picture was being Rainte, maintaining that as people deepen themselves in viewing videos on you Tube, they build a form of community that encourage an active interaction physically or cyberspace-wise with other users.

Olasinde (2014) examined on the analysis of the Influence of Social Media Sites on Nigerian Undergraduates. He adopted both quantitative and qualitative methods of using questionnaire to research on 620 students of Bowen University. The results of the study of 620 respondents to questionnaire and 16 participants in two focus group discussion sessions revealed different uses of social media. These range from socialization, enhanced learning opportunities, communication usage, entertainment, political participation, sexting, bullying to poor academic performance. The findings also suggested that Nigerian youths visited popular sites that youths in other regions of the world visit as those sites served as vehicles of news information, opinion sharing, business development and cultural production. The paper concluded that those sites visited by Nigerian youths were not significantly different from those visited in other climes and these sites served as avenues for

information, opinion sharing, entertainment business development as well as cultural productions.

Onah and Nche (2014) examined the moral implication of the phenomenon of social media in Nigeria. The study posits that though social media offer great benefits, the phenomenon has given rise to moral issues in Nigeria, especially among the youths. Through the use of qualitative and quantitative data analysis, it was found that the social media phenomenon is overwhelmingly popular among Nigerian youths as well as one of the major contributors to moral degeneration in the country.

Ignatius, Alice and Lucky (2014) investigated on the influence of Social Media on Youths' usage of Traditional Mass Media in Nigeria. The study was conducted using survey research method with sample size of 500, multi-stage sampling technique was adopted to draw samples and questionnaire was used as instrument of data collection. The study revealed that social media create wider links enabling yoyth audiences using them to access traditional mass media online. Thus, social media widen the horizon of media convergence. Also, the study found that youths use social media to date, indulge in cybercrimes, discuss national issues like economic, politics, and socio-religious matters; but most of them do not use the media to communicate to their national leaders on

aforementioned issues. Based on the results, the researchers recommend that the government enact laws to guide the youths' uses of the social media in Nigeria.

Eke, Omekwu and Odoh (2014) carried out a research on the use of social networking sites among the undergraduate students of university of Nigeria Nsukka. The study adopted the descriptive survey research design which was employed to derive responses from a sample size of 150 undergraduate students of university of Nigeria Nsukka who were selected via random sampling techniques. Data were collected from this population using questionnaire. The 150 respondents completed and returned the questionnaire correctly representing 100% response sate. Means (x) were used to analyze the six research questions that guided the study. The result of the study reveals that mostly all the student were using the social networking sites in interaction with friends, connecting to their class mates for online study and for discussing serious national issues and watching movies etc. There are also laudable benefits of using social networking sites and dangers associated with social networking and such dangers can be ameliorated using the strategies available in the work. Drawn from the findings, it was recommended that university Authorities should organize seminars to enlighten students on the not-so good aspects of social networking sites etc. In addition useful suggestions for further research were equally made.

In addition, Haridakis and Hanson in (2009) examined one of the social media, you Tube, in a study entitled, "social interaction and co- viewing blending mass communication reception and social communication". The major finding of the researchers was that, "...while people watch videos on you Tube for some of the same reasons identified in the studies of television viewing, there is a distinctly social aspect to you Tube use that reflects its social networking characteristics". Therefore the study reveals that the viewers of the you Tube medium perceived it as sharing certain features with television but in addition it has some social media properties.

2.4 THEORETICAL REVIEW

In a bid to give theoretical backing to the study of Impact of new

media in social life of Nigeria youth, Uses and Gratifications Theory and media systems dependency (MSD) theory were examined and adopted as the theoretical framework for this study.

The uses and gratifications theory holds that the nature and extent of effect of the mass media on the audience is conditioned by the uses which the audience make of the media. As an effect theory, Melvin (2009) writes, there are three objectives in developing the uses and gratifications

theory:

* To explain how individuals use mass communication to gratify their needs. "What do people do with the media?"
* To discover underlying motives for individuals' media use.
* To identify the positive and the negative consequences of individual media use.

The bottom line of uses and gratification theory is that media do

not do things to people; rather, people do things with media. Specifically

«

the objective of uses and gratification theory, according to Burgeon, Hunsaker and Dawson (2009), is to explain how individuals use mass communication to gratify their needs. Putting it analogical, the theory explains why one person rushes home, for example, to stay up late at night to watch the local news or read a medium. In the words of Ojobor (2012), "All the discussions before now had emphasised what the media do to people. To embrace the interactive relationship between the media and the audience, the discussion at this point changes to what people do with the media."

The uses and gratifications theory also highlights the positive consequences of individual media use. In their contribution, Baran and

Davis (2011) conclude that audience members actively seek out the mass media to satisfy individual needs. These include learning, passing time, companionship, escape from tension, excitement and relaxation.In other words, the theory is an alternative paradigm, a challenge to the old thinking that saw the media as irresistibly forcing itself on the audience. This old idea had inspired earlier theories like the hypothermic needle, mass society and social control - which all conceived the audience as a helpless absorber of media messages. Katz, Blumler and Gurevitch (1974), identify a key figure in the development of this theory, called attention to the need for a functional uses and gratifications approach to understanding media effects. They write thatuses and gratifications theory is concerned with the social and psychological origins of needs, which generate expectations of the mass media or other source, which leads to differential patterns of media exposure (or engagement in other activities), resulting in need gratification and other consequences, mostly unintended ones.

The theory holds that the audience's use of the media is principally inspired and shaped by the benefits which it looks forward to by consuming specific media messages. Ojobor (2002) elaborates on this point: people don't just buy papers or listen to radio or view television programmes just for the sake of doing so. There must be expectations of

some gains from the programme or publication. The theory therefore is concerned with how people use the mass media to satisfy their needs. The theory is based on the assumption that the audience is proactive and seeks media that satisfies their needs; that people choose what they want to see or read and that different media compete to satisfy each individual's needs. For example, if we watch the 9 o'clock network news on channel 10 everyday and like the newscasters or their rendition, that means we seek gratification of news by watching channel 10. As we gain experience with segment of the media and create a cyclical process that reverts us back to watching the news everyday on the same channel.

The Media Systems Dependency (MSD)

This study can be explained, using the media systems dependency (MSD) theory. The media systems dependency theory was first proposed by Sandra Ball-Rokeach and Melivin Defleur in 1976, and consists of a complex system in which the media, individuals, their personal environment, and the social environment have dependency relationships with each other. Each component depends on the others components in a system by drawing on resource in order to satisfy goals. Particular attention is given to the resources of media systems in modern society and the consideration conditions which will increase or decrease individuals reliance on media system. In another way, media systems dependency theory is a relationship in which the capacity of individuals to attain their goals is contingent upon the information resources of the media systems (wikipedia, 2012).

According to Baran and Davies (2009), media systems dependency theory assumes that the more a person depends on having his or her needs met by media use, the more important will be the role that the media play in the person's life, and therefore, the more influence the media will have on the person. People turn to the media to communicate or make sense of what is happening, as the world becomes complex. Little-John (2002) also explained that people will become more dependent on the media that meet a number of their needs than on the media that touch only a few needs. The more an individual relies on the media for the expression of thought and sharing of ideas, the more that individual is influenced by the media.

Again, the more we depend on social media, the more our attitudes, cognition, emotional states or behavior will change (wikipedia, 2011). As individuals develop expectations that the media system can provide assistance toward goal attainment, individuals generally develop dependency relations with the media or medium perceived to be the most helpful in the goal pursuit. Media systems dependency theory also rests on the fact that industrialization have decreased the influence of inter

personal communication and, therefore, increased the role of media system (wikipedia, 2011).

Therefore, the focal point is that the theory is of the notion that there are distinct benefits the media message consumers envisage to get from any medium they would expose themselves to. Once the medium does not deliver to the people those purposes, needs and or benefits they anticipate from the organ, the tendency is that they (audience) may desert the very channel or content that does not satisfy them. The import is that the media audience is not an 'idle' soccer spectator that accepts what his football team plays; failure of a medium to satisfy the audience's basic desire regularly will give them room for searching for another medium.

2.5 SUMMARY

This study set out to provide a comprehensive narrative analysis of literature addressing the allied areas of the impact of new media in social life of Nigeria youth. Virtually all studies reviewed reveal the impact of social media on the behavioural aspect of the youth and how social media have been great benefits in communication.

CHAPTER THREE RESEARCH METHODOLOGY

1. INTRODUCTION

This chapter details the various methods, techniques and the procedures adopted by the researcher in the process of carrying out the study. It entails the research design, source of data, area of study, population of the study, sampling technique, and description of research instrument, validity and reliability of research instrument, method of data analysis.

1. RESEARCH DESIGN

In the process of this study, the survey method was adopted with

the use of questionnaire as research instrument. The survey method i.e. Questionnaire is the most appropriate for a research work that will sample the opinion of the people in a specified problem. According to Udeagha (2013), in a survey research design the scientific sample is studied to gather demographic information or sociological facts as well as psychological information, opinion and attitude.

As a matter of fact, survey method is useful in obtaining data in a population which might be too large to be subjected to direct observation. Isaac (2010) stated that survey is particularly versatile and practical,

especially for the administrator, in that they identify present conditions and point to present needs. Survey does not make decisions for the administrators, but they can provide him with information on which to base sound decisions.

What informs the researcher's use of the survey method was that it gathers both factual information and the opinion of respondents, hence the relationships among given variables will be determined. Therefore, the results were best organized from a survey research because it gave the researchers the chance to study human beings in their natural surroundings and what they want. With the sample properly done, it will produce a result which could be generalized on the larger population.

1. AREA OF STUDY

The area of study used in this research exercise is Godfrey Okoye

University Ugwuomu-Nike, Enugu, Enugu state.

1. POPULATION OF STUDY

The Research Population of this study comprises the students of

M

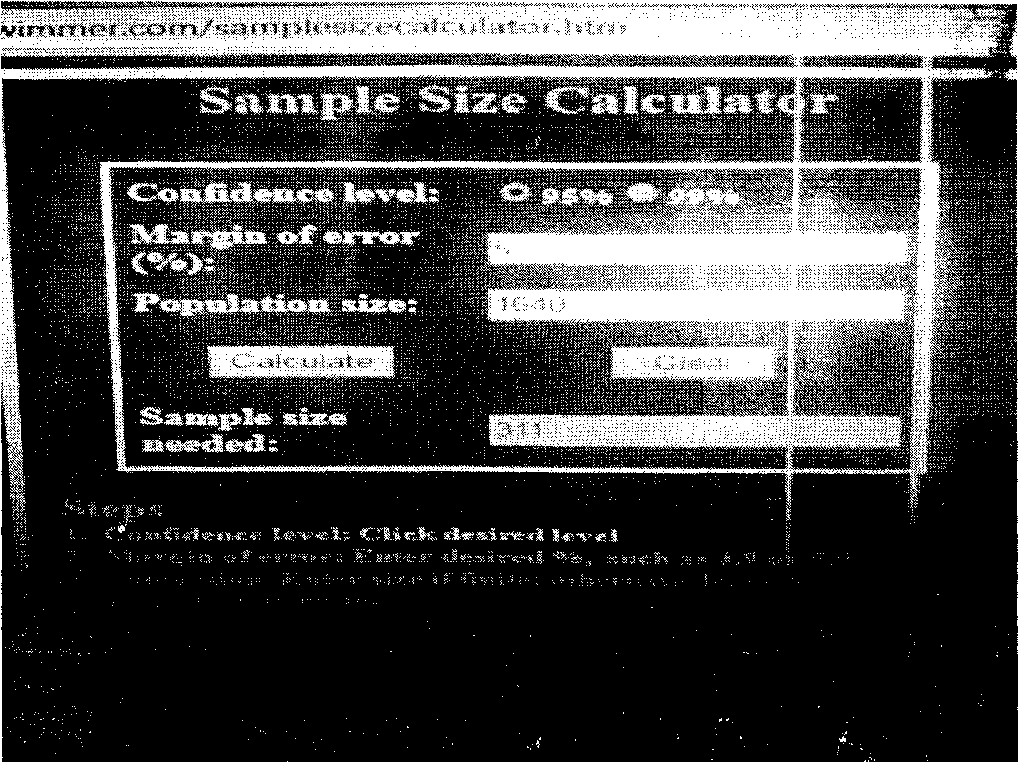
Godfrey Okoye University Thinkers Corner Emene Enugu state. According to the statistic available to the researcher through the University Registrar it is noted that the university have 1,640 numbers of

students.

3,4 SAMPUB SIZE

In determining the sample size, the researcher decided to use

Wimmer and Dominick online Calculator in calculating the sample size. In the calculation, the confidence level was 95%, the confidence interval is 5.0 and with the population of 1640, the sample is 311.



3.5 SAMPLING TECHNIQUE

For this survey research, the instrument used was questionnaire.

In designing the questionnaire, conscientious efforts were made to

structure the series of questions in dichotomized multiple choice

i

questions which give the respondents the chance to choose from a range of possible answers or alternatives. This questionnaire was basically divided into two parts. The first part was the classification section that requires the biographic information of the respondents. These questions are on age, sex, level of education, marital status, income level etc.

The second part of the questionnaire possesses the questions relating to the subject matter of the study. They are easy to answer because they have two or more options "yes" or No" as the case may be and all these questions were non-committal and neutral in nature as well as structured in a close ended manner that will allow for easy coding and response identification.

3.7 VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENT

The questionnaire for this study was validated by the project

supervisor who went through it and made some corrections before it was administered.

The researcher administered some 20 copies of questionnaires to sample/respondents. The respondents answered the questionnaires to the best of their knowledge without being bias. The respondents used for the pretest were selected students from different faculties.

3.9 METHOD OF DATA ANALYSIS

The data collected will be analyzed using simple percentage. So to

say, these statistical tools have been proven to be appropriate and ideal for contemporary topics like this.

The formula for simple percentage is given thus;

Number of respondents x 100

Total number of respondents 1

CHAPTER FOUR DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

The need for clarity in the presentation of data can only be fully appreciated when one recognizes that a properly generated data which is free from the common problems of inaccuracy can still not serve as useful purpose, if poorly analyzed and presented.

For the purposes of clarity the researcher intends to in the questionnaires and research question that will further contribute significantly towards the achievements of the research objectives. The data will be presented in tables with frequencies of respondents and the simple percentage approach will also be adopted.

TABLE 4.2.1: AGE DISTRIBUTION OF RESPONDENTS

|  |  |  |
| --- | --- | --- |
| OPTION | FREQUENCY | PERCENTAGE |
| 17-20 | 69 | 22.2 |
| 21-25 | 123 | 39.5 |
| 26-30 | 83 | 26.7 |
| 30-35 | 36 | 11.6 |
| 36 and above | - | - |
| Total | 311 | 100% |

Source: Field Survey 2017

4.2 ANALYSIS OF DATA

The table 4.2.1 shows the age distribution of respondents. In the table, 69 respondents representing 22.2% out of the entire respondents are within the age of 17-20 years, 123 respondents representing 39.5% are within the age bracket of 21-25 years, 83 respondents representing 26.7% are within the age bracket 26-30 years, 36 respondents representing 11.6% out of the entire respondents are within the age bracket of 30-35 while none of the respondents indicated to be within 36 and above age bracket.

4.2.2 ANALYSIS OF SUBSTANTIVE ISSUES

TABLE 4.2.2: DO YOU LOG IN ON SOCIAL MEDIA AT LEAST 4-6 TIMES IN A WEEK?

|  |  |  |
| --- | --- | --- |
| OPTIONS | RESPONSE | PERCENTAGE (%) |
| Yes | 212 | 68.2 |
| No | 56 | 18 |
| | Can't say | 43 | 13.8 |
| TOTAL | 311 | 100% |

Source: Field survey, 2017.

The above table shows the responses of respondents on "Do you log in on social media at least 4-6 times in a week". In the table, 212 respondents representing 68.2% state yes that they log in on social media at least 4-6 times in a week, 56 respondents representing 18% states no on the issues whether they log in on social media at least 4-6 times in a week, while the remaining 43 respondents representing 13.8% can't say anything on the question.

TABLE 4.2.3: DO SOCIAL MEDIA HAVE ANY IMPACT ON YOU?

|  |  |  |
| --- | --- | --- |
| OPTIONS | RESPONSE | PERCENTAGE (%) - |
| Yes | 232 | 74.6 |
| No | 24 | 7.7 |
| Can't say | 55 | 17.7 |
| TOTAL | 311 | 100% |

Source: Field survey, 2017.

The above table shows the responses of respondents on "Do social media have any impact on you" In the table, 232 respondents representing 74.6% state yes that social media have impact them, 24 respondents representing 7.7% states no on the issues whether social media have any impact on them, while the remaining 55 respondents representing 17.7% can't say anything on the question.

TABLE 4.2.4: WHICH OF THE SOCIAL MEDIA PLATFORMS IS MOSTLY USED BY NIGERIAN YOUTHS?

|  |  |  |
| --- | --- | --- |
| OPTIONS | RESPONSE | PERCENTAGE (%) |
| YouTube | 31 | 9.9 |
| Twitter | 54 | 17.4 |
| Instagram | 71 | 22.8 |
| Facebook | 127 | 40.8 |
| Whatsapp | 28 | 9 |
| Total | 311 | 100 |

Source: Field survey, 2017.

The above table shows the responses of the respondents on "which of the social media platforms is mostly used by Nigerian Youths". In table, 31 respondents representing 9.9% indicated that Youtube is mostly used by Nigerian youth, 54 respondents representing 17.4% indicated Twitter as mostly used by Nigerian youth, 71 respondents representing 22.8% indicated that Instagram is mostly used by Nigerian youth, 127 respondents representing 40.8 indicated Facebook as mostly used, while the remaining 28 respondents representing 9% indicated that Whatsapp is mostly used by Nigerian youth.

TABLE 4.2.5: DO YOU THINK THERE IS INFLUENCE OF SOCIAL MEDIA ON YOUTHS' USE OF TRADITIONAL MASS MEDIA IN

NIGERIA?

|  |  |  |
| --- | --- | --- |
| OPTIONS | RESPONSE | PERCENTAGE (%) |
| Strongly agree | 250 | 80.4 |
| Agree | 27 | 8.7 |
| Disagree | 10 | 3.2 |
| Strongly disagree | 3 | 0.9 |
| Undecided | 19 | 6.1 |
| Total | 311 | 100 |

Source: Field survey, 2017.

The above table shows the responses of respondents on "do you think there is influence of social media on youths' use of traditional mass media in Nigeria'. In the table, 250 respondents representing 80.4% strongly agreed that there is influence of social media on youths' use of traditional mass media in Nigeria', 27 respondents representing 8.7% agreed that there is influence of social media on youths' use of traditional mass media in Nigeria', 10 respondents representing 3.2% disagreed that there is influence of social media on youths' use of traditional mass media m Nigeria', 3 respondents representing 0.9% strongly disagreed that there is influence of social media on youths' use of traditional mass media in Nigeria' while the remaining 19 respondents representing 6.1% were undecided over the question.

TABLE 4.2.6: TO WHAT EXTENT IS THE INFLUENCE OF SOCIAL MEDIA ON YOUTHS' USE OF TRADITIONAL MASS MEDIA < IN

NIGERIA?

|  |  |  |
| --- | --- | --- |
| OPTION | FREQUENCY | PERCENTAGE % |
| Very high extent | 127 | 40.8 |
| High extent | 149 | 47.9 |
| Indifferent | 32 | 10.2 |
| Low extent | 3 | 0.9 |
| Total | 311 | 100% |

Source: field survey, 2017.

The table 4.2.6 shows the research responses on "To what extent is the influence of social media on youths' use of traditional mass media in Nigeria".

127 respondents representing 40.8% of the entire respondent agreed that to a very high extent there is influence of social media on youths' use of traditional mass media in Nigeria, 149 respondents representing 47.9% of the entire respondents agreed that to a high extent there is influence of social media on youths' use of traditional mass media in Nigeria, 32 respondents representing 10.2% were indifferent over the question while the remaining 3 persons representing 0.9% agreed to a low extent there is influence of social media on youths' use of traditional mass media in Nigeria.

TABLE 4.2,7: DOES SOCIAL MEDIA USAGE ENHANCE THE YOUTHS' INTERACTION WITH NIGERIAN LEADERS?

|  |  |  |
| --- | --- | --- |
| OPTIONS | RESPONSE | PERCENTAGE (%) |
| Strongly agree | 98 | 80.4 |
| Agree | 174 | 8.7 |
| Disagree | 35 | 3.2 |
| Strongly disagree | 12 | 0.9 |
| Undecided | 4 | 6.1 |
| Total | 311 | 100 |

Source: Field survey, 2017.

The above table shows the responses of respondents on "Does social media usage enhance the youths' interaction with Nigerian leaders. In the table, 98 respondents representing 80% strongly agreed that social media usage enhance the youths' interaction with Nigerian leaders, 27 respondents representing 8.7% agreed that social media usage enhance the youths' interaction with Nigerian leaders, 10 respondents representing 3.2% disagreed that social media usage enhance the youths' interaction with Nigerian leaders, 3 respondents

representing 0.9% strongly disagreed that social media usage enhance

-.i\*

the youths' interaction with Nigerian leaders while the remaining 19 respondents representing 6.1% were undecided over the question.

TABLE 4.2.8: DO YOU AGREE THAT THE SOCIAL MEDIA HAVE REALLY CHANGED COMMUNICATION HABITS IN NIGERIA?

|  |  |  |
| --- | --- | --- |
| OPTIONS | RESPONSE | PERCENTAGE (%) |
| Strongly agree | 101 | 32.5 |
| Agree | 183 | 58.8 |
| Disagree | - | - |
| j Strongly disagree | 7 | 2.2 |
| Undecided | 20 | 6.4  « |
| Total | 311 | 100 |

Source: Field survey, 2017.

The above table shows the responses of respondents on "Do you agree that the social media have really changed communication habits in Nigeria". In the table, 101 respondents representing 32.5% strongly agreed that social media have really changed communication habits in Nigeria, 183 respondents representing 8.7% agreed that social media have really changed communication habits in Nigeria, no respondent indicated disagree on the question, 7 respondents representing 2.2% strongly disagreed that social media have really changed communication habits in Nigeria while the remaining 20 respondents representing 6.4%

were undecided over the question.

TABLE 4.2.9: TO WHAT EXTENT DOES SOCIAL MEDIA USAGE ENHANCE THE YOUTHS' INTERACTION WITH NIGERIAN LEADERS?

|  |  |  |
| --- | --- | --- |
| OPTION | FREQUENCY | PERCENTAGE % |
| Very high extent | 47 | 15.1 |
| High extent | 152 | 48.8 |
| Indifferent | 28 | 9 |
| Low extent | 84 | 27 |
| Total | 311 | 100% |

Source: field survey, 2017.

The table 4.2.9 shows the research responses on "To what extent does social media usage enhance the youths' interaction with Nigerian leaders"

47 respondents representing 15.1% of the entire respondent agreed that to a very high extent, 152 respondents representing 48.8% of the entire respondents agreed that to a high extent social media usage enhance the youths' interaction with Nigerian leaders, 28 respondents representing 9% were indifferent over the question while the remaining 84 persons representing 27% agreed to a low extent social media usage enhance the youths' interaction with Nigerian leaders.

TABLE 4.2.10: DO YOU THINK THAT SOCIAL MEDIA GIVES ACCURATE AND CREDIBLE INFORMATION COMPARED WITH THE TRADITIONAL OLD MEDIA?

|  |  |  |
| --- | --- | --- |
| OPTIONS | RESPONSE | PERCENTAGE (%) |
| Strongly agree | 121 | 38.9 |
| Agree | 135 | 43.4 |
| Disagree | 23 | 7.4 |
| Strongly disagree | 15 | 4.8 |
| Undecided | 40 | 12.8 |
| Total  i | 311 | 100 |

Source: Field survey, 2017.

The above table shows the responses of respondents on "Do you think that social media gives accurate and credible information compared with the traditional old media" In the table, 121 respondents representing 38.9% strongly agreed that social media gives accurate and credible information compared with the traditional old media, 23 respondents representing 7.4% agreed that social media gives accurate and credible information compared with the traditional old media, 15 respondents representing 4.8% strongly disagreed that social media gives accurate and credible information compared with the traditional old media while the remaining 40 respondents representing 12.8% were undecided over the question.

TABLE 4.2.11: TO WHAT EXTENT IS THE INFLUENCE OF NEW MEDIA TO THE SOCIAL BEHAVIOUR OF NIGERIAN YOUTH?

|  |  |  |
| --- | --- | --- |
| OPTION | FREQUENCY | PERCENTAGE % |
| Verv high extent | 69 | 22.2 |
| High extent | 147 | 47.3 |
| Indifferent | 19 | 6.1 |
| Low extent | 76 | 24.4 |
| Total | 311 | 100% |

Source: field survey, 2017.

The table 4.2.11 shows the research responses on "To what extent is the influence of new media to the social behaviour of Nigerian youth"

69 respondents representing 22.2% of the entire respondent agreed that there is influence of new media to the social behaviour of Nigerian youth, 147 respondents representing 47.3% of the entire respondents agreed that there is influence of new media to the social behaviour of Nigerian youth, 19 respondents representing 6.1% were indifferent over the question while the remaining 76 persons representing 24.4% agreed to a low extent there is influence of new media to the social behaviour of Nigerian youth.

TABLE 4.2.12: THE MAJOR FACTOR ENCOURAGING USE OF SOCIAL MEDIA AMONG NIGERIAN YOUTH?

|  |  |  |
| --- | --- | --- |
| OPTIONS | FREQUENCY | PERCENTAGE % |
| Its speed and faster way of sending information | 98 | 31.5 |
| The unrestricted nature of it | 53 | 17 |
| Avenue to make new friends | 116 | 37.3 |
| Avenue to learn new things | 44 | 14.1 |
| TOTAL | 311 | 100 |

Source: Field survey, 2017.

The. above table shows the responses of the research respondents on "The major factor encouraging use of social media among Nigerian youth". In the table, 98 respondents representing 31.5% stated that the Its speed and faster way of sending information as the major factor, 53 respondents representing 17% indicated that the unrestricted nature of it as the major factor, 116 respondents representing 37.3% indicated that avenue to make new friends as the major factor, 44 respondents representing 14.1% indicated that avenue to learn new things as # the major factor encouraging use of social media among Nigerian youth.

TABLE 4.2.12: DOES THE FACTORS LIST ABOVE INFLUENCES YOU?

|  |  |  |
| --- | --- | --- |
| OPTIONS | RESPONSE | PERCENTAGE (%) |
| Strongly agree | 176 | 56.6 |
| Agree | 118 | 37.9 |
| Disagree | 17 | 3.2 |
| Strongly disagree | - | - |
| TOTAL | 311 | 100% |

Source: Field survey, 2017.

The above table shows the responses of respondents on "Does the factors list above influence you". In the table, 176 respondents respondent representing 56.6% strongly agreed that the factors listed above influence the average Nigerian youth, 118 respondents representing 37.9% agreed that the factors listed above influence «the average Nigerian youth, 17 respondents representing 3.2% disagreed that the factors listed above influence the average Nigerian youth while no respondents indicated strongly disagree on the question. 4.3 DISCUSSION OF FINDINGS

The respondents favoured the leading sites that were also popularly used across the globe including the Nigeria. The social networking sites of choice were Facebook (60%) and Twitter (40%). The predominant /use of Facebook by the respondents was rather not surprising as they frequently post or do come online to read posts and comment.

Some scholars had found out that social networking could be a bit more effective than traditional old media of communication with respect

to quick response, interactivity, an advantage which some corporations can utilize in acting upon complaints almost immediately. (Faraidooi, 2011). According to Internet World Statistics 2012, Nigeria constitutes 48.4% of Internet users in Africa with 6,630,200 facebook subscribers as at 31st December, 2012. This was quite reflected that social networking had been regularly and frequently used by Nigerian youths to share their ideas, thoughts and opinions with others.

This study found out that with the use of social media, Nigerian youths access traditional mass media online. This was ascertained as greater percentage of the respondents accepted that, Nigerian youths access traditional mass media through the social media. This finding is in line with the submission of Edogor (2012) that "to better reach their target audiences effectively, most mass media organizations (both the broadcast and the print) in the world presently are connected to the social media in much similar manner like the individual members of the society." So, the use of the social media, offers Nigerian youths easy access to the traditional mass media, which have connections with the former and solicit their audiences to follow them on the links. This link of the traditional media with the social media is what Edogor (2012).

Furthermore, this study found out other communication purposes which the social media serve the Nigerian youth for. In that regard, it has

been established that the youths use the social media to date. This finding is an eye-opener which proves that the youths use the social media to initiate and nurture opposite-sex relations in the cyberspace. With a finding of this nature, it becomes imperative that the age through which young people are permitted to use any of the social media platforms be scrutinized in a developing country like Nigeria. This very finding is akin to part of the results of Haridakis and Hanson (2009, p. 329-330), who submitted after their study entitled 'social interaction and co-viewing with YouTube: blending mass communication reception and social connection,' that the group they studied, "viewed YouTube for purposes of leisurely entertainment."

Additionally, the findings of this paper reveal that most of the respondents accepted that the youths use the social media to discuss national issues. This finding is an encouraging fact in Nigerian youths' use of the new media. This means that they use to have brainstorming on certain issues about national matters through their use of the social media. This would be essential for them to garner useful ideas that could be implemented for the betterment of the nation. Therefore, social media provide a forum for the youths to discuss relevant national matters, as McQuail (2010, p. 149) noted that the mass media as a whole do when he remarks that, "mass media often provide topics of conversation for discussion and thus help to lubricate social life in families, workplaces..."

This paper's revelation that Nigerian youths use the social media to discuss some national issues among themselves is cheering, be that as it may, they (the youths) do not use the media to communicate with the country's leaders on affairs of the nation. It is interesting to learn here that most Nigerian youths do not use the new media to communicate to their national leaders. This should be worrisome because with the interactive nature of the social media; it is logical to expect that the youths would be applying them as instruments of reaching their national leaders, in this modern era, that can be described as digitized democracy.

**CHAPTER FIVE**

**SUMMARY OF FINDING, CONCLUSION AND RECOMENDATION**

1. **INTRODUCTION**

This chapter presents the summary of research findings, conclusions, recommendations

1. SUMMARY OF RESEARCH FINDINGS
   1. The research study revealed that to a very significant extent there e

influence of social media on youths' use of traditional mass media in Nigeria.

* + 1. The researcher discovered that social media usage enhances youths' interaction with themselves and their Nigerian leaders.

1. The research study further revealed that there is the influence of new media to the social behaviour of Nigerian youth.

5.2 CONCLUSION

The results obtained from this study have shown that a reasonable

number of Godfrey Okoye University Undergraduate students use the social networking sites. Therefore, The popularity of the\* social media usage by undergraduate students of Godfrey Okoye University and the benefits it has on the student -users have been confirmed from the findings of this study. Thus, social media have provided an open arena where the youths are free to exchange ideas on various trending issues, this making communication free, accessible and faster. However, it is a thing of concern that only one-third of the respondents use Social media for academic purposes. In view of the fact that the platform was created by a student and for the use of fellow colleagues, one would have expected Nigerian Youths to consolidate and expand the platform for the exchange of academic materials. More so, that there is paucity of academic journals, especially international, in the Nigerian market and libraries of tertiary institutions.

5.3 **RECOMMENDATIONS**

Based on the findings of this study, it is germane to recommend to

newspaper and magazine publishers in Nigeria that:

* + - 1. The local media station should tap into the opportunity of the social media and ensure that the station has online presence; this will help to boost their coverage.
      2. Government should to tap into the potential opportunity of the social media by building strong ties with the youth through social media. This will encourage civic participation of the youth in governance.
      3. Nigerian youth should avoid the obsession and abuse of the social media sites, but instead should moderately utilize the array of benefits which they offer.
         1. Social Media Sites are often used for negative things such as sex- texting, cyber bullying, sharing of obscene images, therefore non­governmental organizations should periodically organize seminars and workshops to enlighten the youth on how to maximize the social media rightly.

Parents and guardians should as well exercise some control on what their children and wards engage in online as a form of check when they are at home.

REFERENCES

Abubakar, A. A. (2011). Political participation in Social media during the 2011 presidential Electioneering in Oladokun Omojola et al (eds.) Media, Terrorism and Political Communication in a Multi-Cultural Environment: ACCE Conference Proceedings. Ota (Nigeria): ACCE Loc. Pp. 445-453.

Adaja, T. A and F. A, Ayodele (2013). Nigerian Youths and Social Media:

Harnessing the Potentials for Academic Excellence. Kuwait Chapter of Arabian Journal of Business and Management Review (Vol. 2) No.5, pp.65-75.

Aja, U.S. (2011). Influence of Ownership on Media Credibility: A study of Ebonyi Broadcast Corporation (EBBC), Abakiliki. Unpublished Master of Arts Project of mass Communication, University of Nigeria, Nsukka.

Broddason? T. (2016). Youth and New Media in the Millennium. Nordicom Review, Vol. 27, No. 2, pp. 105-118.

Chimela, Q. A., Ovute, A. O. and Obochi, C. I. (2015). The influence of the Social media on the Nigerian Youths: Aba residents experience. Quest Journals Journal of Research in Humanities and Social Science. Vol.3(3)

pp: 12-20

Chin we, E. U. and Uche, P. E. (2014). New Media and Youth's Online Civic Engagement in Nigerian Politics: Potentials and Challenges. European Scientific Journal. Vol. 10(19)

Croteau, D. and Hoynes, W. (2012). Media Society: Industries, Images & Audiences". (3rded), Thousand Oaks: Pine Forge Press.

Flew, T. (2013). New Media: An Introduction, Oxford,England: Oxford University Press.

Folorunso, O., Vincent, R.O., Adekoya, A.F & Adewale, O.O. (2010). Diffusion of Innovation in Social Networking sites among university Students. In International Journal of Computer Science and security (IJCSS), (4)3,

pp.361-372.

Guo-Mmg, C. (2012). The Impact of New Media on Intercultural

Communication in Global Context. China Media Research, 8(2)

Hakim, K. M., Akhtar, N. B, and Hakeem, R. M. (2014). Impacts OF Media on Society: A Sociological Perspective, International Journal of Humanities and Social Science Invention, Vol. 3(6)

Harvey, D. (2010). The condition of Post-modernity: An enquiry into the origins of cultural change. Oxford: Blackwell.

Idakwo,L.(2011). The use of media among Nigeria youths. Retrieved

from:http: / / www. slideshare. net / goldlami / the-use-of-social-media- among- Nigeriayouth2. Accessed on June 10, 2017.

Ignatius, O. E., Alice, A. J. and Lucky, I. O. (2014). Influence of Social Media on Youths' usage of Traditional Mass Media in Nigeria. New Media and Mass Communication. Vol. 31(2)

Ikpe, E. H and F. P, Olisa (2010). The Era of New Media Technologies and Challenges of Media Relations Practrice in Nigeria. Kamla- Raj: J. Communication.

Jenkins, H. (2016). Convergence Culture, Where Old and New Media Collide London, New York University Press.

Kaplan Andreas, M., Haelein Michael, (2010). Users of the world. Unite: The Challenges of Opportunities of social media Business Horizons, vol. 53 Issue I (page 67).

Kim, G. (2011). Online Video, Everyday Pedagogy, and Female Political Agency, aLearning from Youtube" revisited. In Global Media Journal, (11) 18, pp.

1-15.

Muhammad, T. And Bushra, S. (2015). The Impact of Electronic Media on

Youth Behavior Regarding Informal Education in Peshawar, KPK, City University Research Journal, Vol.5 (2)

Nche, G. C (2012). The Social Media Usage Among Nigerian Youths: Impact on National Development. International Journal of Advancement in Development Studies (Vol.7) No.5, pp. 18-23.

Nnamonu, T (2013) Social Media and Youth Development.

([www.teeceecounsel.com](http://www.teeceecounsel.com)) Assessed on 11th June 2017.

Okonedo, B (2012) Blackberry Hits 2.4million Mark in Nigeria.

([www.businessdayonline.com](http://www.businessdayonline.com)) Assessed on 10th June 2017.

Oiasmde, E. A. (2014). An Analysis of the Influence of Social Media Sites on

Nigerian Undergraduates. International Policy Brief Series - Education & Science Journal. Vol. 4(1)

1. To what extent does social media usage enhance the youths' interaction with Nigerian leaders?
   1. To a very high extent [ ]
   2. To a high extent [ ]
   3. Indifference [ ]
   4. To a low extent [ ]
2. Do you think that social media gives accurate and credible information compared with the traditional old media?
   1. Strongly Agree [ ]
   2. Agree [ ]
   3. Disagree [ ]
   4. Strongly disagree [ ]
3. To what extent is the influence of new media to the social behaviour of Nigerian youth?
   1. To a very high extent [ ]
   2. To a high extent [ ]
   3. Indifference [ ]
   4. To a low extent [ ]
4. The major factor encouraging use of social media among Nigerian youth?
   1. Its speed and faster way of sending information
   2. The unrestricted nature of it
   3. Avenue to make new friends
   4. Avenue to learn new things
5. Does the factors listed above influence the average Nigerian youth?
   1. Strongly Agree [ ]
   2. Agree [ ]
   3. Disagree [ ]
   4. Strongly disagree [ ]

Onah. N. G. and Nche, G. C. (2014). The Moral Implication of Social Media Phenomenon in Nigeria. Mediterranean Journal of Social Sciences MCSER Publishing, Rome-Italy, Vol. 5(20)

Overholser, G (2010). Swimming in the Ocean of Socia Media. Rhodes Journalism Review. No.30.

Paxson, P (2010). Mass Communications and Media Suites: An Introduction. New York: The Continuum International Publishing Group.

Soola, O. (2010). Modern Business Communication. Ibadan: Kraft Books Limited.

Spurgeon, C. (2010). Advertising and New Media. New York. Routledge.

Suleimanu, U, and Nnamdi T. E. (2011). Perceived Role of Entertainment Television in Shaping Social Behaviour of Teenagers, the Nigerian Journal of Communication Vol. 9(1)

Tokunbo A. A. and Felix A. A. (2013). Nigerian Youths and Social Media:

Harnessing the Potentials for Academic Excellence. Kuwait Chapter of Arabian Journal of Business and Management Review Vol. 2(5)

APPENDIX SECTION A

Department of Mass Communication Godfrey Okoye University Thinkers Corner Emene Enugu state 9th June, 2017.

Dear Sir/Madam,

REQUEST TO COMPLETE QUESTIONNAIRE

I am a student of the above named university and department carrying out a research on "Impact of new media in social life of Nigeria youth (A study of the credibility of News on social media amongst Godfrey Okoye University students)"". This is part of the requirement for the award of a Bachelor of Science (B.sc) degree, in Mass Communication.

I therefore, solicit your assistance in providing answers to the questions contained in this questionnaire. All information to be provided will be treated with great confidentiality and will be strictly used by for academic purpose. Thanks in anticipation of a positive response

Yours faithfully

Clinton Uzoehukwu

SECTION B

INSTRUCTION: Please tick (V) in your preferred option BIO DATA

1. What is your gender?
   1. Male [ ]
   2. Female [ ]
2. What is your age bracket?
   1. 17-20 [ ]
   2. 21-25 [ ]
   3. 26-30 [ ]
   4. 31-35 [ ]
   5. 36 and above [ ]
3. What, is your marital status?
   1. Single [ ]
   2. Married [ ]
   3. Divorced [ ]
4. What is your highest educational qualification?
   1. WASC/GCE/NECO [ ]
   2. NCD/ND [ ]
   3. Bsc./HND [ ]

RESEARCH QUESTION

NOTE: Thick the option that seems right to you in each of the question

<«

1. Do you log in on social media at least 4-6 times in a week? a. Yes [ ] b. No [ ] c. Can't Say [ ]
2. Do social media have any impact on you
3. a. Yes [ ] b. No [ ] c. Can't Say [ ]
4. Which of the social media platforms is mostly used by Nigerian Youths?
   1. YouTube
   2. Twitter
   3. Instagram
   4. Facebook
   5. Whatsapp
5. Do you think there is influence of social media on youths' use of traditional mass media in Nigeria?
   1. Strongly Agree [ ]
   2. Agree [ ]
   3. Disagree [ ]
   4. Strongly disagree [ ]
6. To what extent is the influence of social media on youths' use of traditional mass media in Nigeria?
   1. To a very high extent [ ]
   2. To a high extent [ ]
   3. Indifference [ ]
   4. To a low extent [ ]
7. Does social media usage enhance the youths' interaction with Nigerian leaders?
   1. Strongly Agree [ ]
   2. Agree [ ]
   3. Disagree [ ]
   4. Strongly disagree [ ]
8. Do you agree that the social media have really changed communication habits in Nigeria?
   1. Strongly Agree [ ]
   2. Agree [ ]
   3. Disagree [ ]
   4. Strongly disagree [ ]