PERCEPTION AND UTILIZATION OF SOCIAL MEDIA NETWORK AMONG ADOLESCENTS IN SAMARU COMMUNITY, SABONGARI LOCAL GOVERNMENT AREA, KADUNA STATE, NIGERIA

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Abstract. The paper examines the perception and utilization of social media network among adolescents in Samaru community, Nigeria. This study is guided by four research questions. The design of the study is survey method and the sampling design used for the study is simple random sampling. The population consists of adolescents between the ages of 10-19 in Samaru community, Nigeria. The instrument used for data collection was questionnaire. Data generated was analyzed using frequency tables and percentages. It was found out that, majority of the adolescents in Samaru community prefer to use whatsup and facebook as their most preferred social media. The findings further revealed that, adolescents in Samaru community perceive social media to be a kind of network where they can only send and receive messages and chat with friends. The study recommend that parents should checkmate the dailies activities of their wards, as this may change their mind setting.

Keywords: Perception, Utilization, Social Media Network, Adolescent, Samaru Community

1 Introduction

Young people all over the world are the potential of a country's future, and if their needs particularly social media needs are not addressed, they have the real potential to jeopardize that future [1]. Nigeria being one of the biggest country in African continent is located in West Africa with an estimated population of over 170 Million [2] 115 million mobile subscribers and 56 million internet users, and has been seen as the biggest mobile internet and mobile market subscribers [3]. Today, 7 out of every 10 adolescents in Nigeria you find on the street has atleast one information communication technology device such as mobile phones, computers, iPad etc. that enables him or her to connect or communicate via social media networks. Nigerian is estimated to have over 22 million social media networks users using social sites, such as whatsup, facebook, youtube, linkedln, Imo, skype etc.[4].

However, social media forms an integral part of daily life among adolescents and has shown to benefit adolescent communicative capabilities and skills [5]. Where they can share and get firsthand information from each other. Adolescent constitutes majority of active users of social media network sites.[6]

1.1 Social Media

[7] sees social media as networks such as whatsup, linkedln, facebook etc., political blog like video sharing like youtube, audio sharing like podcast and mobile sites like 2go that have the capacity of boosting participation as a result of their open, conversational nature, connectedness and textual and audio visual characteristics. According to Shrestha cited in [8][9], social media means association among folks in that they produce, share, and exchange information and concepts in virtual communities and networks. [10] sees that, social media as inevitable for the least of majority of organizations globally. [11] posits that, social media is a network communication platform that may consume, produce and move with cluster of users generated happiness provided by their connections on the web site.

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1.2 Adolescent

Adolescent is a powerful formative time of transition to adulthood, that's when kinsmen become most aware of their gender. It is a physical, psychological and social change from childhood to adulthood and falls within the ages of ten to nineteen years [12]. [13] defines adolescent as person aged 10 to 19 years. It has been estimated that, 16% of adolescent worldwide are found in Africa (Population Institute, population and account Generation: A guide to Action). Adolescent use social media more often for example, a survey in Nigeria 2009 finds that, 73% of internet users particularly adolescent use social network sites, which is an increase from 55% 3 years earlier Lenhart Purcell cited in [14]

However, according to Flanner in [15] on use and consumption of social media, said 93% of adolescents are active users of the internet (10-70%), 75% of adolescent own a cell phone, teens text per month (100/day), text messages has increased most dramatically, along with media multi tasking.

In study conducted on Social Network Addiction among Youths in Nigeria[16], concluded that majority of the respondents use much of their time on social networking sites, which affects their productivity negatively. The findings of this study also indicated that youths in Nigeria spend most of their time on social networking sites communicating at the impairment of various necessary things like their studies.

However, in a study conducted by [17] reveals that, online social network have made net users to become distinguished communication users, particularly in students community. It however allows them to connect with potential fellow friends and to deliver educational content.

Social Networking Sites are turning into omnipresent aspects of youth and young adult life. Students have become captivated with this lifestyle way more than older generations have in recent years, as this way of living is all they apprehend [18]

Similarly, Seiter in Ali [19] observes that young people magnificently use digital communications, instant electronic messaging, cell phone texting, and social networking websites to keep up their social capital, atleast with those peers who will afford to stay up with the expensive needs of those technologies.

[20] identified facebook as a key example of a social media site. It is observed from research that facebook is now the primary method of communication by college students in the developing countries like Nigeria. Users spend more than six hours on social networking sites [21]. Social media according to [22] social media has made most of the Nigerian youths to continue spending more time on social networks than any other category of sites.

1.3 Historical Background of the Study Area

Samaru community is a cosmopolitan community with major ethnic group Hausa and Fulani. It was created from Bomo community in 1922, formely known as Labour line by a group of inhabited staff of Institute of Agricultural Research Zaria (IAR), who came from different part of Nigeria. Their major occupation apart from public and civil service are; farming, herdsmen, blacksmithing, malamai (Arabic school) and butchers (Mahauta)

Samaru Community is located at Zaria-Funtua road. Geographically, it is located on latitude 11.0^0N, longitude 7.37^0E with an altitude of 239 feets (730 meters). It's about 12 km from the ancient city of Zaria. It is also located opposite the famous Ahmadu Bello University, Zaria, (ABU) main campus Samaru, Zaria. There had been four (4) herbal rulers namely; Sarkin Samaru Ibrahim, Sarkin Samaru Abubakar, Sarkin Samaru Idrissu Abdullahi and the present ruler called Sarkin Samaru Dauda Abubakar. Currently, Samaru community has two (2) additional kingdom namely: Sabon layin and Tsakiya all headed Sarki Saidu Abdullahi and Sarki Isa Ibrahim (Village head). Samaru is now a district in Sabongari Local Government headed by District head traditionally called Hakimi. The village heads is answerable to the District head and the ward heads (Masu anguwanni) are also answerable to Village Heads. Samaru community has eight(8) communities under it's rule namely: Samaru, Tsakiya, Sabon layi, Jama'a, Korea, Yelwa, Makera, kallon kura and Yardoruwa, all turbaned and posted by Zazzau Emirate Council. The Village head and District head are turbaned by His Highness, the Emir of Zazzau.

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It has a population of over 60,000, with an estimated population of over 15,000 adolescents [23] (Village head), all these attributed to the immigration and emigration of the people in the community. The major ethnic group in Samaru community is Hausa and Fulani. Islam and Christianity are the main religious belief practiced. Thus, the community has a number of government primary schools, a number of private schools, 2 tertiary institutions (that is Ahmadu Bello University, Zaria and NILEST formerly called Leather Research situated in Danraka Samaru), a number of Centres such as Centre for Energy Research, Industrial Development Centre (IDC) and Centre for Automobile Research Design (CARD), a Division of Agricultural College (DAC), a number of private hospitals and clinics, a number of primary health care centers, a number of markets and a number of banks.

1.4 Negative effects of social media on adolescents

i. **Fornication**: Most adolescents at this stage are in their active sexual period and are often exposed to sexual urge due to nature or through watching of sexual videos on social media networks. Most of them try to practicalize what they watch which result to unwanted pregnancy and it sequel.
ii. **Gossip**: This is another medium that often spread false rumor thereby creating instability and anarchy in the community resulting to break down of law and order.
iii. **Crime:** Today, social media networks have drastically increased the number of crimes committed in our society. Most adolescent often learn new methods of crime on social media. They learn the various tricks they can use to dupe people online since it is often posted online.
iv. **Time wasting**: Adolescent often waste their time chatting irrelevant issues on social media, issues that are not important to their life, they spend the whole day without doing meaningful things that will be of benefit to their life.

1.5 Objectives of the Study

i. To identify the various types of social media used by adolescents in Samaru Community, Sabongari, Kaduna State Nigeria.
ii. To find out the perceptions of adolescent towards social media in Samaru community, Sabongari Kaduna State Nigeria.
iii. To determine the level of utilization of social media among adolescent in Samaru Community, Sabongari, Kaduna State, Nigeria
iv. To identify the problems of social media among adolescents in Samaru community, Sabongari, Kaduna State Nigeria.

1.6 Research Questions

i. What are the various types of social media used by adolescents in Samaru community, Sabongari, Kaduna State, Nigeria?
ii. What are the perceptions of adolescent towards social media in Samaru community, Sabongari, Kaduna State, Nigeria?
iii. What is the level of usage of social media by adolescent in Samaru Community, Sabongari, Kaduna State Nigeria?
iv. What are the problems of social media among adolescents in Samaru community, Sabongari, Kaduna State, Nigeria

2 Methodology

In this study, survey research method was adopted, as this was deem appropriate for the study. Cresswell cited in [24] posit that, survey research represent a set of orderly procedures specifying what data is to be obtained and from whom. Adolescent in Samaru community constitute the target population and simple random sampling techniques was used to collect data directly from the respondents using self-administered questionnaire. Thus, survey research method is found appropriate for this study because it would facilitate gathering of data concerned with the perception and utilization of social media network among adolescents in Samaru Community, Sabongari local Government, Kaduna State, Nigeria. The data generated for the study was analyzed using frequency tables and percentages.

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2.1 Sampling size

A sampling size of 15,000 adolescents representing the respondents is calculated using Yamane's formula.

$$n = \frac{N}{1+N\,(e)2} = \qquad n = \frac{15000}{1+15000\,(0.05)2} \qquad n = \frac{15000}{1+15000\,(0.0025)}$$

$$n = \frac{15000}{38} \qquad = 394.7 \qquad \textbf{(1)}$$

Approximately 395 adolescents would be sampled in Samaru Community, Nigeria.

2.2 Response Rate

The below table shows that, of the 395 copies of questionnaire administered, only 348 responses were retrieved and returned completed for the study. 47 questionnaires were either incomplete or invalid.

Table 1. RESPONSE RATE

Respondents	Administered	Returned
Adolescents	395	348

Source: field work 2016

The above table shows that, a total number of 395 questionnaires were administered to the respondents but only 348 questionnaires were returned by the respondents. This shows that 47 questionnaires were invalid. 27 Questionnaires were not properly filled and 20 questionnaires were not returned by the respondents. The researcher was able to get more response from the respondents because the questionnaires were made easy for the understanding of the respondents.

Table 2. TYPES Of SOCIAL MEDIA USUALLY USED By ADOLESCENTS In SAMARU COMMUNITY

Type of Social Media	Frequency	Percentage %
Whatsup	123	35%
Facebook	101	29%
Youtube	38	10%
Linkedln	17	5%
Skype	39	11%
Twitter	30	9%
Total	**348**	**99%**

Source**:** Field work 2016

Table 2 shows that, the mostly used social media by adolescents in Samaru community is whatup and facebook 35%(123) and 29% (101). 10%(38) of adolescent prefer using Youtube while others prefer using skype and twitter 11%(39) and 9% (30). Very few of them prefer using Linkedln 5% (17) .This implies that, majority of respondents are whatsup and facebook users.

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Table 3. PERCEPTION Of SOCIAL MEDIA Among ADOLESCENTS In SAMARU COMMUNITY

Perceptions of social media	Frequency	Percentage
Updating Knowledge	30	9%
Chatting with friends	108	31%
Watching movies/ sports	50	14%
Sharing & discussing school information	30	9%
Uploading and downloading videos	39	11%
Posting & updating status on timeline	91	26%
Total	**348**	**100%**

Source: Field work 2016

Table 3 above shows that, majority of the adolescents perceive social media to be where they can be chatting with friends and posting & updating status on the their timeline 31%(108) & 26% (91). While very few of them perceive social media a place where they can upload & download videos and watch movies/sports 11 %(39) & 14 %(50). 11% (39) and 9% (30) were perceived by adolescents as a place where they can be updating their knowledge and sharing & discussing school information. This implies that, majority of respondents take social media to be a place where they can send and receive messages.

Table 4: LEVEL Of USAGE Of SOCIAL MEDIA Among ADOLESCENTS In SAMARU COMMUNITY

The below table shows that, majority of the respondents in Samaru community utilizes more social media like facebook 134(38.5%) and whatsup 112(32.2%). It also shows the least used social media as linkedln indicating 16(4.6%). Twitter Skype and Youtube indicating 27 (7.8%), 16(4.6%) and Youtube 40(11.5%) also shows the level of usage of social media among adolescents in Samaru community. This implies that facebook and whatsup are more non and used by adolescents in the community.

Table 4: LEVEL Of USAGE Of SOCIAL MEDIA Among ADOLESCENTS In SAMARU COMMUNITY

Type of Social Media	Frequency	Percentage %
Twitter	27	7.8%
Skype	16	4.6%
Linkedln	19	5.5%
Youtube	40	11.5%
Facebook	134	38.5%
Whatapp	112	32.2%
Total	**348**	**100.1**

Source: Field work 2016

Table 5: PROBLEMS Of SOCIAL MEDIA Among ADOLESCENTS In SAMARU COMMUNITY

Problems	Frequency	Percentage
Unwanted friendship request	93	27%
Power failure	138	40%
Lack of internet access	95	27%
Unwanted social advances from adult	22	6%
Total	**348**	**100%**

Source: Field work 2016

The above table shows that, power failure, unwanted friendship request and lack of internet access where the most likely problems encountered by students with 40%(138), 27%(93) and 27% (95). Unwanted social advances were the least problem encountered by adolescents in Samaru community. This implies that adolescents do experience hitches while using social media.

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2.3 Summary of the findings

The majority of the findings from the analysis of the data of the study are summarized below:

1. The study shows that, majority of the adolescents' 35% (123) prefers to use whatsup as their favorite communication medium and the least used type of social media is linkedln 5% (17).
2. The study further reveals that, adolescents usually waste their time on social media sending and receiving messages instead of utilizing it for developing themselves self academically.
3. The study reveals that, power failure which is a problem in our present day community, is limiting the usage social media by adolescent in our community.

Recommendations

1. Parents should checkmate the day to day interaction of their wards, as this may change their mind setting.
2. Parents should make sure that, they monitor their wards so as to ensure they are not misusing social media to commit crimes.
3. Adolescents in Samaru community should use the social media in develop themselves academically and not misusing it.
4. The head of community should also create awareness to adolescent living in their community so as to reduce the level of crime and other ills and it sequel in the community.
5. Adolescents should not allow social media to affect their academics negatively.
6. Uninterrupted power supply should be provided at all time to the community by those in charge.

Conclusion

The emergence of social media has brought a dramatic shift from the way adolescents behave in the community and if this is not checked on time, it could jeopardize the life and future of the adolescents in the community.

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