# INTRODUCTION

## 1.1 BACKGROUND OF THE STUDY

Social media has become an integral part of the modern world, Sharpens. The way people communicate, access information and construct their identities. Social media is a website that enable users to create and share toles, thought and information through the building of virtual life. In addition, it is the focus on communication and community - based input that foliate the action of communication between interlocutors from all over the world using the net, For Kwara State Polytechnic students. Social media platforms such as Instagram, Facebook, and Twitter are essential tools for Staying Connected. expressing themselves and learning from others.

However, these platforms also nose significant Challenges, as they expose students to the Phenomenon of "foreign cultures," where individuals Create and display unrealistic on exaggerated versions of their lives. this phenomenon, which is not unique to Kwara State polytechnic, has serious implications for the psychological and social well-being of students.

Previous studies have examined the effects of exposure of foreign Culture on social media, highlighting the negative outcomes such as reduced self-esteem. increased social comparison, and distorted self -perception. According to Adelmon (1988) stated that it is widely accepted that the social outlook of human assistance is necessary in the process of cross - cultural adaptation in terms of social Support of people from home country and host country with new culture.

Those kinds of support come from the various ways however, social networking technologies or social media are the most effective way for sojourners in communication and learning new cultures.

This Study hopes to enrich the global conversation on the role of social media in shaping individuals lives by providing insights specific to the practices of foreign cultures among kwara State Polytechnic students.

## 1.2 STATEMENT OF THE PROBLEM

Despite the growing body of literature on the Impact Of social media on individuals lives, there is a death of specific research focusing on Kwara state polytechnic Students. The Concern is that the prevalence of foreign cultures on social media may influence students" perception and behaviors leading to potential social and psychological Consequences. This study arms to address this gap by exploring the extent which social media contributes to the spread of foreign culture among Kwara state polytechnic students.

## 1.3 OBJECTIVES OF THE STUDY

The primary Objectives of this research is to assess the impact of social media on this spread of foreign culture among youth's specific objectives include:

1. To examine the social media usage patterns among Kwara State Polytechnic

1. To identify the perceptions of the foreign culture and portrayed on social media.

2. To explore the potential impact of exposure to foreign culture on the youths.

3. To assess the extent to which foreign culture as impact on the youth.

## 1.4 RESEARCH QUESTIONS

This study will address the following research questions.

1. How do kwara State Polytechnic Students utilize social media in their daily lives?

2. What are the perceptions of students regarding the foreign cultures on social media?

3. What is the potential impact of exposure to foreign culture on the behavior of Kwara State Polytechnic students?

4. To what extent can students differentiate the impact of foreign culture on the youths?

## 1.5 SIGNIFICANCE OF THE STUDY

Understanding the dynamics of social media influence on culture perceptions among Kwara state Polytechnic Students is crucial for several reasons. Firstly, it contributes to the existing body of knowledge on the impact of soon media, Particularly in a unique educational context. secondly, the findings can inform educational institutions, policymakers, and social media platforms about potential interventions to promote healthy online behaviors and

mitigate the adverse effects of foreign culture.

## 1.6  SCOPE OF THE STUDY

This study focuses specifically On Kwara State Polytechnic Students. exploring their social media usage, perceptions of culture on these platforms, and potential influence on their behaviors. The scope encompasses various social media platforms with a particular emphasis on instagram, Facebook and Twitter.

## 1.7 DEFINITION OF TERMS

To ensure clarity, key terms used in this study are defined as follows:

**Social media**: Online platforms that enable users to create and share content, fostering Virtual social interactions.

**Foreign culture**: Cultures that are perceived to be different or unfamiliar to a person.

**Youths**: early maturity, the state of being, young or immature or inexperienced.

CHAPTER 2

LITERATURE REVIEW

## 2.1 CONCEPTUAL FRAMEWORK

This Conceptual framework provides a structured Outline for investigating the intricate interplay between social media and foreign cultural perceptions among youth,

Considering various dimensions such as' usage patterns, Content exposure, and the influence on individual perspectives.

## 2.1.1 CONCEPT OF SOCIAL MEDIA

Social media Can be broadly defined as the set of Interactive internet applications that (facilitate collaborative or individual) creation, duration and sharing of user- generated

Content. Examples of social media platforms are numerous and varied. They include

Facebook Friendster, Wikipedia, dating sites,

Craigslist, recipe Sharing sites (e.g. all- recipes.com), Youtube, and instagram. social media platforms all share the above- mentioned Characteristics, but are unique from one another in many aspects. In particular, platforms often vary in their architecture, structures, norms and user bases.

In working to differentiate between different kinds of Social media platforms, scholars

distinguish and label several subsets of social media. with a particular emplaces on social networks sites. - Bovd and Ellison (2007) explicitly differentiate social networks sites from social networking sites. They argue that social networking implies meeting new people and making new connections, which contrasts with actual user practices. Specifically, social networks site users tend to interact with existing - rather than new - social Contracts.

Examples of social networks sites include Facebook, Myspace, YouTube and live Journal. A second subcategory of social media consists of microblogging sites. These allow users to distribute short messages to a broad audience. often through links and images. Such sites have explicit limits on the number of characters or amount pf content allowed per message. Twitter, the predominant microblogging site in the United States, and Weido. China's suite of microblogging sites, limit each message to 140 characters, vine, twitter's video application, limits clip to 6 seconds.

In addition to the label of social media the contemporary internet, characterized by newest era of digital technologies, characterized by user collaboration and cooperation, can be labelled. "Web 3.0", others however contend the Web "1. 0, 2.0 and 3.0 are better understand as variations in user practice rather than technological capability of Particular relevance, social media platforms to send e-mail type messages. or engage in asynchronous discussions, both or which the characterized the web 1.0 cra (Barass & Trere 2012).

 Social media measure Participants regularity in Using social media and the nature of their interactions focusing on exposure to foreign culture content. Overall social media enable participation in some ways, they constraint if in others. Overall, what it means to participate politically now spans multiple platforms and numerous communications channels.

## 2.1.2 CONCEPT OF FOREIGN CULTURE

According to Edward Burnett Tylor, culture is a complex whole which include knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as

a member of society (Tylor. 1871). Therefore, it can be said that culture and communication is a related phenomenon that could express that culture is a communication process communication is a culture process. The more different between high context culture and low context culture orientations have impacts on the choices of users on social network. applications.

Power distance, individualism/ collectivism, masculinity femininity, uncertainty. avoidance and long-term/ short term orientation are Hostede's cultural dimensions (Itim. 2009) ·

Power distance is defined as under the situation when the less powerful members of Organization and institutions accept and expect that power is distributed unequally. This represent inequality but defined from below, not from above. The various degrees that can affect the individual and the groups is individualism and collectivism. On the individualist side, it is found that societies in which the ties between individuals are loose that everyone is expected to look after him or herself and his or her family while it is found out that people from birth onward are integrated into strong, cohesive in groups, often extended families that continue protecting them in exchange for unquestioning loyalty on the collective side. The method showing the distribution of roles between the genders such as assertive and competitive and caring and nurturing is referred as masculinity and femininity. The studies bon IBM showed that a) women's values differ less among societies than man's values and b) men's values from one country to another contain a dimension from very assertive and Competitive and maximally different from woman values on the side, to modest and caring and similar to women's values on the other. Uncertainty avoidance related to the society's tolerance for uncertainty and ambiguity. Due to inner nervous energy, people from uncertainty avoiding countries are also more emotional and motivated. However, uncertainty accepting cultures are more tolerant of opinions different from what they are used to such as they try to have few rules as possible.

The final one of cultural dimensions but Hofstede (2001) is long -term and short -term Orientations that shape the focus and values of a culture. Both of positive and negative

values of this dimensions can be found in the teachings of Confucius, the most influential Chinese philosopher who lived around 500B-C, however, the dimension also applies to countries without a Confucian heritage.

The French sociologist, Gabriel Trade first mentioned about the diffusion of innovation theory was followed by Ryan and Gross in 1943 who discussed about the adopter categories that were later used in the current theory by Everett Rogers Kotz. (1957) is also credited for the first introducing the notion of the opinion leader, opinion followers and how the media interact to influence these two groups. The Diffusion of innovation itself in modified and presented in the ways that meet the beeds across all levels of adopters. It also stresses that importance of communication and peer networking within the adoption process.

In general term the diffusion of innovation theory refers to the process that occurs as people adopt a new idea product, practice, philosophy and so on.


### 2.1.3. NEW MEDIA EFFECT

Chen (2007) stated that the influence of digital or new media on the society is illustrated in terms of the cognition, social effect and a form of aesthetics. Through the world. according to the need of new media, new social networks and activities are created in reshaping the lines of human society in terms of politics, culture, economic and geography.

Steer (2009) mentioned that new social media can accelerate social Changes involving in the Structure of community.

New media is identified into, five characteristics and they are digitally. Convergence interactivity, hyperactivity, and herpertextuality and virtually (Chen & /hang ,2010).

 The most significant feature of now media is digitalization among those five characteristics. New media is different from traditional media because it gives room for connections worldwide. New applies all kind of mathematical operations for

dematerialization media text by converting data from analog into digital form. The convergence in the new media is defined as the way that new media converges the forms and functions of media, electronic communications and media and it is clearly seen in the emergence of the internet. The interactivity is mentioned as the function between users and the system in-terms of use of information resources. New media introduce hyper textuality that information can move around freely and interconnect. New media created cyberspace which make people to generate virtual experience and reality. The form and content of messages can be influenced by the new media. Moreover, new social media has impacts on how people understand each other in the process of human communication in the specific cultural and traditional group.

As stated by Georgetown University, 2010, new Social media means that everyone is a publisher and everyone is a critic. Therefore, it is so significant that online contexts in social media are interactive dialogue, that can Show from different points of view. People nowadays, use social media in terms of gaining knowledge learning about different opinions. perspectives of issues, topic and events and also interacting with others. Moreover, new social media is mainly used for socializing which is type of media that make people include in conversations and online talks without having physical exchange with other participants.

Social media of these days can create a place where people throughout the world can stay in touch and more Connected despite of the distance, boundaries, culture and so on. Chen (2012)

stated that new social media such as Facebook, blogs. Myspace. Youtube, Twitter and Instagram have allowed people from every single place of the world to represent themselves in their significant ways and stay touched in technological world.

## 2.1.4 INTERCULTURAL COMMUNICATION

Intercultural communication is the process of interaction between people from different cultures and different communities. According to Karlfried Knapp in the book of "Encyclopedia of communication Theory (Little & Foss, 2009), intercultural

communication is referred as the inter personal interaction between the people rom adverse groups which are different from each other under the different forms of knowledge and symbolic behavior, communication and concepts from different countries and communities have impacts on intercultural communication.

Culture hugely affects communicating in significant way. It can be clearly seen that intercultural communication appeared since the beginning of history. In ancient times, people travel around the world and made long distance journey. From that point people settled down in different regions as different communities & countries. Researchers Always attempt to find out the trace the prehistory movement and gestures of people by using analysis of their characteristics, language, families, blood types and so on. Difference and diversity of people in cultural norms. values and perceptions in different regions and communities. The problems are mostly seen when cultural verbal and non-verbal meanings are affected to the other people with different cultures.

Hall showed the method for understanding of cultural difference with the information system theory/primary message system.

**The information system theory (1959) labels human activities into ten main message system and they are**

1) Interaction

2) Association

3) Subsistence

4) Bisexuality

5) Territoriality

6) Temporality

7) Learning and acquisition

8) Play

9) defense

10) Exploitation.

Hall mentioned that interaction is situated in the center place of the culture world and it is also the complex and being at the most institutionalized communal life sustained by living beings belong to humans.

Neuliep (2014) stated that intercultural communication is the communication between people of different cultures and ethnicities. Moreover, it is also symbolic sign of intercultural Contact that Organize an Open and respectful interaction among individuals. groups and Organization with different cultures beliefs and background. Intercultural communication can Improve mutual understanding of diverse culture and practices and foster the equality among the different things and also enhance Creative process. It is also significant that new media can make new culture increase in human society and the obvious part is in the process of intercultural communication.

## CULTURAL ADAPTATION AND SOCIAL MEDIA

Benneit (1977) who is a cross-cultural writer mentioned cultural adaptation as a process of "transition experiences". He defined cultural adaptation as the responses to the sharping changes in life situations that handle the "Tensions and anxieties we face whenever change threatens the stability of our lives": According to Weaver (1993), in the adaptation process, the most significant thing, "culture shocks" is generate used as the term "cultural! adjustment stress." One of the cultural trainer recently advised that the expression "being effective abroad" is surely needed to substitute the necessary survival factors of the cross- cultural construct (MC Caffery, 1986).

According to Kim (2001), the multicultural community is enlarged along with the practices of sojourners, immigrants and other people who Can make the shift from one specific culture to another, so it can be surely said that intercultural studies totally focus on the interactions between people from different cultural backgrounds. Gudykunst

(2003) mentioned the adaptation as a "dynamic process by which individuals, upon relocating to an unfamiliar cultural environment, establish or reestablish and maintain a relatively stable. reciprocal and functional relationship with the environment.

According to Stewart & Mendenhall (1991) U-curve adjustment theory by Severre Lusgaard, a Norwegian sociologist in 1995, shows that the important and considerable four stages can be seen and they are honeymoon, crisis, adjustment and biculturalism when it draws connections intercultural adaptation to social media use. In honeymoon stage, people will face the initial relaxation for being in different country. After that, people start meeting the crisis stage which includes resentment and sadness for residing in a totally different culture and recovery and after that stage, the last stage "biculturalism" is the one which is the stage of fully adjustment and adaptation with the new culture and society.

## 2.2 THEORETICAL FRAMEWORK.

Examining individual's self-evaluation on social media this study incorporates two interconnected theories into its theoretical framework. These theories cultural diffusion theory (Leo Frobenius 1897.) Social learning theory (Bandure, 1977) illuminate the complex dynamics shaping how users assess themselves in the digital realm.

### 2.2.1 CULTURAL DIFFUSION THEORY

Leo Frobenius (1897) Cultural Diffusion theory is use in the spread of cultural teems such as religious, technologies the spread languages between individuals weather within a single. Culture or from one culture to another. It is distinct from one culture to another. It is distinct from the diffusion of innovation within a specific culture.

Culture diffusion theory as create room for individual to spread their culture among different ethnic's groups and country, it as helps to spread people character. behavior their cultural background with the helps of technologies, cultural diffusion theory helps youths to learn from other people's cultures through social media handle.

**Many models have been proposed for intercultural diffusion are:**

• Migrationsim: The spread of cultural ideas by either gradual or sudden population movements.

• Culture circles diffusions: The theory that cultures Originated from a small number of cultures.

• A Kulherkugel (a German compound meaning culture bullet coin by I.P Mallom) a mechanism suggested by migration vs. diffusion. According to this model, local continuity of material culture and social organization is Stronger than linguistic continuity, so that cultural contact or limited migration regularly leads to linguistic Changes without affecting material culture or social organization. Anew cultural item appears almost simultaneously and independently in several widely separated places.

After certain prerequisites items have diffused across the respective communities. This concept was invoked with regards to the independent development of calculus by Newton and Leibnitz.

## 2.2.2 SOCIAL LEARNING THEORY

Drawing on Bandura's (1977) social learning theory. the research investigates how observations learning on social media contributes to the adoption and imitation of perceived desirable lifestyles. This theory suggests that people learn new behaviors, athleticism, culture and skills by observing and limiting others. The process is also known as modeling or vicarious learning.

Social learning theory emphasizes the role of cognitive factors. such as attention. memory, and motivate in the learning process. People do not simply copy what they see. but they also process and evaluate the consequences of the observed behavior. They are more likely to imitate a behavior if it is rewarded or reinforced and less likely can account for how social media users acquire and adopt certain culture preference or opinions from the online content they consume. Social media can expose users of variety character culture among youths.

**Social learning theory has for meditational processes that help determine whether a new behavior is acquired:**

• Attention: the degree to which we notice the behavior. A behavior must grab our attention before it can be imitate daily indicates attention is crucial.

• Retention: How well we remember the behavior we cannot perform the behavior if we do not remember the behavior. So, while a behavior may be noticed, unless a memory is: formed the observer will not perform the behavior. And because social learning is not immediate, retention is vital to behavior modeling.

• Reproduction: The ability to perform the behavior we observed behavior we are limited by our physical abilities.

• Motivation: To emulate the behavior.

In addition, social learning theory is structured to behavior, rewards that can be acquired by observation. Learners can acquire new behaviors and knowledge by merely observing a model. Examples of social learning theory in everyday life are prevalent with one of the most common being children and imitate family members. friends. Paous tigares and even television characters. If a child perceives there is a meaningful reward for behavior than will also perform it.

## 2.3 EMPIRICAL REVIEW

A comprehensive review of literature is essential to contextualize the study within existing research and theoretical frameworks. The study highlights the significant role of social! media platforms in connecting individuals to diverse Content globally.

The review of literature underscores the multifaceted relationship between media and foreign cultural perceptions among youth. It provides a foundation for the current study. Identifying gaps and informing the selection of theoretical frameworks and research methodologies.

Previous studies have played a pivotal role in unraveling the intricate relationship

between individual and social media platforms (wang el al, 2018). Wlang el al. delved into the psychological repercussions of extended social media, use, revealing a noteworthy connection between excessive engagement and heightened feelings of social isolation. Their findings echo the broader impact of digital interaction on overall life satisfaction, providing a foundational understanding of the potential challenges posed by prolonged online presence.

Building upon then insight, Jones and smith (2019) embarked on a focused exploration of Instagram's role in shaping one's culture perceptions. Their research brought to light the platform's unique influence in fostering distorted realities, particularly regarding how users perceive and relate to their own culture. This specific investigation adds granularity to the broader narrative, emphasizing the nuanced ways in which different social media platforms contribute to shaping individual's self - perception.

As the present study at Kwara polytechnic takes shape, these antecedent research efforts provide crucial contextualization (Wang el al 2018. Jones & Smith 2019). The observed correlations between social media usage and aspects of well-being, isolation and body image lay the groundwork for a more profound examination of the phenomenon of foreign culture among students. By understanding the broader implications of social media use on psychological well-being and self. Perception this research aims to contribute to a comprehensive exploration of how digital platforms shape themselves and identities of individuals within the unique context of Kwara State polytechnic.

Additionally, it imperative to acknowledge the evolving landscape of the social media and its impact on social media and it impacts on societal construct (Wang el al 2018. Jones & Smith 2019). The dynamic nature of these platforms necessitates a continuous exploration of their effects on users, especially within the academic setting. The precedent set by the wang et al. And Jones and smith provide a springboard for delving into the specifies context of kwara State polytechnic. The correlation identified by wang et al between social media and feeling of social isolation raises critical questions about the potential ramifications for students within the polytechnic environment.

Understanding these implications is paramount especially considering the unique social dynamics and communal aspects prevalent in academic institutions.

Likewise, Jones and smith's investigation into Instagram's influence on body image perception open a window into the adoption of foreign culture in the digital age (Jones & Smith, 2019). Translating these findings into the local context of Kwara State Polytechnic requires a nuanced examination of law students, in particular navigate the online landscape and construct their identities. As the current study unfolds, it is positioned to bridge these insights into a comprehensive understanding of the interplay between social media, individual wellbeing and identity formation among students at Kwara State Polytechnic. By building on the foundations laid by prior research this study seeks to contribute valuable insights into the challenges and opportunities posed by social media within the unique socio-academic ecosystem of the polytechnic.

Furthermore, considers, the increasing prevalence of social media usage among students, an exploration of the phenomenon of foreign culture becomes permanent, while existing studies provide a broader understanding. of well- being and body image. the specific focus on curated online identities and the potential impact on student's perceptions and behaviors is an uncharted territory.

This research at Kwara state polytechnic aims to fill this gap but scrutinizing the intricate dynamics of social media engagement. investigating how students construct and

navigate their digital personas. By in cooperating the theoretical framework of cultural Diffusion Theory and Social Learning Theory, this study aspires to unravel the neural ways in which students at Kwara polytechnic evaluate themselves in the digital realm, shedding light on the complexities of the online identity formation within the academic context (wang et al 2018 Jones & smith 2019).

# CHAPTER 3

## RESEARCH METHODOLOGM

### 3.1 RESEARCH DESIGN

This study adopts a mixed- methods research design to provide a comprehensive understanding of the impact of social media on the spread of foreign culture among Kwara polytechnic students. The mixed methods approach integrates both qualitative and quantitative data collection and analysis techniques. The quantitative aspects involve in-depth interviews and content analysis of Social media posts. while the quantitative aspect. utilize surveys to gather numerical data.

### 3.2 POPULATION AND SAMPLING

The population under investigation comprises of Kwara state polytechnic students across various disciplines and academic levels. Due to logistical random constrains, stratified random sampling technique will be employed. Stratification will be based on academic departments, ensuring representation from diverse fields of study, from each stratum, a random Sample of Students will be selected to participate in the study, aiming for a well distributed and representative sample.

### 3.3 SAMPLES SIZE AND SAMPLE TECHNIQUE

Sample Size and sample technique are critical components of the research methodology, influencing the preasion and reliability of study findings. Sample size refers to the number of participants selected from the population, while the sampling

technique outlines the population employed for participant's selection.

Determining an appropriate sample size in pivotal to obtaining reliable and generalized results. In this study the sample size will be determined using the formula for estimating a proportion in a large population (Israel, 2013). Given the diverse nature of the Kwara state polytechnic student body, a sufficiently large sample size is essential to ensure the representation of various subgroups.

Consideration such as level precision, the estimated proportion of students that engage in foreign culture on social media and the acceptable margin of error will inform the calculation (creswell & creswell 2017). A larger sample size increase the study's statistical power enhancing the likelihood of detecting meaningful patterns and relationships within the data (Neuman, 2014).

In Conclusion the determination of an appropriate sample size and the application of a robust sampling technique are foundational to the success of this research. These methodological choices aim to enhance the study reliability, validity and generalization.

## 3.4 RESEARCH INSTRUMENTS

The instrument of data collection refers to the tools and techniques employed to gather information from research participants.

To investigate what is the impact of social media in spreading the foreign culture among youths. A questionnaire will be done for (fUI) students in Kwara state polytechnic which will administered to the students whose views will be obtained, opinions and attitudes on how social media influence their values and beliefs by the foreign culture.

The questionnaire will consist of four sections demographic information, social media use, foreign culture exposure and impact of foreign culture among youths. The demographic information section will ask the participants to provide their age, gender, ethnicity.

Department and academic level. The social media use section will ask the respondents to indicate the type, frequency, duration and purpose of their social media use. as well as their preferred social media platforms and features. The foreign culture exploration section will ask the participants to report their experience and the impact it makes on youth.

The interview guide will ask the participants to give their opinions on the impact of social media on the foreign culture among youths.

## 3.5 VALIDITY AND.RELIABILITY OF THE INSTRUMENT

The questionnaire will undergo a through validation process to ensure its relevance and accuracy in measuring the intended variables. The validation process will involve the following steps.

1.**Construct validity**: The questionnaire will be tested ability to measure the understudy construction of social media on the spread of foreign culture.

2. **Content validity:** the questionnaire will be reviewed by experts in the fields of psychology. education, communication and criminology, who will assess the clarity. comprehensiveness and appropriateness of the questionnaire of the users.

3.**Sample:** A sample of 100 students from kwara state polytechnic will be selected using a simple random sampling technique ensuring representation from different departments and academic levels.

4. **Analysis**: the questionnaire responses will, be analyzed using statistical soft Walt to calculate with the descriptive statistics, such as the mean, standard division and frequency as well the coronation,

5.**Administration**: the questionnaire will be administered electronically and the participants⬜will be given a specified period to complete and submit their responses the participants⬜will also be asked to provide their feedback and comment.

6. **Revision:** The questionnaire will be revised based on the results of the pilot lest, such as adding, delete modifying the items and scales as well as improving the lay out and for more questionnaire.

## 3.6 METHOD OF DATA GATHERING

Survey will be distributed electronically respondents will be given a specified period to complete and submit their response interviews will be conducted in person or through virtual platforms, ensuring flexibility to accommodate participate preference.

**The data gathering procedure will involve the following steps**

1.**Recruitment:** the participants will be recruited through various channels such as social media or informing the about the purpose, procedure and benefits of the study and voluntary nature of the procedure.

2.**Administration:** the surveys will be administered electronically using a secure and

user-friendly online platforms. such as Google forms of survey monke participants will be given a specific period, such as two-weeks to complete and submit their response.

3.**Follow-up**: the participants will be thanked and briefed alter completing the survey and the interview. and will be given the opportunity to ask any question or raise any concern about the study. The participants will also be informed about the expected date and made of the dissemination of the study results.

## 3.7 METHOD OF DATA ANALYSIS

The method of data analysis that is used is simple percentage and frequency tabular

presentation in which descriptive analysis will be used to inter meaning of the data in table.

Also the chi-square of goodness of fit test is used to test some selected hypothesis.

## CHAPTER FOUR

## DATA PRESENTATION AND ANALYSIS

4.0 Introduction

Research work cannot be complete until the findings of the research presented, analyzed and interpreted in order to make it a useful tool and reference for the concerned people who are involved in decision making policy formation as well for the academic purpose.

This chapter attempts to present the primary data gathered from the respondents through questionnaires administered.

In the process of this research one hundred (100) questionnaire were: administered at Kwara State Polytechnic, Ilorin and 100 were returned representing 100% of the total questionnaire.

The method of sample percentage will be the statistical analysis method this will be used in this research work to analyze that data that has been collected to dra inference on the subject matter.

## 4.1 DATA ANALYSIS AND PRESENTATION

Table 4.1 AGE

| OPTION | NO OF RESPONSES | PERCENTAGE |
|---|---|---|
| Under 18 | 23 | 23% |
| 19-24 Yrs | 48 | 48% |
| 25-30Yrs | 28 | 28% |
| 31-40Yrs | 1 | 1% |
| TOTAL Yrs | 100 | 100% |

Source: Field Survey, 2024

Table 4.1 it can be revels that 23 representing 23% respondent falls between the ages of under 18, 48 representing 48% respondent falls between 19-24years, 23 repressing 28% respondents falls between 25-30years, I representing 1% respondents falls between 31-40 years.

From the data presented above, it can be reveled 54 respondents, representing

54% HND/Bsc holders, while I respondent, representing 1% post-degree.

From the above data, it can be revealed that students with HND/Bsc holders are the most people in the institute.

## SECTION B: RESEARCH QUESTIONS

Table 4.1 How often do you use social media platform

| OPTION | NO OF RESPONSES | PERCENTAGE |
|---|---|---|

| | | |
|---|---|---|
| Multiple times | 26 | 26% |
| daily | 40 | 40% |
| Weekly | 16 | 16% |
| Rarely | 18 | 18% |
| TOTAL Yrs | 100 | 100% |

Source: Field Survey, 2024

From the above table, it was found that 26 (26%) respondents use social media, multiple times, 40 (40%) uses social media daily, 16 (16%) use social media weekly, while 17 (17%) respondent rarely used social media.

**Table 4.2 Which social media platform did you use most frequently?**

| OPTION | NO OF RESPONSES | PERCENTAGE |
|---|---|---|
| Facebook | 33 | 33% |
| Instagram | 29 | 29% |
| Twitter | 11 | 11% |
| Whatsapp | 27 | 27% |
| TOTAL Yrs | 100 | 100% |

Source: Field Survey, 2024

From the above table, it was revealed that 33(33%) respondent use Facebook 29 (29%)

Instagram, 11 (11%) uses Twitter, while 26 (26.3%) uses Whatsapp.

That respondent between 19-24 years dominates the institutions.

Table 4.2 GENDER

| OPTION | NO OF RESPONSES | PERCENTAGE |
|---|---|---|
| Male | 64 | 64.3% |
| Female | 35.7 | 35.7% |
| TOTAL Yrs | 100 | 100% |

Source: Field Survey, 2024

From the above table, shows that respondent representing Male and for Female. It is concluded that male are more than female.

Table 4.2 Which social media platform did you use most frequently?

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**Table 4.3 MARITAL STATUS**

| OPTIONS | NO OF RESPONSES | PERCENTAGE |
|---|---|---|
| SINGLE | 84 | 84% |
| MARRIED | 16 | 16% |
| DIVORCED | 0 | 0% |
| TOTAL Yrs | 100 | 100% |

Source: Filed Survey, 2024

Table 4.3.: from the above table 84 respondents representing 84.0% are single, 16 respondents representing 16% are married, 0 respondent representing 0% are divorced.

From the presentation above, it can be revealed that 84 respondents are single in the institutions.

Table 4.4 Education Level

| OPTIONS | NO OF RESPONSES | PERCENTAGE |
|---------|-----------------|------------|
| SSCE/OND | 45 | 45% |
| HND/BSC | 54 | 54% |
| POST DEGREE | 1 | 1% |
| TOTAL Yrs | 100 | 100% |

Source: Field, Survey2024

Summing up all responses in the above table, it was found that 45 respondents 45% SSCE/OND

Table 4.3 Have you ever encountered content related to foreign cultures on social media?

| OPTION | NO OF RESPONSES | PERCENTAGE |
|--------|-----------------|------------|
| Yes | 87 | 87% |
| No | 13 | 13% |

| | | |
|---|---|---|
| TOTAL Yrs | 100 | 100% |

Source: Field Survey, 2024

The table above show that 87 (87% respondent, have encountered content related to foreign cultures on social media (yes), while 13 (13%) have never encountered content related to foreign culture on social media?

**Table 4: Do you actively seek out content related to foreign cultures on social media?**

| OPTION | NO OF RESPONSES | PERCENTAGE |
|---|---|---|
| Yes | 52 | 52% |
| No | 48 | 48% |
| TOTAL Yrs | 100 | 100% |

Source: Field Survey, 2024

From the above table, it shows that 52 (52%) respondents actively seek out content related to foreign cultures on social media, while 48 (48%) does not seek out content related to foreign cultures on social media.

**Table 4.5: Does social media platforms contribute to the spread of foreign cultures among youths?**

| OPTION | NO OF RESPONSES | PERCENTAGE |
|---|---|---|
| Yes | 80 | 80% |
| No | 20 | 20% |
| TOTAL Yrs | 100 | 100% |

From the above table, it shows that 80 (80%) respondents, agreed that social media platforms contribute to the spread of foreign culture, while 20 (20%) disagreed

Table 4.6 Have you ever observed changed in your own behavior of lifestyle as a result of exposure to foreign cultures on social media?

| OPTION | NO OF RESPONSES | PERCENTAGE |
|---|---|---|
| Yes | 71 | 71% |
| No | 29 | 29% |
| TOTAL Yrs | 100 | 100% |

From the above table, it shows that 71 (71%) have observed changes in the: behavior as a result of exposure to social media, 29% haven't observed any changes

SECTION C:S

Table 4.7: Educational Institutions should incorporate lessons or discussions on the impact of social media on the spread of foreign culture.

| OPTION | NO OF RESPONSES | PERCENTAGE |
|---|---|---|
| Strongly Agree | 76 | 76% |
| Agree | 17 | 17% |
| Neutral | 2 | 2% |

| | | |
|---|---|---|
| Disagree | 5 | 5% |
| Strongly disagree | 0 | 0% |
| TOTAL | 100 | 100% |

Source: Field Survey, 2024.

From the above table, it shows 76 respondents representing 76% strongly agree, 16% respondents agree, 2% are neutral, 5% disagree.

Table 8: foreign culture has positive impact on youth.

| Options | No of responses | percentage |
|---|---|---|
| Strongly agree | 35 | 35% |
| Agree | 54 | 54% |
| Neutral | 5 | 5 % |
| Disagree | 6 | 6% |
| Strongly disagree | 0 | 0 % |
| Total | 100 | 100% |

Source: field survey, 2024

From the above table, it shows 35% of the respondence strongly agree to the statement above, 54% agree to it, 5% are neutral and 6% disagree to the statement.

Table 9: social media platform should regulate the dissemination of foreign culture related content.

| Options | No of responses | Percentage |
|---|---|---|
| Strongly agree | 34 | 34% |
| Agree | 38 | 38% |
| Neutral | 16 | 16 % |

| | | |
|---|---|---|
| Disagree | 7 | 7% |
| Strongly disagree | 5 | 5 % |
| Total | 100 | 100% |

From the above table, 34% strongly agree that social media regulate the dissemination of culture related content, 38% agree to it, and 16% are neutral, 7%. disagree and 5% strongly disagree.

Table 10: parents/guardians should monitor and guide youth in their interaction with foreign culture.

| Options | No of responses | Percentage |
|---|---|---|
| Strongly agree | 52 | 52% |
| Agree | 35 | 35% |
| Neutral | 8 | 8% |
| Disagree | 5 | 5% |
| Strongly disagree | 0 | 0 % |
| Total | 100 | 100% |

 From the above table, 52% strongly agree that youth should be monitor in their interaction with foreign culture, 35% agree and 8% are neutral, 5% disagree to the statement.

Table 11: influence of social media on the spread of foreign cultures among youth will increase in the future.

| Options | No of responses | Percentage |
|---|---|---|
| Strongly agree | 39 | 39% |

| | | |
|---|---|---|
| Agree | 30 | 30% |
| Neutral | 22 | 22% |
| Disagree | 9 | 9% |
| Strongly disagree | 0 | 0 % |
| Total | 100 | 100% |

Source: field survey 2024.

From the above table, 39% strongly agree that they will be increase in the future, 30% agree to the above statement, 22% are neutral, 9% disagree to the above statement.

Table 12: social media platforms can promote cultural sentivity and respect among users.

| Options | No of Responses | Percentage |
|---|---|---|
| Strongly agree | 47 | 47% |
| Agree | 30 | 30% |
| Neutral | 11 | 11 % |
| Disagree | 9 | 9% |
| Strongly disagree | 3 | 3% |
| Total | 100 | 100% |

Source: field survey, 2024.

From the above table, 47% strongly agree that social media can promote cultural senility and respects among users, 30% agree that social media promote cultural senility, 11% are neural, 9% disagree and 3% strongly disagree.

Table 13: the spread of foreign cultures through social media influences language among youths.

| Options | No of responses | Percentage |
|---|---|---|

| | | |
|---|---|---|
| Strongly agree | 38 | 38% |
| Agree | 33 | 33% |
| Neutral | 14 | 14% |
| Disagree | 15 | 15% |
| Strongly disagree | 0 | 0% |
| Total | 100 | 100% |

**Source: field survey, 2024.**

From the table above,38% strongly agree that foreign culture, are spread through foreign culture, 33% agree to the statement, 14% are neutral, 15% disagree to the statement.

**Table 14:** social media influences youth on different related to foreign culture

| Options | No of responses | Percentage |
|---|---|---|
| Strongly agree | 37 | 37% |
| Agree | 36 | 36% |
| Neutral | 10 | 10% |
| Disagree | 8 | 8% |
| Strongly disagree | 9 | 9% |
| Total | 100 | 100% |

**Source: field survey, 2024.**

From the table above, 37% strongly agree that social media influences youth on foreign culture, 36% agree that social media influences youth on foreign culture, 10% are neutral, 8% disagree with the statement.

**Table 15:** activities related to foreign culture should be encourage on youth social media.

| Options | No of responses | Percentage |
|---|---|---|
| Strongly agree | 39 | 39% |
| Agree | 25 | 25% |
| Neutral | 16 | 16% |
| Disagree | 10 | 10% |
| Strongly disagree | 9 | 9% |
| Total | 100 | 100% |

Source: field survey, 2024.

From the table above,39% strongly agree that foreign activities should b: encourage on social media, 25% agree, 16% are neutral, 10% disagree and 9% strongly disgrace on the above statement

Table 16: Youth should be restricted from some certain content online

| Options | No of responses | Percentage |
|---|---|---|
| Strongly agree | 59 | 59% |
| Agree | 26 | 26% |
| Neutral | 0 | 0% |
| Disagree | 8 | 8% |
| Strongly disagree | 7 | 7% |
| Total | 100 | 100% |

Source: field survey 2024

From the table above 59 respondent representations 59% strongly agree that youth should be restricted from some certain content online, 26 respondents representing 26% agree that youth should be restricted from certain content online 3 respondents 8% representing 8% disagree to the statement while 7% disagree to the statement

## 4.2 ANALYSIS OF RESEARCH QUESTIONS

Research question one: how do Kwara Polytechnic students utilize social media in their daily live?

Table I, in section indicate substantial engagement with social media among students the 16% who use it weekly might suggest a segment that is either less reliant on digital interaction or prefers other forms of communication the 40% daily users are likely to be integrating social medial into their regular routine while 26% who use it multiple times a day could be indicative of a highly connected student body, relying on social media for various aspects of their daily lives media for various aspects of their daily lives.

The data from table 2 indicate different social media platform they yo frequently. The 33% who use Facebook frequently 29% use Instagram 11% twitto: and 27% of the respondent use WhatsApp as their social networking platform.

**RESEARCH QUESTION 2**: What are the perception of student regarding the foreign cultures on social media?

Table 3 indicates they ever encountered content related to foreign cultures on social media 87% use table encountered different content related to foreign culture

13% have never encountered content related to foreign culture.

The data from table 4 evaluate on how 52% actively seek out related conter t to foreign culture on social media 48% does not seek out content related to foreig : culture.

**RESEARCH QUESTION 3**: what is the potential impact of exposure to foreig culture on the behavior of Kwara Polytechnic students?

Table 5 indicate how 80% agree that social media help in exposure of studer t to foreign culture 20% are not expose to student foreign culture.

Table 6 Evaluate how they observed changes in their lifestyle as a result of exposure to foreign culture on social media 71% have positive impact on their behavior and 29 disagree

**RESEARCH QUESTION 4**: To what extent can students discuss the impact of foreign culture on the youth?

Table 8 exanimate on how 35% strongly agree that foreign culture as positive impact on youth 54% who are conversant with foreign culture content online also agree that it has positive impact on youth.

## 4.3 DISCUSSION OF FINDING

The data presented in table 1 sector B indicate a significant reliance on social media among students at Kwara state polytechnic with a noteworthy 40% using daily.

This high frequency of use underscores the integral role social media plays in the daily lives of students. Youth spend most of their time on social media checking; irrelevant things other

Table 2 reveal the preferred social media platforms with WhatsApp Facebook and Instagram being the most popular the minimal usage of platforms like twitter:

suggest a concentrated preference that may be influenced by the user friendly features youth mostly use Facebook Instagram WhatsApp and twitter they ar always active according to the data gathered

Table 3 exanimate on how social media have help youth in understanding, foreign cultures and how they make use of it in their daily lives only few are related to foreign cultures and it only few people that search for content to foreign cultures on different platforms

Table 5 and Table 6 provide insight on how youth are expose to foreign culture how it change their daily lifestyle behavior and it impact on them.

Lastly, The psychological effects of foreign culture, highlighted in table shows that 6% are use to foreign culture content said it does not have positive impac! on the youth that foreign culture content mostly have negative impact.

# CHAPTER FIVE

## SUMMARY CONCLUSION AND RECOMMENDATIONS

### 5.1 Summary

This research study is based on the impact of social media on the spread of foreign cultures among youth as it aimed at assessing the frequency and patterns of social media use among students at Kwara state polytechnic. To determine the identify the perception of foreign culture portrayed on social media to explore the potential impact of exposure to foreign culture on the youth to assess the extent to which foreign culture as impact on the youths:

This research work is divided into five chapter which the chapters revealed steps approached for easy presentation of the research content. Chapter on focuses on the background of the study statement of the problem research objective research question significance of the study scope of the study and definition of the terms.

Chapter two of this research work explained the conceptual frameworks with theoretical framework of cultural diffusion theory and social learning theory it also early explained the empirical different individual work that related to the studies.

Chapter three of this research work contains research methodology adopted in the study population of the study (Kwara State Polytechnic Students) sample size which is one hundred respondents and sampling techniques is random sampling, while the research use questionnaire as the instrument for data collection amidst the sampling size.

Chapter four explained how data gathered were analyzed for proper understanding it also contained how data were represented also it explain how research question were analyzed and provided discussion of the findings.

Chapter clearly summarize the chapters from chapter one to chapter four, it also contained conclusion and recommendation of the study.

## CONCLUSION

The exploration into the social media habits and foreign culture experience of students at Kwara state polytechnic has provided nuanced understanding of their digital interactions. The data paints a picture of a student body that is highly active online with a majority engaging in social media daily. This engagement while beneficial for connection and information access also presents challenges particularly in the form of cyberbullying.

The prevalence of foreign culture as indicated by the research is a significant concern. A substantial number of students have reported experience their exposure to foreign culture through social media which has both positive and negative impact on youth.

The research also highlights the platforms where foreign culture are most prevalent with WhatsApp, Facebook Instagram and twitter being the primary mediums. This information is crucial for developing targeted intervention that or address the issue effectively on these platforms.

The findings also reveal that while a large percentage of student use social media for education and socializing purpose there is a considerable amount that spends on excessive amount of time on these platforms this indicates a potential for dependency which could have further implication on the student social and academics lives.

In conclusion the research underscores the need for a balanced approach to social media use and a robust frame work to combat foreign culture. It is imperative

that Kwara state polytechnic takes proactive step to address these issues, fostering; an environment where social media serves as a tool for positive growth and learning rather

than a source of distress.

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