Behavioural Impact of Social Media Platforms Among Youths in Yola Metropolis

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Abstract— Social media is increasingly becoming popular because of the combination of both technological developments and social change. The platform creates enabling environment for discussion on burning issues that has been overlooked in today's scenario. This research is aimed at conducting the behavioural impact of the social platform among the youths in Yola metropolis. The study employed the use of survey method for data collection involving questionnaire administration and oral interview where 110 questionnaires were randomly distributed to respondents. The results indicated that many youths in the metropolis who use social media spend increasing amount of quality time on these networks. The findings of this study revealed the platform could impact negatively hence the need to identify proactive measures to forestall its attendant negative effects.

Keywords— platform, scenario, impact, metropolis, questionnaire, forestall, alluded, effect

INTRODUCTION

Social media platform is a digital tool Through which users instantly create, share and disseminate information like texts, graphics, moving images and sound. The web is becoming part of general business where communication and its related services gainfully thrives. The web primarily depends on phone line connections, so the better these are across a territory, the more reliable the service.

Whereas Andres 2014) described in his study that social media platform is a set of internet based application that construct on the technological and ideological foundation of web that permits the design and exchange of user generated content, shrestha (2015) described social media as a means of connections between people that create and exchange ideas and information in virtual communication and networks. Alison see social media platform as an online technology tools which people to communicate much easily through social media like podcast, images, audio and video, text and other multi-media communications.

It is clear that there is a link between social networks and their impact on behavioral change among young people.

As a result, messages can reach audiences and target groups in real time and can generate changes and trends.

METHODOLOGY

The research investigates the behavioural impact of using social media platforms among youths in yola metropolis, this study adopts quantitative survey method. A set of questionnaire was designed to elicit responses from respondents in the metropolis who were purposively selected from schools and othr relevant areas region. the primary source of information for the researcher was students of tertiary institutions in Yola metropolis. In this investigation, the procedure used for the participants' selection for this study was explained and their responses was measured and evaluated. The research identified attitudes of students towards the use of various social media and its effect on their social behaviour. A total of 110 youths were identified and selected for this study.

SOCIAL MEDIA AND THE YOUTHS

There has been a lot of explosion on the use of technology in making interpersonal communication. This is particularly the case of for young people. As early as primary school, many people are carrying cell phones in Yola metropolis with ready access to the internet and mobile phone technology, social networking has become a phenomenon of unprecedented proportions and is expanding the concept of a social network.

Today's teenagers in Yola metropolis are exposed to images and status that portray perfection. Social media such as whatsapp, facebook and instagram have the tendency to showcase idealized body-types through images that that have been cosmetically altered and therefore set unrealistic and unattainable beauty standards foe adolescent children whose body are undergoing uncontrollable change.

Photos of models with flawless complexions can make teens feel all the more insecure about having hormonal skin and overtly sexualize e representation of young-adult females in mainstream media can be hugely conflicting for teenage girls who, until recently were only just children.

The most popular social media sites in 2018
1. Facebook
2. YouTube
3. WhatsApp Messenger
4. Facebook Messenger
5. Instagram
6. Tumblr
7. Google+
8. Twitter
9. Reddit
10. Snapchat
11. Skype
12. LinkedIn
13. Pinterest
14. Flickr
15. Kik

Source: Khan and Keller 2018

Social media are interactive digitally-mediated technologies that facilitate career interest, sharing or exchange of ideas, information and other forms of expression via virtual communities and networks. While challenges to the definition of social media arise due to the broad variety of stand-alone and built-in social-media services currently available, there are some common features.

Social media are interactive Web 2.0 Internet-based applications.

- User-generated contents
- online interactions.
- profiles are created by users for the website or app.
- It facilitates the development of online social networks

SOCIAL MEDIA IN NIGERIA

Social media usage has been met by mixed feelings, especially in the Nigerian society. There have been calls to establish a working framework where its usage can be regulated. There are school of thought who believe that it is an extension of the freedom of speech of every individual. There has also been a plethora of arguments on the assumed benefits of social media usage. typically, in every argument, there those that will insist on the merits of the subject, those that will quickly call attention to the demerits and most certainly, those that would not care about the subject, its merits or demerits.

SOCIAL MEDIA IN YOLA METROPOLIS

Everywhere in the streets of yola, we see numerous youths clinging passionately to their communication gadgets, some laughing, while others have a business-like looks on their faces, they all have something in common. They are skilled youths and are either networking or, building strong long lasting relationships that transcends any bias, be it religious, political or ethnicity biased which promises to transcend the bond of brotherhood.

From facebook to whatsapp, via twitter through instagram to skype and all other social media platforms, youths are engaging each other networking and building relationships. There is evidence of growing use of the social media by Nigerians. Facebook and whatsap have become invaluable tools for keeping in touch with friends and families. Elatedly, citizens power is now growing those who were formerly voiceless now have a voice. Those voices are now possible once you can sign up to an account on social media. Thus it has become a veritable tool with vast potential to use for awareness creation, sensitization and social mobilization.

However, unguarded youthful exuberance has taken over the airspace as unclad, offensive, sexually appealing and sexually abusive pictures are the new strategies inhibiting the youths from productive use of the social media.

ANALYSIS AND DISCUSSION

Questionnaire was used in collecting relevant data which were analyzed based on the research questions. The research has three questions derived from the objectives which sought to identify the behavioural impact of using social media, the mean (x) is determined as 3. If the mean of responses of respondents is 3 and above, the response is considered as agreed, but if it is below 3, it is considered as disagreed.

Table 1. Research question 1. What are the negative and positive impacts of social media?

S/N	ITEMS	SCORES					No of responses	Total	Mean X	remarks
		SA	A	D	SD	U				
1	6	28 140	32 128	12 36	5 10	3 3	80	317	3.96	Agreed
2	7	25 125	35 140	13 39	4 8	3 3	80	315	3.93	Agreed
3	8	41	30	4	3	2	80	345	4.31	Agreed

S/N		SA	A	D	SD	U	No of responses	Total	Mean X	remarks
		205	120	12	6	2				
4	9	34 170	38 152	5 15	2 4	1 1	80	342	4.27	Agreed
5	10	50 250	23 92	3 9	2 4	2 2	80	347	4.35	Agreed
6	11	42 210	31 124	4 12	2 4	1 1	80	351	4.38	Agreed

Source: Field survey, 2020

Appreciable number of respondents agreed with all the items in the questionnaire, this indicates that there are positive as well as negative impacts of using the social media among the youths in Yola metropolis.

Table 2: research question 2. what are the effects of social media?

S/N	ITEMS	SCORES					No of responses	Total	Mean X	remarks
		SA	A	D	SD	U				
1	12	22 110	50 200	4 12	3 6	1 1	80	329	4.11	Agreed
2	13	27 185	28 112	8 24	4 8	3 3	80	332	4.15	Agreed
3	14	20\100	42 168	11 33	5 10	2 2	80	313	3.91	Agreed
4	15	52 260	27 108	0 0	0 0	1 1	80	369	4.61	Agreed
5	16	46 230	27 108	4 12	2 4	1 1	80	335	4.18	Agreed

Source: Field survey, 2020

The table above shows that respondents agreed with all the items in the questionnaire which signifies that there are some effects of using social media among youths in Yola metropolis.

Table 3: research question 3. What motivates participants of social media?

S/N	ITEMS	SCORES					No of responses	Total	Mean X	remarks
		SA	A	D	SD	U				
1	17	37 185	30 120	8 24	3 6	2 2	80	337	4.21	Agreed
2	18	45 225	30 120	3 9	1 2	1 1	80	357	4.46	Agreed
3	19	32 160	40 160	4 12	3 6	1 1	80	339	4.24	Agreed
4	20	28 140	42 168	5 15	3 6	2 2	80	331	4.14	Agreed
5	21	25 125	39 156	7 21	6 12	3 3	80	337	4.21	Agreed

Source: Field survey, 2020

On a closer look at table three above, it is evidently clear that quite a number of respondents responded affirmatively with all the questions in the questionnaire on what motivates them in using social media platform

SUMMARY

Social media implies tool, place and service that allow people to gather for social interaction. It allows individuals to gather and express themselves in a much simpler and immediate fashion. The research revealed that a person who wishes to express his or her opinion, share music or art, or simply say hello to another human being in another country or culture, social media will allow them do so. The research further revealed that different interest groups aired their opinions on social media sites through developing their biographical profiles, communicate with friends and strangers or do research and share thoughts, photos, music link and more. Proponents of social networking sites say that online communities promote increased interaction with

friends and families. Offer teacher and students valuable access to educational support and materials that facilitates social and political change and disseminate useful information rapidly.

With the prevalent of smart phones and popularity of text messaging chances are that we have been with someone who was there but not quite there. It is uncommon to see people glued to their technology even in social settings.

CONCLUSION

Social media have many negative impacts on the youths' social behaviour. It can negatively affect academic or social pursuits because of the time spent by the users. In this study, the youths in Yola metropolis often spend more time on daily basis on social media which can lead to can lead to or inspire improper behaviour which may include riot or demonstration, gossips, terrorism, and other social vices and disorderly behaviour. As in the case of deviants who always have many friends, it could become a hub for grooming youths in immoral acts. Any youth whose peer groups are deviant as friends will likely be influenced by the character. The friendships struck in social media have a potential for anti-social conduct. In view of the above summary, it was evident that social media played a major role on behavior change of the respondents. The fact that social media is part of them especially having been born in this era of emerging technology, most felt that they could not do without it. They depended on it for various positive things such as research and contacts with old friends and getting on the loop of what was happening either in their circles, nationally or internationally.

RECOMMENDATION

Based on the outcome of this research work, the following recommendations have been proffered:

- The youths need to be trained on better usage of the social media so as to minimize time wastage on chatting and other irrelevant engagements that are not of major importance on their lives.
- Government and regulatory authorities need to have adaptive laws and policies to protect and teach the youths on the negative aspects of social media
- Stake holders as a matter of priority needs to come up with means of filtering information that reaches the young people through social media platforms.
- Parents and security agencies should monitor activities of the young people on social media in order to protect them from sex pest and pedophiles.

- The outcome of this research should be used in policy formulation at all levels of learning that include mostly the youths.

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