USE OF SOCIAL MEDIA PLATFORMS AS A PANACEA FOR KNOWLEDGE MANAGEMENT AMONG STUDENTS OF HIGHER EDUCATION INSTITUTIONS IN AHMADU BELLO UNIVERSITY, ZARIA. NIGERIA

BEING A PAPER PRESENTED

BY

Dr. Hussaini SULEIMAN,

Kashim Ibrahim Library,
Ahmadu Bello University, Zaria, Nigeria.
Email:hsuleimanabu@gmail.com
Phone no: +2348029153724

And

Aminu SALEH,

Librarian,
Faculty of Education Library,
Gombe State University, Gombe, Nigeria
Email: aminusalehpantami@gmail.com
Phone no: +2347038160274

AT

2nd Online International Conference on Knowledge Management in Higher Education Institutions (ICKHI 2022). Held at Central Library Manipal University Jaipur, India in Collaboration with Library and Learning Resources Centre, University of Dubai.

11th -12th April, 2022

Abstract:

The study investigates the use of social media platforms as a Panacea for knowledge management among students of higher education institutions at Ahmadu Bello University, Zaria. Nigeria. The goal of the study was to discover the level of use of social media platforms among students of NAPRI-Shika, Ahmadu Bello University, Zaria? What are the challenges of effective use of social media platforms among students of NAPRI-Shika, Ahmadu Bello University, Zaria? Survey research methodology was used for the study, and the study used the primary data source to select a sample size of 291 respondents in the study area. The study used questionnaire techniques to collect data and distributed 297 questionnaires, of which only 215 were completed correctly and considered utilizable in the study. The data collected was analyzed using statistical techniques. The study identified Facebook and WhatsApp as the top social media platforms most used by students of NAPRI, Shika, Ahmadu Bello University, Zaria. The study reveals that cybercrime (identity theft, valuable data theft, business interruption, and financial loss) was the biggest challenge students from NAPRI, Shika, Ahmadu Bello University, Zaria faced when using social media platforms. The study concluded the misuse of social networking sites by students should be highly discouraged because social networking platforms are used for social networking purposes and not for academic purposes, because they visit social networking sites rather than educational sites, which was due to the large amount of time they spend on networking activities, this can have negative consequences that affect student performance. The study recommended, among others, the following: Students from NAPRI, Shika, Ahmadu Bello University, Zaria should put in their time judiciously and focus more on their studies instead of spending their valuable time on social media platforms for unnecessary sharing. Adoption of the Social Media Usage Act that would seeks to create the legal framework that would help courts adjudicate cybercrime cases in Nigeria.
Keywords: Use, Social Media Platforms, Panacea, Knowledge Management, Higher Education Institutions

Introduction

Without a doubt, modern communication technology has helped to serve as a means of exchanging knowledge, connecting people and interacting in the social world and in the educational field. Higher education institutions have discovered the exciting possibilities that technology has made available to institutions, educators, and students. As a result, the availability and use of information sharing and online teaching and learning by many colleges and universities in higher education institutions has increased rapidly. Technology has changed the way students share and interact with information, and has led to the rise of an open social platform in the form of social media, which allows people to easily connect and share information with each other. The rise of social media platforms has had a significant impact on students, both in their academic and social lives, as a means of establishing connections for various purposes (Subair, 2019). Boateng and Amankwaa (2016) stated that social media has inspired teachers, students, and other academic stakeholders to work together to advance knowledge management in teaching and learning. For this reason, Mcloughlin and Lee (2007) found that the use of social media platforms had a positive effect

on individuals by creating a panacea for diversification among different classes of students. Some of the admired social media platforms include Ning, Listserv, Facebook, Newsgroup Forum, WhatsApp, Flickr, Twitter, Myspace Weblog, MySpace, Youtube, Instagram, LinkedIn, Youtube Teacher, and Google Plus. Higher education institutions and academics are constantly exploring social media technologies to work in partnership and gain knowledge. Today, social media is used in higher education as a panacea for knowledge management and a platform for students to connect with professors, peers, and other scholars around the world. According to Anthony, Michael and Raja (2021), people find sources of knowledge in all disciplines and share them through social networks.

The impact of social media platforms on higher education institutions outcomes cannot be underestimated. George and Dellasega (2011) emphasized that the use of social media platforms facilitates knowledge management and improves students' learning opportunities, fosters collaborative learning and group discussions, enables communication outside the classroom, and fosters critical thinking. Students these days are exposed to social media platforms on a day by day; They use desktop computers, laptops, tablets, and mobile phones to chat, blog, share content, and actively engage in e-learning on social media platforms, which has significantly helped knowledge management (Cassidy, Griffin, Manolowitz, Shane, & Turney, 2011).

Social media platforms are rapidily becoming an accepted medium for human and public communication in Nigeria. Social media platforms are modern interactive communication channels through which people communicate and exchange interesting ideas, experiences, images, news and information. Buettner (2016) considers social networks as "computational tools that allow individuals or companies to create, share and exchange information, professional interests, ideas, images/communities and virtual networks. Knowledge management is seen as the process of transforming information and thinking, this allows users to know how to act when they need to (Kidwell et al. in Marjal, 2011, cited in Suleiman & Sambo, 2021). According to Suleiman (2021), Higher institution are establishment or institutions found in tertiary institutions of education like polytechnics, universities, colleges, colleges etc.

Research Questions

This research attempted to answer the following research question:

1. What is the level of usage of social networking platforms among students of NAPRI-Shika, Ahmadu Bello University, Zaria?
2. What are the challenges of effective use of social network platforms among students of NAPRI-Shika, Ahmadu Bello University, Zaria?

Study Scope

This study was conducted to investigate the use of social media platforms as a panacea for knowledge management among students of higher education institutions at Ahmadu Bello

University, Zaria. Nigeria. Only students from the National Agricultural Production Research Institute(NAPRI), Ahmadu Bello University, Zaria Nigeria participated in the research and it only covers social media platform as knowledge management as a magic tool for communication

Literature Review

Perryman (2011) established that Social media is now ubiquitous and is used by people of all ages for a variety of purposes. Social networking tools are universally used by people of all ages, but are especially used by young people and students. Social networks are online services, platforms or websites that focus on creating and reflecting social relationships between people who, for example, have common interests and/or activities. Social networks are websites that allow those who have an account on them to communicate with a selected set of associates (Awake, 2011). According to a survey of social media use in Zimbabwe by Zanamwe (2013), it was found that some of the most popular social media sites used in higher education institutions include Facebook, Myspace, Twitter and Linkedln. Researchers like Klopfer, (2009) and Poellhuber, (2011) have stated that Facebook and YouTube are the most popular social networking technologies used by all students to communicate and share knowledge. In addition to the social networking sites mentioned so far, Klopfer (2009) cites Bebo as an example of social networking sites. In contrast, Baird (2012) cites NING as a social networking site used primarily in academia. Research by the Pew Internet and American Life Project (2014) established that 93% of teens ages 12-17 were online users visiting MySpace and Facebook. Likewise, a study by AKindehin and AKindehin (2011) on social media use by students at higher education institutions found that more than 30 million college students in the United States use social media. The same study revealed that up to 93% of children in the Netherlands use social media. Ahmed (2011) reported that one of the threat of social networks; Cyber crime or electronic crime promotes copyright violation, which has always been a serious problem when it comes to social networking sites, especially videos on YouTube for example. Users who are ignorant of the terms can easily download or watch any type of video. There are amount of scammers on social media who may perhaps try to steal or use your personal information. Information that could be used for possible crimes such as identity thievery or scam. Additionally, there has recently been an increase in phishing attacks associated with social networking sites (Fischer, 2011). Amaka (2012) also found that social networks have become dangerous due to the activities of criminals. Recently, Nigeria faced one of the worst threats that social networking sites can present. The death of Cynthia Onokogo, who was the victim of one of the dangers of social networks via "Facebook". The habit of adding friends or sending messages without worrying about repercussions has resulted in many people falling victim to fraud and armed robbery, as evidenced by a young woman and student at Nasarawa University in Nasarawa State and plateau, Nigeria.

Methodology

The research method chosen for the study was a purely quantitative methodology. A survey research design was chosen for this study. The study population is One thousand three

hundred and thirty-five (1335) students from NAPRI, Shika, Ahmadu Bello University, Zaria (Source: Office of the Deputy Director, NAPRI, Shika, Ahmadu Bello University, Zaria, 2021). The researchers used Krejcie and Morgan (1970) to draw a population sample of 1,335 participants, of whom 297 responded to the study. A questionnaire was used as a data collection tool. The tool was validated by professionals in the field of library and information science. The data was collected by the researcher himself with a research assistant. The data was analyzed using descriptive statistics such as frequency distribution and percentages.

Data Analysis

Question One: What is the level of usage of social networking platforms among students of NAPRI- Shika, Ahmadu Bello University, Zaria?
The below table shows the social networking platforms usage among students of NAPRI, Shika, Ahmadu Bello University, Zaria.

Table 1: Level Of Usage Of Social Networking Platforms Among Students Of NAPRI

S/n	Social Networking platforms	Often Used	Not often Used	Rarely Used	Total
1	Facebook	180(84%)	26(12%)	9(4%)	215(100%)
2	Twitter	24(11%)	41(19%)	150(70%)	215(100%)
3	WhatsApp	180(84%)	26(12%)	9(4%)	215(100%)
4	TikTok	170(79%)	30(14%)	15(7%)	215(100%)
5	YouTube	140(65%)	50(23%)	25(12%)	215(100%)
6	Instagram	95(44%)	75(35%)	45(21%)	215(100%)
7	Telegram	150(70%)	41(19%)	24(11%)	215(100%)

Source: Field Survey, 2021.

Table 1 shows that students used Facebook, WhatsApp, Tiktok, Youtube and Telegram the most, with more than 65%, while the least students reported using Twitter with less than 25%. This is in line with the findings of Konetes and McKeague (2011), where they provided information on the use of social networking sites, particularly Facebook as mostly used by students. They further reported that students use Facebook and other channels to develop their identity, beliefs, and attitudes about various topics, such as politics, religion, business, and work, as well as to create and develop intimate relationships.

Research Question Two: What are the challenges to effective utilization of social networking platforms among students of NAPRI-Shika, Ahmadu Bello University, Zaria.?

Table 2 below shows the challenges of using social networking platforms among students of NAPRI, Shika, Ahmadu Bello University, Zaria.

Table 2: Challenges to Effective Utilization of social Networking Platforms among Students of NAPRI.

Options	Frequency	Percentage
Spending much time on social networking sites not related to learning	35	16%
Watching Immoral Act (prostitution, pornography).	21	10%

E-crime (Identity theft, interruption of business, financial loss	144	67%
Internet Problem	15	7%
Total	**215**	**100**%

Source: Field Survey, 2021.

The above table established that the most difficult problem or challenges confronting students of NAPRI, Ahmadu Bello University, Zaria was electronic crime which indicated 144(67%), internet problem was regarded as the least challenge confronting students. This study is in consistent with the findings of Ahmed (2011), where he pointed out that one of the threat of social networks is cybercrime, since it promotes copyright infringement, which has always been a serious problem when it comes to social networks, especially regarding youtube, videos e.t.c. He further said that a number of users simply share too much information; People can lose their jobs or friendships if they provide information on social media. Even if a user of a social site has their privacy settings set to the highest level, their information can still be shared by somebody

Findings

1. The study identified Facebook and WhatsApp as the top social media platforms most used by students and their associates from NAPRI, Shika, Ahmadu Bello University, Zaria.
2. The study revealed that cyber crime was the biggest challenge students from NAPRI, Shika, Ahmadu Bello University, Zaria faced when using social networking platforms.

Conclusion

Based on the results of this study, it can be concluded that when students misuse social media platforms; Due to the use of social media platforms for social media purposes and not for academic purposes, knowledge is likely not to be well managed in higher education institutions because they assist easy transfer of knowledge to students. Therefore, it is appropriate to make it an educational tool to provide additional academic information. This is significant as the use of social media platforms is increasing among students at higher education institutions in Nigeria. In addition, the students have knowledge about the use of social networking platforms, but they do not use them for the benefit of their academic life; Instead, they use them for socialization purposes.

Recommendation

1. NAPRI, Shika, Ahmadu Bello University, Zaria students should invest their time judiciously and focus more on their studies instead of spending their valuable time on social media platforms for sharing unnecessarily.

2. Enactment of the Social Media Usage Act to create the legal framework that would help courts adjudicate cybercrime cases in Nigeria.

References

Antony, R., Michael, J.L.M., & Raja, A.T. (2021). Usage of social media and pro social behaviour of adolescents. Proceedings of the International Conference on Library and Information Management (ICLIM - 2021) organized by the Department of Library

and Information Science, Faculty of Social Sciences, University of Kelaniya, Sri Lanka 26tth November, 2021. 43 - 48

Awake, (2011). *What Should I know social networking*? Part 1, 24.25.

Baird, D. (2012). The promise of social networks, Tech Learning, available at http://www.debaird.net/articles/FlickrEdu.pdf.

Boateng, R. O. & Amankwaa, A. (2016). "The impact of social media on student academic life in higher education". *Global Journal of Human-Social Science*: *G Linguistics and Education,* 16 (4), 1-8.

Cassidy, E., Britsch, J., Griffin, G., Manolovitz, T., Shen, L., and Turney, L. 2011. "Higher education and emerging technologies: Student usage, preferences, and lessons for library services". *Reference and User Services Quarterly,* 50 (4), 380-391.

George, D.R., & Dellasega, C. (2011). Use of social media in graduate-level medical humanities education: two pilot studies from Penn State College of Medicine, Medical Teacher, doi:10.3109/0142159x.2011.586749.

Klopfer, E., Osterweil, J., Groff, & Haas, J. (2009). "The Instructional Power of Digital Games, Social Networking and Simulations and How Teachers Can Leverage Them. Boston," *The Education Arcade*.

Krejsie, & Morgan (1970). *Educational and Psychological Measurement; Determining sample size for research activities*. University of Minnesota.

McLoughlin, C., & Lee, M. J. (2007). Social software and participatory learning: Pedagogical choices with technology affordances in the Web 2.0 era in the proceeding of ICT: Providing choices for learners and learning. Proceedings Ascilite Singapore. 664-675.

Office of the Deputy Director, NAPRI, Shika, Ahmadu Bello University, Zaria, (2021). Students Records.

Perryman, B.E. (2011). Use of social networking as an instructional aide in higher education. PhD dissertation, OK State University, Stillwater, OK.

Poellhuber, B., & Anderson, T. (2011). "Distance students' readiness for social media and collaboration," *The International Review of Research in Open and Distance Learning*, *12(*6), 102-125.

Subair, S.T.A., & Deborah, O.Y., (2019). Social Media: Usage and Influence on Undergraduate Studies in Nigerian Universities (Unpublished Master's Thesis). Obafemi Awolowo University, Ile-Ife, Nigeria.

Suleiman, H., & Sambo, S. (2021). Role of Academic Libraries towards Strengthening and Enhancing Effective Knowledge Management in Higher Education Institutions in Nigeria. Editors. K. S. Shivraj, T. Pratheepan & Punit Gupta. A paper presented at International Conference on Knowledge Management in Higher Education Institutions (ICKHI 2021) Organized by Central Library Manipal University Jaipur, India Jointly with University Library Uva Wellassa University, Sri Lanka held at Manipal University, Rajasthan, India. April, 7-8.

Zanamwe, N., Rupere, T., & Kufandirimbwa, O. (2013). "Use of Social Networking Technologies in Higher Education in Zimbabwe: A learners' perspective," *International Journal of Computer and Information Technology,* 02(01)