



Perceived Influence of Social Media Usage Among Youth: A Survey

Olalekan Moses Olayemi

*Nigerian Institute of Medical Research, Lagos, NIGERIA
Department of Library & Information Technology*

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Abstract

The use of social media has significantly changed means of communication and reshaped individual habits, especially the younger generation. These changes have vital implications on youth. This study investigated the perceived influence of social media usage among youth in Lagos State, Nigeria. Survey design was adopted for the study. The population of the study were youth and, the sample size was 200 participants. Questionnaire was used to collect the data. The findings revealed that the most common social media accounts used by the respondents were Facebook and Whatsapp. The findings also show that a majority of the youth agreed to the negative influences of social media usage on their behavior and lifestyle. The study concluded that the current findings may help to better understand the influence of social media use on the youth, and hence inform strategies to balance between control and participation as well as curtailed its negative effect.

Keywords: internet, online, youth, social media, social networking sites.

1. Introduction

One of the important developments associated with online internet presence is the advent of social media. The emergence of the internet and, more recently, social media has significantly changed personal habits and reshape lifestyle, particularly among the younger generation (Tarimo, 2016). The addition of smartphones and other online mobile devices such as the tablet, Ipads brought about the added value of mobile internet usage and access to information. Coupled with social media applications, this technology enabled people to use social networking sites on the go, from any location at all the time (Almenayes, 2014).

Annapoorna, Reshma and Sawad (2015) defined social media as websites and applications that enable users to create and share content or to participate in social networking. It is one of the most modern and favorite form of social platform including many features and social characteristics in it. Social media such as Facebook, Twitter, LinkedIn, Instagram, Whatsapp, amongst others has brought a remarkable change in how people access and share information (Fallahi, 2011). It serves as a channel to communicate, texting, images sharing, audio and video sharing, fast publishing and linking with people all over the world. It is also a cheapest fast access to the world, so it is very essential for all age groups. The youth, however, remains the most prominent users of social media. This, of course, is not surprising as the digital age is widely believed to belong to the youth. Despite its benefits and usefulness, social media has its own effects

such as causing moral degeneration among the youth and the society at large. This is alarming and call for concern.

2. Statement of the problem

According to Edeh (2018) social media addiction is becoming an increasing problem that has negative consequences on youth as many have become obsessed with the media. Many young people are found so attach to their smartphone that they hardly sleep over night surfing the internet / social media. Many end up sleeping off with their phone in their hand and when they wake up in the morning, they first check the status/update (Dimka, 2018). In addition, while using some social media sites, youth can easily fall prey to sexting, pornography, cyberbullying, and other anti-social behavior. Other probable negative consequences include a lack of privacy, reduced learning and research abilities, decreased real human contact and writing skills, increased vulnerability to crime, emotional pain and anxiety, and severe isolation amongst other vices which can ruin career and purposeful living (Ononogbu & Chiroma, 2018).

3. Objectives of the study

The general objective of this study is to investigate the perceived influence of social media usage among youth in Lagos State, Nigeria. The specific objectives are:

1. To find out the use of social media among youth;
2. To find out the medium of access to social media;
3. To find out the most commonly used social media among the respondents;
4. To find out their frequency of social media use;
5. To ascertain the perceived benefits and effect of social media usage among the respondents;
6. To ascertain the problems the youth encountered when using social media.

4. Literature review

4.1 *Social media use and youth*

In today's world, people – particularly young people – are continually finding and adapting new ways of communicating electronically to meet their needs. Majority of the younger generation have moved quickly from electronic media like as television viewers and radio listeners to the social media. The number of youths using social media platforms continues to increase and the statistics are overwhelming on how often they do so each day. In Nigeria, citing the Minister of Communication Shittu Adebayo said “about 75 percent of Nigeria's population that use the internet are on social media”, of which majority of them are youth (Ogunkola, 2018). By implication, a large part of this generation's social, emotional and even mental development takes place online (Ononogbu & Chiroma, 2018).

Social media has become a popular trend today, especially among young people, and as such many youths are more concerned about the social platforms available on any mobile device. The use of social media helps the youth to stay connected. Social media is readily available everywhere, and at the same time allows connection and information flow to happen quickly

(Tarimo, 2016). For many young people, this is their preferred means of communication and it has been identified as an effective tool. Nevertheless, the negative ways in which youth embrace the use of social media is high and alarming. The amount of time that youth, and even adults, have been spending with these social networks has caused a wave of concerns about their lifestyle and content of these sites, as well as the effects of these on social relationships and belief (Nyland & Near, 2007; Edeh, 2018). The outcome of the over-dependence and misuse of the social media takes so much of the youths' time off their academic work, morals and lifestyle. The younger generation tends to spend more of their time online chatting, posting selfies, keeping up in the latest entertainment news and exhibiting celebrity mania and all this tends to have a negative impact in their reading culture and career (Nkordeh, Olowononi & Ibinabo Bob-Manuel, 2017).

Review of related literature revealed that various studies have been conducted on the use of social media among youth globally. However, there is paucity of empirical studies that specifically address issues relating to the perceived influence of social usage among the youth in Lagos State, Nigeria. Akpan, Akwoano and Senam (2013) studied found out that youth in Uyo, Nigeria registered in at least 46 social networking websites which indicates that they are internet-savvy and is part of the global social networking. They also found that the youth were active users of social networking websites and accessed it for various purposes and gratifications. It also established that the youth were not always fulfilled in their expectations of social networking sites, although they made use of these websites daily. Ezumah (2013) studied the use of social media by college students who are predominantly youth and ranging in age from 18 to 28 years. The findings revealed Facebook emerged as the preferred social media networking site followed by Twitter, while LinkedIn was the least popular site among this group. The findings also revealed so many reasons why they use social media include keeping in touch with friends and family, sharing photos, and entertainment among others.

On the benefits derived from the usage, Dhaha and Igale (2013) studied Facebook usage among Somali youth. The results suggest that Somali youth are motivated by virtual companionship escape, interpersonal habitual entertainment, self-description of own country, self-expression, information seeking, and passing time gratifications. Baglari et al. (2020) explored the social media use among youth in Karnataka, India. The finding revealed that the respondents in the study, opined that social media is an effective communication tool that enables users to communicate with other social media users instantly as well as sharing information such as videos and images.

Amofah-Serwaa and Dadzie (2015) explored the implication of social media use on child behaviour in a basic school in Ghana. The outcome of the study indicated that the negative effects of social media observed among the pupils involve distraction of pupils' attention from their studies, frequent use of "pidgin English" as well as unnecessary fashion consciousness. Similarly, Onah and Nche (2014) investigated the moral implication of the phenomenon of social media in Nigeria especially among the youth. They found out that the social media phenomenon is overwhelmingly popular among Nigerian youth as well as one of the major contributors to moral degeneration in the country. Edogor, Jonah and Ojo (2014) investigated the influence of social media on the youths' usage of traditional mass media in Nigeria. The study revealed that social media create wider links enabling youth audiences using them to access traditional mass media online. The study also found that the youth 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. Umeogu and Ojiakor (2014) sought to ascertain what the internet especially social media has done to and for Nigerian youth. The findings revealed that the internet have negatively affected education, morality and culture of Nigerian youth amongst others.

Ambuchi (2015) studied the negative impact of media on the morality of the youth in Nairobi, Kenya. The findings revealed that the negative effects of the media have impacted the

youth as media access and media use (internet) among the youth is rampant and subsequently consumes a lot of their time. Shu-Sha Angie Guan and Subrahmanyam (2009) conducted a study on the risks and opportunities of internet use on the youth. The results show that online risks such as addiction, cyber bullying, and sexual solicitation are associated with negative consequences among the youth. Shabir et al. (2014) surveyed the impact of social networking sites in the changing mind-set of the youth. The finding indicated that, majority of the respondents agreed that use of social media is deteriorating social norms and its use is affecting negatively on study of youth. More so, the findings revealed that social media promotes unethical pictures, video clips and images among youth, as well as anti-religious post and links that create hatred among peoples of different communities.

5. Theoretical framework

5.1 *Use and Gratification theory*

This study deployed the uses and gratifications theory propounded by Elihu Katz, Jay Blumler and Micahel Gurevitch in 1974. The use and gratification theory is a well-known approach to understanding of media utilization among individuals. The theory focuses on how users proactively engaged with the use of media that will meet a given need. The theory posits that users are responsible for choosing media to meet their needs. The approach suggests that people use media to fulfil specific purposes (Katz, Blumler & Gurevitch, 1974). The use and gratification theory seeks to explain the reason behind people using a particular media and what motivates people to continually engage in using such media in order to derive gratifications to fulfill those needs. The theory also helps researchers to gain an understanding on why people switch from one media to another.

Unlike earlier theories that suggested that media opinion might shape individual and their belief, the uses and gratification theory suggest that media audiences are not passive, and that people choose media messages to gratify their needs (Adelabu, Sanusi & Esiri, 2015). As such, media consumers decide the extent to which media has an influence on them as well as the idea that users decide media alternatives merely as a means to an end. Consequently, the adoption of the uses and gratification theory is informed by the fact that people consciously choose the medium (social media) that could satisfy their needs. The extent to which a social media platform is used to meet a demand is a measure of its effects and gratification. As such, users / media consumers actively choose specific media content based on their need. If there are any effects, either positive or negative, these are consciously or at least actionably intended. Uses and gratifications theory offers a way to explain the proliferation of social media – why various social media outlets are so popular and commonly used (Matei, 2010). This theory was adopted to explain how and why youth in all countries of the world develop so much habit choice of using social media to the very extent that it has become part of their daily lifestyle.

6. Methodology

This study is quantitative in nature. A survey design was adopted for the study. The population of the study comprised youth that attended the RECALP. RECALP stands for “Relationship, Entrepreneurship, Career, Leadership and Politics.” RECALP is a non-denomination and inter-denomination program that gather youth from all works of life to venue to, educate and teach them on various issues such as relationship, entrepreneurship, career, leadership and politics by different renowned facilitators. Purposive sampling technique was used for this study. Questionnaire was the research instrument used for the data collection. To ensure validity of the questionnaire, face and content validity was conducted through a panel of experts who have years of experience research in a related field. The Cronbach’s Alpha was used to test the

internal consistency of the instrument. The overall value for the entire instrument yielded 0.84, which indicates that the instrument is very reliable enough for the conduct of the study. A sample size of two hundred (200) participants was drawn for the study. Israel (1992) suggested that nearly sample size will suffice if descriptive statistics are to be used. In a similar study, Dimitrov and Nongkynrih (2017) used the sample size. The collected data were arranged, coded, tabulated using frequency, percentages, mean and standard deviation, and analyzed using SPSS version 21 for Windows.

7. Analysis of results

Out of the two hundred (200) copies of the questionnaires administered to the respondents of the study, one hundred and sixty-eight (168) copies were retrieved, out of which one hundred and fifty-nine (159) representing (79.5%) was found useful for the data analysis.

Table 1. Demographics of the respondents

Gender		Frequency	Percentage (%)
	Male	71	44.7
	Female	88	55.3
	Total	159	100
Age			
	15-20	41	25.8
	21-25	50	31.4
	25-30	68	42.8
	Total	159	100
Marital status			
	Single	147	92.5
	Married	11	6.9
	Missing value	1	.6
	Total	159	100
Educational qualification			
	WASC/SSCE	59	37.1
	NCE/OND	40	25.2
	HND/BSC	41	25.8
	Masters	11	6.9
	Others	8	5.0
	Total	159	100
Occupation			
	Student	88	55.3
	Business	21	13.2
	Self-employed	22	13.8
	Unemployed	7	4.4
	Civil Servant	7	4.4
	Others	13	8.2
	Missing value	1	.6
	Total	159	100

From table 1 above, there was a slightly higher number of females 88 (55.3%) in this study compared to males. The respondents of the study represent different age bracket. The highest respondents 68 (42.8%) fell under the age bracket of 25-30, while the lowest category 41 (25.8%) were between the age bracket of 15-20 years. From the analysis, it shows that 147 (92.5%) respondents were single, while 11 (6.9%) respondents were married. This shows that majority of

the respondents are single people who probably like to spend more time to consume social media content.

The highest educational qualification of the respondents revealed that 59 (37.1%) were WASC/SSCE certificates holders. Analysis on the occupation distribution of the respondents shows that a majority 88 (55.3%) were student.

Table 2. Social media account

	Frequency	Percentage (%)
Yes	159	100
No	0	0
Total	159	100

From the table 2 above, all the respondents 159 (100%) had social media account.

Table 3. Devices used to access social media

Devices	Frequency (n=159)	Percentage (%)
Cellphone	146	91.8
Desktop	24	15.1
Laptops/Ipad	29	18.2
Parents' phones	7	4.4
Tablet	14	8.8

*Multiple responses

The respondents were asked the devices they use to access social media. From the table 3, 146 (91.8%) owned a cellphone, laptops/Ipad 29 (18.2%), desktop 24 (15.1%), tablets 14 (8.8%), and parents' phones 7 (4.4%).

Table 4. Types of social media account

Social Media	Frequency (n=159)	Percentage (%)
Facebook	155	97.5
Twitter	65	40.9
Whatsapp	136	85.5
Instagram	102	64.2
LinkedIn	41	25.8

*Multiple responses

From the table 4, 155 (97.5%) had social media account with Facebook, 136 (85.5%) had accounts with Whatsapp, 102 (64.2%) respondents had accounts with Instagram, 65 (40.9 %) respondents had accounts with Twitter, and 41 (25.8%) respondents had accounts with LinkedIn.

Table 5. Frequency of Social Media Use

Social media	Very often	Often	Sometimes	Not often / Rarely
Facebook	42(26.4%)	53(33.3%)	34(21.4%)	27(17.0%)
Whatsapp	85(53.5%)	35(22.0%)	16(10.1%)	9(5.7%)
Twitter	13(8.2%)	10(6.3%)	28(17.6%)	30(18.9%)
Instagram	17(10.7%)	24(15.1%)	37(23.3%)	41(25.8%)
LinkedIn	8(5.0%)	4(2.5%)	15(9.4%)	43(27.0%)

The respondents were asked to indicate the frequency with which they used different social media network. The results on table 5 indicate that Whatsapp 85 (53.5%) and Facebook 42 (26.4%) were used more frequently used than the other social media network as compared with Twitter 17 (10.7%) and LinkedIn 8 (5.0%).

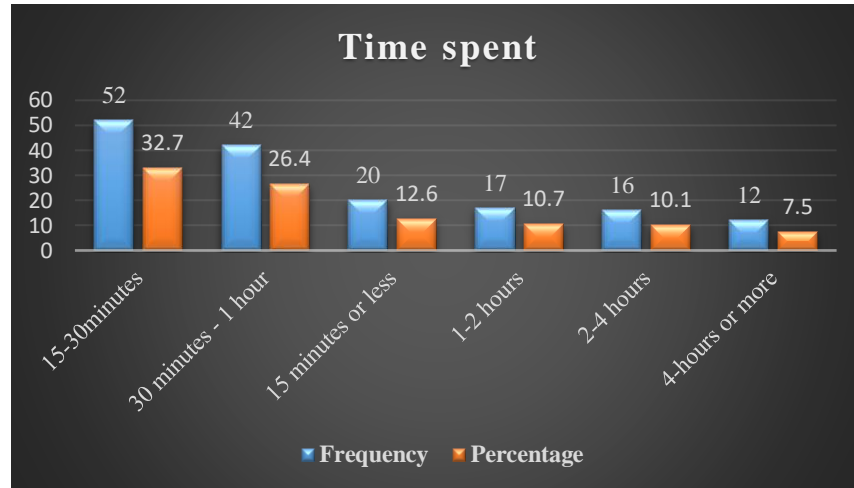


Figure 1. Time spent on social media

The respondents were asked how many minutes /hours they spent on the social media in a typical session. From the figure 1 above, 52 (32.7%) respondents spent 15-30 minutes, 42 (26.4%) spend 30 minutes – 1 hour, 20 (12.6%) respondents spend 15 minutes or less, 17 (10.7%) spend 1-2 hours, 16 (10.1%) spend 2-4 hours, and 12 (7.5%) spend 4 hours or more. The usage be for updating status, finding trending issues, posting and commenting / responding friends' timeline every moments or business purposes.

Table 6. Purpose of using social media

Items	Frequency (n=159)	Percentage (%)	Mean (\bar{x})
For communicating and interaction with friends	143	89.9	1.10
For online learning	137	86.2	1.14
For finding friends online	58	36.5	1.64
For private messaging	74	46.5	1.53
For general networking	76	47.8	1.52
For updating profile information's and uploading photos	66	41.5	1.58
Entertainment	77	48.4	1.52
To promote/doing business	98	61.6	1.34
To while away time	53	33.3	1.67

Table 6 above shows the benefit derived using social media by the respondent's understudy. They include communicating and interacting with friends (\bar{x} =1.10), online learning (\bar{x} =1.14), for promoting/doing business (\bar{x} =1.34), entertainment (\bar{x} =1.52), general networking (\bar{x} =1.52), and private messaging (\bar{x} =1.53), for updating profile information's and uploading photos (\bar{x} =1.58), for finding friends online (\bar{x} =1.64), and to while away time (\bar{x} =1.67).

Table 7. Perceived benefits derived on the use of social media

Items	Frequency (n=159)	Percentage (%)	Mean(\bar{x})
It encourages virtual meeting with people	102	64.2	1.36
It increases self-esteem and well-being	76	47.8	1.52
It helps in research and learning	144	90.6	1.09
It helps in sharing religious activities	104	65.4	1.35
It supports collaborative and peer to-peer learning	97	61.0	1.45
It helps in strengthening interpersonal relationships	110	69.2	1.31
It promotes reading and writing web skills	95	59.7	1.40

The respondents were asked the benefit derived using social media. Table 7 reveals that, ($\bar{x}=1.09$) respondents said it helps in research and learning, ($\bar{x}=1.31$) it helps in strengthening interpersonal relationships, ($\bar{x}=1.35$) it helps in sharing religious activities, ($\bar{x}=1.36$) respondents said it encourages virtual meeting with people, ($\bar{x}=1.45$) it supports collaborative and peer to-peer learning, ($\bar{x}=1.40$) it promotes read and write web skills, and ($\bar{x}=1.52$) it increases self-esteem and well-being.

Table 8. Perceived effect of using social media

Items	Frequency (n=159)	Percentage (%)	Mean (\bar{x})
Many young people end up wasting a lot of their time on games and chatting on social networks	146	91.8	1.08
Use of social media is deteriorating our social norms	89	56.0	1.44
Social media promotes unethical/sexual pictures, video clips and images among youth	143	89.9	1.10
Useless information creates ambiguity and confusion in the mind of youth	128	80.5	1.19
Irrelevant and anti-religious post and links create hatred among peoples of different communities	106	66.7	1.33
Social media is becoming a hobby of youth to kill the time	131	82.4	1.18
Mobile phones and computers users have become very addictive	134	84.3	1.16

On the possible perceived effect of using social media, data in table 9, indicates that ($\bar{x}=1.08$) said many young people end up wasting a lot of their time on games and chatting on social networks, ($\bar{x}=1.10$) social media promotes unethical/sexual pictures, video clips and images among youth, ($\bar{x}=1.16$) mobile phones and computers users have become very addictive, ($\bar{x}=1.18$) social media is becoming a hobby of youth to kill the time, ($\bar{x}=1.19$) useless information creates ambiguity and confusion in the mind of youth, ($\bar{x}=1.3$) irrelevant and anti-religious post and links create hatred among peoples of different communities, and ($\bar{x}=1.44$) use of social media is deteriorating our social norms.

Table 9. Problems encountered in using social media

Items	Frequency (n=159)	Percentage (%)
Unwanted friend's request	118	74.2
E-crime, e.g., identity theft, theft of valuable data, interruption of business, financial loss	52	32.7
Unwanted and offensive messages	112	70.4
Sleep deprivation	56	35.6
Defamation of personalities	43	27.0
Unwanted sexual advances, e.g., prostitution, pornography	73	45.9
No privacy	51	31.2
Cyber bullying	40	25.2
Fake identity and profile	84	52.8

With regards to problems encountered in using social media, Table 9 show that 118 (74.2) unwanted friend's request, 112 (70.4%) unwanted and offensive messages, 84 (52.8%) fake identity and profile, 73 (45.9%) unwanted sexual advances, e.g., prostitution, pornography, 56 (35.6%) sleep deprivation, 52 (32.7) e-crime, e.g., identity theft, theft of valuable data, interruption

of business, financial loss, 51 (31.2%) no privacy, 43 (27.0%) defamation of personalities, and 40 (25.2%) cyber bullying.

8. Discussions of findings

The study was anchored on the perceived influence of social media usage among youth in Lagos State, Nigeria. The result indicated that majority of the respondents are single people who falls within the age range identified as millennium generations children that are refers as digital natives (Zickuhr, 2010). By implication, this show that majority of the respondents are people who probably like to spend more time accessing and consuming social media content and digital resources. The findings of study also show that all the respondents confirmed having a social media account, with the majority of them using their cellphone to access it. This may be attributed to the mobility and portability of cellphone. This finding supports the results of the study of Oyewusi and Adamu (2014), who discovered that almost all of their respondents had a mobile phone or a smartphone, which they used for different purposes ranging from voice calls, short text messaging, listening to music and responding to social media messages. The availability and accessibility to mobile phone and internet network service, and cheaper data in the country has increased the widespread usage of social media among youth. Today, access to information via social media is crucial to the youth's everyday lives; as a result, it is no longer a luxury but a necessity serving as a means of accessing and sharing information.

The findings show that the majority of the respondents have Facebook and Whatsapp social media accounts, with Whatsapp being used more frequently than any other type of social media network. This finding is consistent with Markwei and Appiah's (2016) findings, which revealed that Facebook and WhatsApp are the most popular social networking sites among young people. Whatsapp, like Facebook, is quickly becoming one of the most popular social media platforms. According to reports, WhatsApp instant messaging is the most popular messaging program in the world, with 109 nations (or 55.6 percent) using it. It is, without a doubt, the most engaging smartphone app available. Approximately 70 percent of WhatsApp users utilize it on a daily basis (Gadgets360, 2016; Goodwin, 2016). The popularity of WhatsApp usage can be attributed to the fact that it is accessible on any internet-enabled mobile phone, offers instant and unlimited messaging, multimedia, appealing features, video calls, and can be used on a variety of devices and operating systems (IOS, Android, etc.). This outcome also supports the uses and gratification theory underlying presupposition that, media users selectively engage media that possess the features or characteristics that can meet or satisfy their needs at that point in time (Adaja & Ayodele, 2013).

The findings of the study show that 32 percent of the respondents spent about 15-30 minutes per day on social media, and 26 percent spent over 30 minutes -1hour. There is tendency for youth that spent much of their time on social media to start dreadfully becoming addicted; thereby losing concentration on relevant issues pertinent to their lives. The findings revealed that a majority of the youth spend about fifteen to thirty minutes on social media in a typical session. The hours the youth spend on the social media in the study seems to be lower compare to a study by Haruna and Danladi (n.d.). However, this established the popularity of social media among the youth. This concurs with the findings of Onah and Nche (2014) that social media phenomenon is overwhelmingly popular among Nigerian youth. This also agreed with the findings of Akpan, Akwoano and Senam (2013) that the youth visit social media websites daily. Mageto (2017) opined that spending long hours chatting in social networking sites decreases productivity amongst the youth. This in turn causes the youth not to be self-dependent and instead depend on their parents and families for upkeep. The ease with which smartphones are available and accessible may lead to excessive use of social media. It must be noted that social media itself is neutral but multi-tasking interface and interactive applications such as chatting in real time are time-consuming.

The effect of this on the youth could lead to infiltration, flirting, invitation into wrong belief and unwholesome teaching as well as becoming less interested in ethical and moral conduct. According to Nyland and Near (2007), the amount of time that youth spend on these social networks has raised concerns among parents about their children's safety and morals, as they are exposed to many different contents on these sites, such as pornographic content.

From the findings, the young people utilize social media for different purposes. These include for communicating and interacting with friends, online learning, for promoting/doing business, entertainment, general networking, and private messaging, uploading photos and online profiles, and for finding friends online. This finding is in tandem with that of Dhaha and Igale (2013) that youth use social media for virtual companionship escape, interpersonal habitual entertainment, self-description of own country, self-expression, information seeking, and passing time gratifications among others. This suggests that the use of social media reflect the diversity of meeting the information needs and yearning of the youth.

On the perceived benefits derived from using social media, the study also revealed that the youth derived benefits in using social media in this sequence: that it helps in research and learning, strengthening interpersonal relationships, helps in sharing religious activities, encourages virtual meeting with people, supporting collaborative and peer to-peer learning, promote read and write web skills, and it increases self-esteem and well-being. This outcome is in agreement with the findings of Baglari et al. (2020), who reported that youth believed that social media is an effective communication tool that allows users to quickly communicate t with other social media users as well as easily sharing information. On the perceived effect of using social media, the findings of the study revealed that a majority of the respondents of the study agreed that many young people end up wasting a lot of their time on games and chatting on social networks and that social media promotes unethical / sexual pictures, video clips and images among youth. They also complained about social media becoming a hobby of youth to while away time and addiction to mobile phones and computers. The findings is in agreement with the findings of Ambuchi (2015), who reported that the negative effects of the media have impacted the youth as media access and media use (internet) among the youth is rampant and subsequently consumes a significant amount of their time.

In the same vein, it supported the findings of Umeogu and Ojiakor (2014) that internet, particularly social media, had a negative impact on Nigerian youth's education, morality and culture amongst others. Since the advent of the social media in the country, the loss of sense of dignity is on the increase among the youth. It has become an avenue for some youth to share nude or sexual images (Chukwuebuka, 2016). The risks associated with the negative impacts of social media on the younger generation are daily displayed in terms of their changing mental set-up, unhealthy lifestyle and the declining quality of concentration. Concentration and quality time of time seems to be fading away as they barely do without the media on a daily basis. Previously, the addiction to old media (Television and home video) was top-notch among the youth; today it has shifted to addiction to smartphone usage and social media.

Unsolicited friend requests, unwanted and disrespectful messages were identified by the majority of respondents as major problems facing the youth when using social media. This has become a common occurrence in which a fake friend copies the profile information of an already known friend and resends it to impersonate that friend in order to send immoral, frivolous, and seducing photos after the latter accept the request. As a result, the intensity of emotion displayed on social media has the potential to lure young people into the hands of those who wish to constantly thrust their agenda in their faces and wrongly influence their attitudes. Other problem identified by respondents include, unwanted sexual advances, e.g., prostitution, pornography unwanted sexual advances, e.g., prostitution, pornography, sleep deprivation, e-crime, e.g., identity theft, theft of valuable data, interruption of business, defamation of personalities, and cyber bullying. This finding is also in line with the findings of Shu-Sha Angie Guan and

Subrahmanyam (2009) on the risks and opportunities of internet use on the youth. The results show that online risks such as addiction, cyber bullying, and sexual solicitation are associated with negative consequences for youth. Though, many studies have affirmed the positive effect of social media use, the level of the negative influence among the youth have not been adequately reported.

9. Conclusion and recommendations

This study was anchored on the perceived influence of social media usage among youth in Lagos State, Nigeria. The findings of the study indicate that 32.7 percent of the respondents spent about 15-30 minutes a day using social media and (26.4 percent spent over 30 minutes – 1 hour. The youth use social media for different purposes which include communicating and interacting with friends, online learning, for promoting/doing business, entertainment, general networking, and private messaging etc. The study also discovered that the youth derived benefits in using social media in the area of research and learning, strengthening interpersonal relationships, sharing religious activities, encourages virtual meeting with people, supporting collaborative and peer to-peer learning. The negative influence of the media on youth, on the other hand, is causing a lot of time wasting on games and chatting, and that social media promotes unethical / sexual pictures, video clips, and photos. This study concluded that the current findings may aid in a better understanding of the influence of social media use on youth and, hence, inform strategies for balancing control and participation, as well as reducing its negative effect. Based on the findings of the study, it is recommended that, since wasting of time is one of main identified negative effect of social media use among youth, parents and guidance need to indirectly monitor and controlled activities of the children while they are on internet-enabled mobile phone. The opportunities of social media use are endless, but young people should use it more for academic and entrepreneurial purposes than for social interactions. Finally, a nationwide youth orientation and campaign on the ethical use of social media is needed.

This study is not without some limitations. The study design used was survey, hence, difficult to establish cause-effect relationships between the variables of the study. The sample size used for the analysis was relatively small as many of the respondents did not return the questionnaire, while many did not complete them as expected despite the efforts of the researchers and the research assistants. Therefore, generalizing the findings should be done with cautions. Nevertheless, these limitations, this study has several implications. The findings of this study could be used to develop public enlightenment programs aimed at educating the youth on effective ways of using social media. Finally, researchers, parents, guidance and counsellors could find this study findings significant and use the study as references resources in other related studies such as technology and media use.

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