APPRAISAL OF SOCIAL MEDIA AS A PLATFORM FOR PROMOTING CULTURE AMONG YOUTH

(KWARA STATE POLYTECHNIC STUDENTS CASE STUDY)

BY

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CERTIFICATION

This is to certify that this project has been read and approved as meeting parts of the requirement for the award of Higher National Diploma (H.N.D.) in the department of Mass communication, institute of Information and Communication Technology, Kwara state polytechnic, Ilorin.

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This project is dedicated to Almighty God, the Alpha and Omega of all wisdom and understanding. To my mother, late father, siblings and also to my friend in person of Olasunkanmi Agbaje.

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ABSTRACT

In the digital age, social media has emerged as a powerful tool for cultural exchange and promotion, particularly among the youth. This paper examines the role of social media platforms in fostering cultural awareness and appreciation among young people. By analyzing various social media channels, including Facebook, Instagram, Tiktok and YouTube, the study evaluates how these platforms facilitate the sharing of cultural contents, traditions and values. It also explored the impact of social media influencers, online communities and cultural campaigns in shaping cultural identity of youth. The findings reveal that social media not only serve as a conduct for cultural expression but also as a means of preserving and revitalizing cultural heritage. However, the study also highlights the challenges, such as the risk of cultural homogenization and the authenticity of online cultural representations. Overall, this paper underscores the potential of social media as a dynamic platform for promoting culture among youths while calling for mindful engagement to preserve cultural diversity.

CHAPTER ONE

BACKGROUND TO THE STUDY

INTRODUCTION

Culture is considered a central concept in anthropology encompassing the range of phenomena that are transmitted through social learning in human societies. Culture Universals are found in all human societies.

This includes expressive forms like art, music, dance, Ritual, religion, and technologies like tool usage, cooking, shelter, and clothing. The concept of material culture covers the physical expressions of culture, such as technology, architecture and art, whereas the immaterial aspect of culture such as principles of social organization (including practices of political organization and social institutions), mythology, philosophy, literature (both written and order), and science comprise the in tangle cultural heritage of a society.

In the humanities, one sense of culture as an attribute of the individual has been the degree to which they have cultivated a particular level of sophistication in the arts, science, education or manners. The level of cultural sophistication has also sometimes been used to distinguish civilizations from less complex societies.

Such hierarchical perspective on culture are also found in class-based distinctions between a high culture of the social elite and low culture, popular culture, or folk culture of the lower classes, distinguished by the stratified access to cultural capital. In common parlance, culture is often used before specifically to the symbolic markers used by ethnic groups to distinguish themselves visibly from each other such as body modification, clothing or jewelry. Mass culture refers to the mass-produced and mass meditated forms of consumer culture that emerged in 20th century. Some schools of philosophy, such as Marxism and critical theory, have argued that culture is often used politically as a tool of the elites to manipulate the proletariat and create a false consciousness. Such perspectives are common in the discipline of cultural studies.

In the wider social sciences, the theoretical perspectives of cultural materialism holds that human symbolic culture arises from the material condition of human life, as human create the conditions for physical survival, and that the basis of culture is found in evolved biological dispositions.

Culture is a complex and dynamic phenomenon that encompasses the beliefs, values, norms, customs, and practices of the group of people. Culture shapes the way people perceive themselves and the world around them, and influences their behavior and communication.

Culture is also constantly changing and adapting to new context and situations especially in the era of globalization and digitalization.

Social media platforms, such as Facebook, Instagram, and X, emerged as powerful tools for cultural expression interaction and community building. Social media allows users to create, share and consume various forms of content, such as text, images, videos and audio, that reflects their cultural identity and preferences.

Social media also enables users to connect with others who share similar or different cultural backgrounds and to engage in dialogues and debates about cultural issues and topics. Social media can thus be seen as a space where culture is produced and reproduced, challenged and negotiated, celebrated and contested. Users usually access social media services through web-based apps on desktops or download services that offer social media functionality to their mobile devices (e.g. Smartphone or tablets). As users engage with these electronics services they create highly interactive platforms in which individuals communities, and organizations can share, Co-creates discuss, participate, and modify user-generated or self curated content posted online.

Additionally, social media are used to document memories, learn about and explore things, advertise one, and form friendships along with the growth of ideas from the creation of blogs, podcasts, videos, and gaming site. This changing relationship between humans and technology is the focus of the emerging of technological self-study.

Social media outlets differ from traditional media (e.g. print magazines and newspaper, TV, and radio broadcasting) in many ways, including quality, reach frequency, usability, relevancy, and permanence.

Additionally, social media outlets operate in a dialogic transmission system (i.e. many sources too many receivers) while traditional media outlets operate under a monologic transmission model (i.e one source too many receivers).

For instance, a newspaper is delivered to many subscribers, and the radio station broadcast the same programs to an entire city. However, social media can also have a positive or negative impact on the preservation and transmission of culture, especially among the youth on the other hand, social media can facilitate the access and exposure to diverse and rich culture resources, and foster the appreciation and awareness of one's own and others' cultural heritage on the other hand, social media can also create pressures and conflicts between the traditional and the modern, the local and the global and the individual and the collective, and potentially lead to the loss or dilution of cultural values and practices.

In the context of Kwara poly students, the intersection of traditional values and modern connectivity social media platforms presents a unique environment for exploring how social media influences cultural engagement and preservation. Kwarapoly, as an institution, embodied a diverse student population which rich cultural backgrounds, representing various ethnic, religious, linguistic, and regional groups. Understanding the ways in which these students utilize social media to showcase and participate in their cultural heritage is crucial for appreciating the evolving nature of culture in the digital age, and for identifying the opportunities and challenges that social media poses for cultural sustainability and development.

1.2 STATEMENT OF THE PROBLEM

Despite the growing popularity and importance of social media platforms among the youth, there is a lack of empirical research on how social media affects the cultural identity and behavior of Kwarapoly students.

Previous studies on social media and culture have mostly focused on the Western context, and have often adopted a macro-level perspective, overlooking the specific and nuanced experiences and perceptions of the users themselves. Moreover, previous studies have often assumed a linear and deterministic relationship between social media and culture, either emphasizing the positive or negative effects of social media on culture, without considering the complex and dynamic interactions and influence that occurs between the two.

Therefore, there is a need for a comprehensive and in depth study that examine the multifaceted relationship between social media and culture within the Kwarapoly community, from the perspective of the students themselves. Such a study would not only contribute to the existing literature on social media and culture, but also provide valuable insights and implications for the stakeholders involved, such as the students, the faculty, the administration, the policymaker and the society at large.

1.3 RESEARCH OBJECTIVES

1 To examine how Kwarapoly students explore social media for cultural expression.

2. To identify challenges and opportunities associated with using social media for cultural preservation.

3. To assess the impact of social media on the information of cultural identity among Kwarapoly students.

1.4 RESEARCH QUESTIONS

The research questions of this study how does students employ social media for cultural expression and does its influence the cultural engagement and preservation of Kwarapoly students.

2. What are the types and forms of cultural content that Kwarapoly students create share and consume on social media platforms and how do they reflect their cultural identity and preference

3. What are the perceived benefits and challenges of using social media platforms for cultural engagement and preservation among Kwarapoly students.

1.5 SIGNIFICANCE OF THE STUDY

This study is significant for several reasons first, it will fill the gap in the literature on social media and culture by providing a comprehensive and in-depth analysis of the relationship between the two within the Kwarapoly community which has not been adequately explore before.

Second, it will adopt a user centered approach, by focusing on the experience and perceptions of the Kwarapoly students themselves rather than imposing external or predefined framework or categories.

Third, It will adopt a balanced and nuanced approach by acknowledging the complexity and dynamics of the relationship between social media and culture and by recognizing the agency and diversity of the users and their cultural expression and interactions.

Fourth, it will provide valuable insights and implications for the stakeholders involved such as the students, the faculty the administration the policy makers and the society at large on how to enhance and support the cultural engagement and preservation of Kwarapoly students through social media platforms and how to address and overcome the potential challenges and risks that social media poses for cultural sustainability and developments.

1.6 SCOPE OF THE STUDY

The research focuses specifically on Kwarapoly students, exploring their use of social media platforms for cultural expression. The study will analyze content and interactions on popular social media platforms emphasizing a qualitative understanding of the student's expression

1.7 LIMITATION OF THE STUDY

Social media serves as a powerful platform for promoting culture however it's limitation includes the potential of misinformation cultural appropriation that is the risk of cultural elements being taken out of its original context and on equal access to social media.

1.8 DEFINITION OF TERMS

Social media: digital platforms that facilitate the creation, sharing,and exchange of user generated contents.

Cultural expression: The manifestation of cultural identities through various medium such as language art music and traditions.

Cultural Identity: The sense of belonging and identification with a particular cultural group

Kwarapoly students: students enrolled at the Kwara state polytechnic, representing a diverse community with varied cultural background.

CHAPTER TWO
LITERATURE REVIEW

2.0 INTRODUCTION

2.1 CONCEPTUAL FRAMEWORK

This conceptual framework for this study is grounded in the interception of social media, cultural expression and youth identity formation. Drawing on theories of mass communication, this framework guides the exploration of how Kwara poly students utilize social media as a platform for promoting and preserving their cultural heritage.

2.2 CONCEPT OF SOCIAL MEDIA

Social media are new information network and information technology that use a form of communication utilizing interactive and user produced content to create and maintain interpersonal relationships. Social media refers to the means of interactions among people in which they create, share and or exchange information and ideas in virtual communities and networks. The office of communications and marketing manage the main Facebook, Twitter, Instagram, linked in and YouTube accounts.

2.3 KEY PRINCIPLE FOR SOCIAL MEDIA MANAGERS:

Social Media is about conversations community, connecting with the audience and building relationships. It is not just a broadcast channel or is sales and marketing tools or Authenticity honesty and open dialogue are key. Social Media not only allows you to hear what people say about you, but enables you to respond. listen first, speak second. Be compelling, useful, relevant and engaging don't be afraid to try new things, but think through your efforts before kicking them off.

2.4 POPULAR SOCIAL MEDIA TOOLS AND PLATFORMS

1 Blogs: A platform for casual dialogues and discussions on a specific topic or opinion

2 Facebook: The world's largest social network with more than 1.55 billion monthly active users (as of the third quarter of 2015) users create a personal profile, add other users as friends and exchange messages, including status updates Brand create pages and Facebook users can like brands and pages.

3 X (formerly Twitter):A Social networking micro- blogging platform that allows group and individuals to stay connected through the exchange of short status message(140 character limits)

4 YouTube/video: video hosting and watching websites

5 Flicker: An image and video hosting websites and online community. Photos can be shared on Facebook and twitter and other social networking sites

6 Instagram: a free photo and video sharing app that allows users to apply digital filters frames and special effects to their photos and then share them on a variety of social networking sites

7 LinkedIn: A place where groups of professionals with similar areas of interest can share information and participate in a conversation.

2.1.1 SOCIAL MEDIA AND CULTURAL EXPRESSION

Social media is a team that refers to the online platform and application that enables users to create, share and consume content, such as text, images, videos and audio. Cultural expression is the term that refers to the ways that people communicate their cultural identity values, beliefs and practices such as language, arts, music, religion and customs. Social media and cultural expression are closely related as social media can both influence and reflect culture as well as pose challenges and opportunities for cultural expression. The purpose of this essay is to explore the relationship between social media and cultural expression and to examine the effects of social media on culture.

The essay will argue that social media has a significant impact on culture as it shapes people's thinking, values and behavior as well as preserves and expresses their cultural identity and heritage. However, social media also presents some risks and benefits for culture ,as it can promote or undermine cultural diversity and inclusion. The essay will support this argument by providing examples and evidence from various source and by discussing the implications and recommendation for future research and practice.

One of the ways that social media influence and impact culture is by shaping people's thinking, value and behaviors. Social media platforms, such as Facebook Twitter, YouTube and Instagram expose users to a variety of contents, such as news, opinions, entertainment and education that can affect their worldview attitudes and actions. for example, social media can influence people's political views and participation as they can access information join online communities and express their opinions on various issues(Boulianne 2015). Social media can also influence people's consumer behavior as they can discover new products, read reviews and follow influencers who endorse certain brands(Churand kimi-2011). Moreover, social media can influence people's social behavior as they can communicate, interact and form relationships with others online as well as compare themselves with others and seek

validation and feedback (Nesi and prinstein,2015).Therefore social media can have a significant impact on culture as it shapes people's thinking, values and behaviors

Another way that social media influence and impact culture is by reflecting and preserving culture. Social media platforms, such as Facebook, Twitter Instagram and YouTube enables users to express their cultural identity and heritage, such as language, art music, religion and customs for example, social media users can post and share contents that showcases their cultural background such as photos, videos, stories and memes that can be seen and appreciated by others (Lee and Barton, 2011). social media users can also join and create online groups and communities that are based on their cultural interest such as fan pages, forums and blogs that can foster a sense of belonging and solidarity(Jenkins,2006)

Furthermore, social media users can communicate and interact with people from different cultures and countries, such as through chats, comments and live streams that can enhance their inter cultural and international awareness and understanding(chen,2013) Therefore, social media can also have a significant impact on culture, as it is reflect and preserve culture. A third way that social media influence and impacts cultural is by posing challenges and opportunities for cultural expression. Social media platforms such as Facebook, Twitter, Instagram and YouTube present some potential risks and benefits for culture as they can promote or undermine cultural diversity and inclusion. For example social media can expose users to different perspective and viewpoints as well as foster dialogue and collaboration among people from diverse backgrounds and experience(Donnell,2014).

Social media can also empower users to voice their opinions and concern as well as advocates for social change and justice on various cultural issues(Loader and mercea,2011) However, social media can also create echoes chamber and polarization as users tend to consume and share content that confirms their existing beliefs and biases and avoid or reject content that challenges or contradict them(sunstein,2017) social media can also enable hate speech and cyber bully, as users can express and spread negative and harmful messages towards others based on their cultural differences and identities(citron and Noriton 2011). Therefore, social media can also have a significant impact on culture, as it poses challenges and opportunities for cultural expression.

2.1.2 THE ROLE OF SOCIAL MEDIA IN SHAPING YOUTH CULTURE

Youth culture is defined as the shared sets of beliefs, values symbols and activities in a group of young people(Khan,2014) youth culture is influenced by various factors, such as family, peers, school, religion media and society. Social media, as a form of media, plays a

significant role in shaping youth culture as its provides a platform for youth to communicate, socialize and collaborate with their peers as well as to express their individuality, creativity and agency. Social media can facilitate the formation and maintenance of youth subcultures, which are groups of young people who share a common identity, style and interest that differentiate them from the dominant culture (Khan,2014) example of youth subcultures include hip hop,punk,emogoth,and cosplay. Through social media, youth can find and join subcultural group that is match their interest and preferences and exchange cultural symbols such as music, fashion, slang and gestures that signify their membership and identity. Social media can also enable youth to challenge and resist the mainstream, culture and to create alternative or counter cultural spaces, where they can voice their opinions, concerns and demands, and advocates for social change

However, social media can have a homogenizing effect on youth culture, as it exposes youth to global and commercial influence that may erode your local and authentic cultural expression. For instance, social media can promote the consumption of popular culture, such as Nollywood movies, pop music and celebrity culture that may overshadow the diversity and uniqueness of youth subcultures. social media can also impose certain standards and expectations on youth, such as beauty ideas academic achievements, and social status that may pressure them to conform and compete with their peers rather than to celebrate their differences and individuality.

2.1.3 IMPACT OF SOCIAL MEDIA ON CULTURAL VALUES

Cultural values are the collective conception of what is considered good desirable and proper or bad, describable and improper in a culture (Schwartz, 2012).cultural values shapes the attitudes, behaviors, and norms of a society and reflects its underlying beliefs, assumptions and world views. Social media, as a medium of communication and information can have a significant impact on value, as it can expose, transmits and transform the values of different culture. Social media can exchange the awareness and appreciation of cultural values, as it can provide access to diverse and authentic cultural content, such as stories, histories, traditions and customs that can educate and inspire youth. Social media can also foster the dialogue and exchange of cultural values, as it can enable youth to communicate and interact with people from different cultural backgrounds, and to learn from their prospective and experience. Social media can also support the preservation and transmission of cultural values, as it can enable youth to document and share their cultural heritage such as arts, crafts with their peers and future generations.

Thus, social media can also undermine and challenge cultural values, as it can expose youth to conflicting and contradictory values that may clash with their own. Social media can also influence and change cultural values, as it can introduce new and emerging values that may appeal to youth, such as individualism, consumerism, and activism. Social media can also create and spread cultural values, as it can generate and disseminate viral content, such as memes, hash tags and trends that can capture and reflect the values of youth culture.

2.1.4 INFLUENCE OF SOCIAL MEDIA ON CULTURAL CHANGE

Culture change is the modification or transformation of a culture overtime(ferro and Andreatra,2017) cultural change can occur due to various factors, such as environmental, technological, political, economic and social forces. Social media as a technological and social force can have a significant influence on cultural change, as it can facilitate, accelerates and amplify processes and outcomes of cultural change. Social media can facilitate cultural change as it can provide a platform for youth to initiate and participate in cultural change, for example social media can enable youth to organize and mobilize social movements such as the Arab, spring, the occupy wall streets, and black lives matters, that aim to challenge and reform the existing political on systems, social media can also enable youth to innovate and experiment with cultural change, such as creating adopting new cultural forms such as digital acts online gaming and e-learning that offer new ways of expression, entertainment and education. Social media can accelerate cultural change, as it can increase the speed and scope of cultural change. for example, social media can enable youth to access and disseminate cultural information and content faster and wider than ever before reaching and influencing more people across time and space. Social media can also enable you to adapt and respond to cultural change quicker and easier than ever before, as they can access and utilize various online resources and tools, such as search engines online courses and translation apps that can help them learn and cope with new cultural situations and challenges. Social media can amplify cultural change, as it can magnify the impact and significance of cultural change. For example, social media can enable youth to amplify their voice and visibility in cultural change as they can use various online platforms and strategies such as blocks podcasts and hash tags to express and promote their opinion and idea. Social media can also enable you to amplify their network and solidarity in a cultural change, as they use various online communities and groups such as forum, chat and groups to connect and collaborate with likeminded people who share their interest, values and goals.

2.1.5 HOW SOCIAL MEDIA CAN BE USED TO PROMOTE CULTURE AMONG YOUTH

Culture is 'the learned' and shared behaviors, beliefs, attitudes, values and material objects that characterize a particular group or society (Schaefer,2016) culture is an important aspect of human life as it provide a sense of identity, belonging and meaning. Social Media can be used to promote culture among youths, as it can offer various opportunities and benefits for cultural learning and developments. Social media can be used to promote culture among youth by:

Providing a source of cultural information and inspiration. Social media can offer youth access to a vast t and diverse amounts of culture content, such as articles, videos, images and podcasts that can inform and inspire them about various aspects of culture, such as history, geography, literature, arts, music and religion. Youth can use social media to explore and discover different cultures as well as to deepen and enrich their knowledge and understanding of their own culture. Providing a space for cultural expression and creativity. Social media can offer youth a platform to express and showcase their cultural identity and creativity, such as by creating and sharing their own cultural content, such as stories, poems, songs drawings and photos that reflects their cultural background, experience and aspirations. Youth can use social media to communicate and demonstrate their cultural values and skills, as well as to receive feedback and recognition from their peers and audience. Providing a tool for cultural communication and interaction. Social media can offer youth a medium to communicate and interact with people from different cultural backgrounds, such as by exchanging messages, comments, likes and emojis that convey cultural thoughts, feelings and emotions. Youth can use social media to engage and participate in cultural dialogue and exchange, as to learn and appreciate the cultural perspective and experience of others. Providing a channel for cultural advocacy and activism. Social media can offer youth a vehicle advocate and act for cultural courses and issues such as by raising awareness, spreading information and mobilizing action on topics such as cultural diversity and cultural preservation. Youth can use social media to express and promote their opinions, ideas and courses as well as to connect and collaborate with other cultural activist and organization providing a bridge for cultural integration and harmony. Social media can offer you a means to integrate and harmonize their cultural identity and diversity as well as to foster mutual respect and understanding among different cultural groups. Youth can use social media to balance and blend their traditional and modern cultural values and practice as well as overcome and resolve cultural conflicts and tensions.

2.1.6 ROLE OF HIGHER EDUCATION INSTITUTION IN PROMOTING CULTURE THROUGH SOCIAL MEDIA

Higher Education institution (HELS) play a vital role in promoting culture through social media, as they can provide the resources, guidance and support for students and faculty to use social media effectively and responsibility for cultural and purpose. HELS can also leverage social media to enhance their own cultural identity and reputation as well as to foster cultural diversity and inclusion on campus and beyond. According to an online research some of the ways that HELS can promotes culture through social media are:

Developing and implementing social media policies and strategies that align with institutions mission, vision and values and That encouraged and facilitates the use of social media for cultural learning and development. Providing and maintaining social media platforms and tools that are accessible, user friendly and secure and that offer various features and functions for creating sharing and consuming cultural content. Educating and training students and faculty on the benefits and challenges of using social media for cultural purposes as well as on the ethical and legal issues and responsibilities involved. Creating and cultural content that showcase institutions cultural heritage, achievements and activities as well as the cultural diversity and excellence of its students and faculty engaging and interacting with various stakeholders such as prospective students, parents alumni, and communities, through social media and building and maintaining positive and meaningful relationship with them. supporting and recognizing the cultural initiative and contributions of students and faculty on social media such as providing feedback, incentive and awards monitoring and evaluating the impact and outcome of using social media for cultural purposes and using the data and insight to improve and innovate the institutions cultural practices and performance.

2.2 THEORETICAL FRAMEWORK

A theory is orate laws hypothesis and facts

The theory of gratification, for instance, explains why apples fall from trees and astronaut float in space. 'Mass communications theories are explanations and predictions of social phenomena that attempts to relate to mass communication to various aspects of our personal and cultural lives or social systems (Baran 1974). Media theories are used to explore the relationship between people and media. Audience theories look at the way we as audience consume media and how it affects us.

2.2.1 USES AND GRATIFICATIONS THEORY

Uses of gratification theory states that we as consumers consciously choose what you want to see in media depending on our needs and preference. This theory posits that individuals actively choose media for specific purpose to satisfy their needs(Katyz, Blumler and Gurevitch,1964) These needs can be cognitive, affective personal integrative, social integrative or escapist (Mcquall, 1983). Applied to social media, Kwarapoly students engage in cultural expression as a way of fulfilling personal and social needs. For instance, they may use social media to learn about your cultural heritage to express their cultural identity, to connect with other who shares their culture or to escape from their daily stressors understanding the motivation behind their media uses essential for comprehending role of social media in cultural promotion. By identifying the needs that social media gratifies, we can better understand how and why Kwarapoly students use social media to communicate and participate in their culture.

2.2.2 SOCIAL IDENTITY THEORY

Social identity theory emphasize the role of social categorization and group identification in shaping individual behavior (Tagfel and Turner 1979) According to this theory people tend to categorize themselves and others into various social groups based on attributes like race, gender, nationality or religion. They also tend to identify with the groups they belong to and favour their own groups over other groups. Applied to social media, this theory help understand how Kwarapoly students perceive and presence their cultural identity online. It's exploring the impact of social media on the construction of a collective cultural identity among the students community. for instance, we can investigate how kwarapoly students use social media to display their cultural symbols, values and practice and how they interact with other cultural groups online. We can also examine how social media affects their sense of belonging, pride and loyalty to their culture.

2.3 EMPERICAL REVIEW

Molet (2017) argue that social media application become more importance for the users, it has totally changed the life pattern and culture and the involvement of students in brands. Now students are more interested in modernity. It has provided awareness about modern trend and updates. It has increased interest of students and divert their attention towards modern trend. According to (farouq and karamat 2016) Social media is like a podium. Its provides an opportunity to the youth to be parts of modernity. it is a platform where students

are face to share their thoughts and information. It provides information about what is going around the global in the field of brands.(Khandel 2012) Emphasize that Facebook is playing a prime role in promoting brand culture. It allows the student to share their thoughts, opinions, ideas, and suggestions on any topic. it is discovered that there is significant relationship between sharing opinions and information. Social media has an imperative role in brand culture. A lot of brands used the social media as an effective tool to gain lead in competition with other brands. social media is used as valuable weapon for publicity quick response of feedback. According to Hopkins (2020) the world is getting smaller through the use of technology such as social media. No wonder that the widespread use of social media share thoughts, personal and professional stories and interaction which has a significant influence on how people communicate today in general. It is a believed that it has an adverse effects on social skills and communication among students in addition, engaging in various form of social media has become a routine daily activity for most students. Social media has been a great educational tool for students. Thus, serve as an effective device for academic performance. Moreover, it helps to improve writing skills in a clear and succinct way, Social media takes up a large space in their lives. The use of social media among the students today is growing day by day and gaining more popularity among students. it is a way of to make connection not only on campus. It's increased popularity has raised concern over how the time spent and student activities on this site could impact their performance in school. Several studies have been carried out by different researcher to access how the use of social media impact students culturally and in academic performance According to use of gratification approach motivation for usage of a specific social network is guided by social, psychological and other gratification reason. Students value the effectiveness of the site in allowing to form profile build and maintain relationship and reaching out to others. Some scholar (King and Lee zolokwin 2010) in their study found users passive usefulness of social network site affected their intention usage.   They found entertainment relationship and learning as the most common use of social networking site. In their study found that social networking site were used by students primarily to maintain or intensify relationship

Gaps exist in the literature regarding the specific contents of Kwarapoly students and their cultural practice on social media. This study aims to address these gap by examine the unique dynamic within this community and contributing to the broader understanding of media's role In cultural promoting among youth specifically, This study seek to answer the following research questions: Chonery (2010) mehmood (2013) believe that the use of technology such as internet is one of the most important factors that can influence educational performance of

students positively or negatively. It stated that many parents and guardian are worried that students now spend too much time on Facebook and other social media sites and do not have enough time to study. Though it helped their cultural level. Owusu. Achew and Larson (2015) did a study to assess students use of social media and its effect on academic performance of territory institutions students in Kwarapoly or other institution. Questionnaire was used for collecting data The study revealed that mobile phone which also had internet facilities on them and had knowledge of the existence of many media sites. The study further confirmed that most of the respondents visit their social media site. The study confirmed that using their phone and spends between 30 minutes to three hours per day in addition; the study revealed that the use of social media site had affected cultural and academic performance of the responsible positively. Ravt and Paul (2016) Highlights how social media influence educational sector the study revealed positive and negative impact of social media on students. It also highlighted measured to minimize the negative impact of social media and for promoting culture on student's performance.

CHAPTER THREE
RESEARCH METHODOLOGY

3.0 INTRODUCTION

Creswell (2002) noted that quantitative research is the process of collecting, analyzing interpreting and writing the results of a study, while qualitative research is the approach to data collection, analysis and report writing differing from the traditional quantitative approach According to Dawson (2019) a research methodology is the primary principle that will guide your research

There are three different type of research methodology these are quantitative research methodology, qualitative research methodology and mixed method research methodology depending on the research methodology of choice, the researcher can use quantitative approach, a qualitative approach or a mixed approach. In order to write a research methodology quantitative, the research needs to collect and analyze numerical data via quantitative techniques, such as a survey, in order to write methodology qualitative the researcher need to make observation formulate research question and conduct interviews.

3.1 RESEARCH DESIGN

According to Payton (1979) research is a systematic formal rigorous and precise process employed to gain solution to problems or to discover and interpret new facts and relationship. The design is considered apt because it's enables the researcher to generate data through standardized collection procedures based on highly structured research instruments and well defined study concepts and related variables. According to William zikmond Research design is defined as a master plan specifying the method and procedures for collection and analyzing the needed information. Research is a blueprint or plan that outlines the procedure for collecting, analyzing and interpreting data. This design enables a comprehensive exploration of the role of social media and promoting culture among Kwarapoly students. Quantitative methods, the researcher can gain a deeper and richer understanding of the phenomenon under investigation as well as enhance the validity and reliability of the findings. Survey are methods of collecting qualitative from sample of participant survey are standardized instruments that measure the attitudes, opinions, behaviors or characteristics of a population using closed ended questions

3.2.   POPULATION OF THE STUDY

According to polit and Hungler (1999) define population totality of all subjects that conformed to a set of specifications compromising the entire group of persons that is of interest to the researcher and to whom the research results can be generalized. The entire group of individual, items for data from which a sample is drawn. The total number of individuals cases or observation that researcher wishes to understand or describe.

The population of this study comprises all registered students at Kwara state polytechnic (Kwarapoly) giving the diverse cultural background within the student's body, this population provides a rich and varied sample for investigating the research objectives. Kwarapoly is public tertiary institution located in llorin, Kwara State, Nigeria. It offers various academic programs in engineering science, technology, management and humanity. According to the latest statistics Kwarapoly has a total of 15,000 students enrolled in different faculties and departments. The students population reflects the cultural diversity of Nigeria, As it include students from different ethnic, religious and linguistic and religion groups. The population of this study is relevant and appropriate for the research topic, as it represents a group of young people who are exposed to and influenced by social media and culture. By studying this population, the researcher can gain insight into how social media affects the cultural expressions and identity of Kwarapoly students as well as how they use social media to promote and preserve their culture.

3.3. SAMPLE SIZE AND SAMPLING TECHNIQUES

According to kothari and Gang (2014) define sample size as a selected group derived from population for purpose of undertaking a study. The sample size is defined as the number of observation used for determining the estimation of a given population. Sampling is the process of selection of subsets of individual from the population to estimate the characteristic of the whole population. The number of observation or measurements included in the study or the number of individual groups, or organizations selected from the population for the purpose of study .A stratified random sampling techniques will be explored to ensure representation across different faculties or departments within Kwarapoly. The sample size will be determined based on statistical consideration to achieve a representative and significant data set for analysis

Stratified random sampling is a method of sampling that involves the division of a population into smaller subgroup, or strata, based on some shared characteristics of the members. The purpose of stratification is to ensure that each stratum in the sample reflects

the proportion of that group in the population. In this study, the population will be stratified by faculty or departments, as this is a relevant characteristic for the result topic. Each faculty or departments will be considered as a stratum, and a random sample of students will be drawn from each stratum. The sample size for each stratum will be proportionate to the size of that stratum in the population. For example, if the faculty of engineering has 3,000 students out of the Total 15,000 students the sample size for that stratum will be 20% of the Total sample size the total sample size will be the sum of the sample size for each stratum but will be limited through the adoption of purposive sampling method to 100

3.4   INSTRUMENTATION

According to Neiman (2011) the process of creating or selected the means by which data will be collected the instruments or tools used to collect data such as questionnaires, test or observation schedule. The developments refinement and use of instruments or tools to measure variables or collect data. The research instruments include structured surveys interview guides and a content analysis framework. The survey will consist of question related to social media usage cultural expression and identity, while the interview guide with facilitates in-depth qualitative insights. The contents analyze framework will guide the systematic examination of social media posts

The survey instruments will be a safe administered questionnaire that will be distributed online to the selected sample of Kwarapoly students. The questionnaire will consist of these three sections: The first section will collect demographic information such as age, gender, faculty and development. The second section would measure the frequency, duration and purpose of social media usage as well as the preferred platforms and contents types, the third session will assess the level of cultural expression and identity on social media as well as the perceived benefits and challenges of using social media for cultural purpose. The questionnaire will use a combination of liker scale multiple choice question, and ranking questions. The questionnaire will be pretested and validated before the actual data collection

3.5.   VALIDITY AND RELIABILITY OF THE INSTRUMENTS

Reliability and validation are both about how well the method measures something. Reliability refers to the consistency of a measure whether the results can be reproduced under the same condition validates to the accuracy of a measure (whether the results can be reproduced under the same validity refers to the accuracy of a measure. Whether the results really do represent what they are supposed to measure. The researcher need some kind of

assurance that the instruments being used will results in accurate conclusion (wallen and frank 2010) the research instruments will undergo a rigorous validation process to ensure their relevance and effectiveness in capturing the intended data.

3.6.   DATA METHOD COLLECTION

According to (creswell, 2014). The data collection step include setting the boundaries for the study collecting information through unstructured or semi-structured observation and interviews documents and visual materials as well as establishing the protocol for recording information. Data will be collected through the three main methods:

Survey: online survey will be distributed with stratified sample of Kwarapoly students to gather quantitative data on their social media usage, cultural expression and identity. The researcher will use an online survey platform such as Survey monkey or Google forms to create and administer the questionnaire. The researcher will send an invitation email to the selected participants explaining the purpose and procedure of the study, and providing a link to the online questionnaire. The researcher will also send reminders and follow up to increase the response rate. The researcher will download and store the data securely and confidentially.

3.7.   METHOD OF DATA ANALYSIS

Data   analysis is simply the process of converting the gathered data to meaningful information different techniques such as modeling to reach, trend, relationship and therefore conclusion to address the decision making process are employed in this process (start-2006).

Quantitative data from survey will be analyzed using statistical tools including descriptive statistics and inferential analysis to draw correlations and identity patterns. for the quantitative data analysis with depend on the type of network of the collected for the quantitative data from the survey, the researcher will use a software tools such as SPSS, or Excel to perform various statistical analysis such as frequency, percentage, means, standard deviation and chi- square. The researcher will use these analyses to describe the characteristics and behaviors of the sample, and to test the hypothesis and research questions of the study. The researcher will also use graphical tools, such as tables, charts, and graphs to present and illustrate the results of the analysis.

CHAPTER 4

DATA PRESENTATION AND ANALYSIS

4.0. INTRODUCTION

This study employed the survey research methodology. It made use of quantitative research apparatus using the questionnaire a research instrument for data collection, which is capable of measuring the project topic. As earlier stated in this study, the respondents of the study comprise of the residents of Ilorin East local government area, Kwara state, and the study reveals the appraisal of social media as a platform for promoting culture among youth (A case study of Kwara polytechnic students).

4.1. DATA PRESENTATION

In research, data presentation is an important step in the process of data analysis. Data presentation is the process of organizing and displaying data in a meaningful and effective way so that conclusion can be drawn from it. Data can be presented in variety of ways such as charts, graphs, tables or maps. This chapter is concerned on the analysis and interpretation of data collected through the use of questionnaire administration to respondents. All questions were duly attended to by the total respondents for the study (100) questionnaire consists is two sections (A and B) questionnaire which are relevant for the study

SECTION A

Table 1: Gender

RESPONSE	FREQUENCY	PERCENTAGE
Male	38	38%
Female	62	62%
Total	100	100%

Source: Field survey 2025

The table shows that 38% are male while 62%are female.

able 2: Age

RESPONSE	FREQUENCY	PERCENTAGE
16-20yrs	15	15%
21-25yrs	45	45%
26-39yrs	38	38%
Others	2	2%
Total	100	100%

Source: Field survey 2025

The table shows that respondents under 16-20yrs were 15% while 21-25yrs were 45%, 26-39yrs 38% while others are 2Table 3: Qualification

Undergraduate	20	20%
HND/BSC	72	72%
PHD/MSC	2	2%
Others	6	6%
Total	100	100%

Source: Field survey 2025

This shows that 20% are undergraduate, 72% are in HND/BSC, 2% are PHD/MSC/ others 6%. This indicates that the greater numbers of the respondents are HND/BSC academic level.

Table 4: Marital status

REPONSE	FREQUENCY	PERCENTAGE
Single	62	62%
Engaged	18	18%
Married	20	20%
Total	100	100%

Source: Field survey 2025

The table shows that 62% were single, 18% were engaged were married 20% was married. This shows that most respondents were single.

Table 5: Religion

RESPONSE	FREQUENCY	PERCENTAGE
Christianity	74	74%
Islam	28	28%
Total	100	100%

Source: Field survey 2025

74% Christians 28% Islam. This indicates that 74% Christian responded to this

SECTION B

Table 6: Do you have any social media account page?

RESPONSE	FREQUENCY	PERCENTAGE
Yes	99	99%
NO	1	1%
Total	100	100%

Source: Field survey 2025

This shows 99% of the respondents yes, 1% respondent were no. This shows that most respondent have a social media account or page.

Table 7: How effective or engaging is your social media platform?

RESPONSE	FREQUENCY	PERCENTAGE
Yes	51	51%
No	3	3%
Often	46	46%
Total	100	100%

Source: Field survey 2025

This shows that 51% engage their social media platforms, 3% were not engaged while 46% often engage. This shows that most respondent engage their social media platforms.

Table 8: Do you think that social media has helped to increase your awareness and appreciation of different culture?

RESPONSES	FREQUENCY	PERCENTAGE
Yes	81	81%
No	2	2%
Maybe	17	17%
Total	100	100%

Source: Field survey 2025

This shows that the social media has helped 81% to increase their awareness 2%no17% maybe.

Table 9: Which social media platform do you use?

RESPONSE	FREQUENCY	PERCENTAGE
Twitter	17	17%
Facebook	51	51%
Instagram	32	32%
Total	100	100%

Source: Field survey 2025

17% use Twitter 51% use Facebook 32% use Instagram. This shows that we have 51% Facebook user respondent.

Table 10: Do you think Social media is more effective in promoting culture than other forms of media such as television and radio?

RESPONSE	FREQUENCY	PERCENTAGE
Yes	80	80%
No	0	0%
Maybe	20	20%
	100	100%

Source: Field survey 2025

This shows that 80% agreed that social media promote culture 0% no 20% maybe.

SECTION C

Table 11: Social media is the best platform to promote a culture among student

RESPONSE	FREQUENCY	PERCENTAGE
Strongly agreed	46	46%
Agreed	49	49%
Neutral	4	4%
Disagreed	1	1%
Strongly disagreed	0	0%
	100	100%

Source: Field survey 2025

This shows that 46% of the respondent represents strongly agree, 49% represent agreed,4% neutral, 1% disagree, 0% disagree.

Table 12: Cultural engagement on social media has benefits and challenges

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agreed	43	43%
Agreed	53	53%
Neutral	4	4%
Disagreed	0	0%
Strongly disagreed	0	0%
	100	100%

Source: Field survey 2025

This table shows that 43% strongly agreed, 53% agreed, 4% neutral, 0%disagreed, 0% strongly disagreed.

Table 13: Social media influence the cultural engagement and preservation of Kwara polytechnic

RESPONSES	FREQUENCY	PERCENTAGE
Strongly disagreed	38	38%
Agreed	54	54%
Neutral	7	7%
Disagreed	1	1%
Strongly disagreed	0	0%
	100	100%

Source: Field survey 2025

This table shows that 38% strongly agreed, 54% agreed, 7% neutral 1% disagreed 0% strongly disagreed.

Table 14: Social media gives room for communication and cultural background among Kwarapoly students

RESPONSE	FREQUENCY	PERCENTAGE
Strongly agreed	43	43%
Agreed	53	53%
Neutral	4	4%
Disagreed	0	0%
Strongly disagreed	0	0%

Source: Field survey 2025

This table shows that 43% strongly agreed, 53% agreed, 4% neutral, 0% disagreed 0% strongly disagreed.

Table 15:

Social media content on culture helps to remind people of existing cultural heritage, customs and traditions.

RESPONSE	FREQUENCY	PERCENTAGE
Strongly agreed	41	41%
Agreed	55	55%
Neutral	3	3%
Disagreed	1	1%
Strongly disagreed	0	0%
	100	100%

Source: Field survey 2025

This table shows that 41% strongly agreed, 55% agreed, neutral 3%, disagreed 1%, 0% strongly disagreed.

Table 16: There is dynamism of relationship between social media and culture

RESPONSES	FREQUENCY	PERCENTAGE
Strongly disagreed	37	37%
Agreed	53	53%
Neutral	9	9%
Disagreed	1	1%
Strongly disagreed	0	0%
	100	100%

Source: Field survey 2025

This table shows that 37% strongly agreed 53% agreed, 9% neutral, 1% disagreed,0% strongly disagreed.

Table 17: Social media influence and impact culture by shaping people's thinking value and behavior.

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agreed	39	39%
Agreed	56	56%
Neutral	4	4%
Disagreed	1	1%
Strongly disagreed	0	0%
	100	100%

Source: Field survey 2025

This table shows that 39% strongly agreed, 56% agreed, 4% neutral, 1%disagreed , 0% strongly disagreed

Table 18: Kwara state polytechnic students balance and integrate their traditional and modern cultural values on social media.

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agreed	30	30%
Agreed	54	54%
Neutral	13	13%
Disagreed	3	3%
Strongly agreed	0	0%
	100	100%

Source: Field survey 2025

This table shows that 30% Strongly agreed, 54% agreed,13% neutral, 3%disagreed, 0% strongly disagreed.

Table 19: Social media poses cultural sustainability and development irrespective of the location a youth find him/her

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agreed	29	29%
Agreed	64	64%
Neutral	4	4%
Disagreed	2	2%
Strongly disagree	1	1%
	100	100%

Source: Field survey 2025

This table shows that 29% strongly agreed, 64% agreed, 4% neutral, 2% disagreed 1% disagreed, 1% strongly disagreed.

Table 20: Cultural content posted on such media reflect the cultural identity and preferences of the originator.

RESPONSES	FREQUENCY	PERCENTAGE
Strongly agreed	44	44%
Agreed	50	50%
Neutral	5	5%
Disagreed	1	1%
Strongly disagreed	0	0%
	100	100%

Source: Field survey 2025

This table shows that 44% strongly agreed, 50% agreed, 5% neutral, 1% disagreed, and 0% strongly disagreed.

4.2. ANALYSIS OF RESEARCH QUESTIONS

In this section, the data collected from survey on the topic "Appraisal of social media as a platform for promoting culture among youth." A case study of Kwara state polytechnic students would be analyzed. The data contained in 100; complete questionnaire retrieved from respondents will be analyzed with the research questions.

RESEARCH QUESTION ONE: How do social media influence the preservation of culture among Kwara state polytechnic students?

The data on table 13 shows that social media influence the cultural engagement and preservation of Kwara state polytechnic students, this answered the questions. This table shows that 38% of the respondents strongly agreed, 54% representing agreed, 7% were neutral, 1% disagreed 0% strongly disagreed. From this finding, it shows that social media influence the presentation of culture.

RESEARCH QUESTION TWO: What are the types and forms of cultural content that Kwarapoly students create, share and consume on social media platforms and how do they reflect their cultural identity and preference.

The data on table 20 answered the question cultural content posted on social media reflect the cultural identity and preference of the originator. This table shows that 44% strongly agreed, 50% agreed, 5% neutral, 1% disagreed, 0% of respondent strongly disagreed. From this findings, it shows that social media has an impact on cultural identity and preference through cultural content posted on the platforms.

RESEARCH QUESTION THREE: What are the perceived benefits and challenges of using social media platforms for cultural engagement and preservation among Kwarapoly students?

The data on table 12 provided answers to the question. The table shows that 43% respondent represents strongly agreed, 53% affirmed with agreed, 4% neutral. It shows social media platforms for cultural engagement and preservation among Kwarapoly students.

4.3. DISCUSSION OF FINDINGS

This research work has been able to attain a fact that social media has a significant impact on culture, as it shapes people thinking values and behavior. It expresses their cultural identity and heritage. This study clearly shows that social media is instrumental by reflecting and preserving culture through cultural content post on social media.

The research works discovered that social media accelerate cultural change and enable youth to access and share information (cultural content) faster and vast than ever before. Higher institution like Kwara state polytechnic students uses social media to promote their culture by enhancing their cultural identity and reputation within and beyond campus.

The study provides that social media is a channel for cultural advocacy and activities. It is used for causing awareness, spreading information and mobilizing actions. Youths express their opinion or view on happening with goal media.

Social media and cultural expression are closely related. It entails communication, expression, interaction, that enable users create and share content on culture such as food, language, dressing, music, art and religion.

Social media influence people's views or perspectives regarding a phenomenon, it shapes people's thinking, values and behaviors. This study discovered that culture is complex and it shapes the way people perceive the world around them.

CHAPTER 5

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

Based on the research topic "Appraisal of social media as a platform for promoting culture among youth" A case study of Kwara state polytechnic students Ilorin, Nigeria. The first chapter gives a background detail about social media and culture, the concept of culture, perspective on culture, its dynamism and the evolving trends of culture.

This chapter revealed culture practices and sophistication, it's expression forms like dance, music, religion , ritual, food among others, the statement of the problem researcher intend to solve it address was stated, the research objectives, research questions, the significance of the study, scope and limitation of the study and the last which is the definition of key terms.

The second chapter of this research work is literature review which comprises of conceptual framework, theoretical framework and empirical framework. The conceptual framework consist of the concept to be reviewed by the researcher such as social media and cultural expression, role of social media in shaping youth culture, impact of social media on cultural values, influence of social media on cultural change , social media instrument for promoting culture among youth, role of higher institution in promoting culture through social media. The theoretical framework entails the theory used for the research work, uses and gratification, cultivation theory and social identity theory.

The empirical framework is the research work done by other researchers in relation to the current project work. The third chapter, this chapter is known as research methodology and it consist of research design which survey descriptive research design used. The population of the study is Kwara state polytechnic students 15,000 sample size considered was 100 hundred, sampling technique used was stratified random sampling, the research is a questionnaire, validity and reliability research instrument, data collection and data analysis.

The fourth chapter is Data presentation and Analysis, this chapter entails the presentation of data in tabular form with figures and percentage, data presentation, analysis of research questions to check to check if the questionnaire are in line with the research question. The last section of this chapter is discussion of findings, things or impact discovered the course of research or play will be discussed.

The fifth chapter is summary, conclusion and recommendations. The first is summary; a brief report of the whole project work from the first chapter to the last, the second is conclusion. It contains the information that sums and concludes a project mostly with an advice and insight. The last is recommendations, the researcher recommends solution, might encourage or give advice to the concern, key points in the project work.

5.2 CONCLUSION

In conclusion, the appraisal of social media as a platform for promoting culture among polytechnic students like Kwara state polytechnic reveals its substantial impact and potential. Through this study, it is evident that social media is a powerful instrument for cultural expression, exchange and engagement of all students to explore, share and celebrate their culture.

However, challenges such as the potential for mis-information and cultural appropriate must be addressed to ensure the positive impact of social media on cultural promotion.

Overall, social media stands as virtual and important platform for promoting culture among Kwara state polytechnic students, bridging gaps, a more inclusive and culturally aware student community. By harnessing these benefits and prevent or mitigate the challenges, social media can continue to play a great role in enriching the cultural activities among Kwara state polytechnic students. Social media can be a powerful tool for promoting culture among youths. The findings suggest that social media platforms can be leveraged to showcase cultural heritage, traditions and values, thereby increasing awareness and appreciation among young people. However, the effectiveness of social media in promoting culture depends on various factors, including the type of content, audience engagement and level of cultural relevance.

5.3 RECOMMENDATIONS

Based on the researcher findings on the topic, the research recommends that

1. Students should maximize opportunities to actively contribute to cultural promotion on social media.
2. Social media should encourage virtual cultured tours and intercultural exchange programs.
3. Cultural organizations should partner with local available global cultural organization to provide a high quality cultural content.

4. Polytechnic institution should provide support for students interested in cultural promotion.

5. Polytechnic institution should provide digital literacy training program to access the credibility of cultural information they encounter on social media.

6. Social media should encourage interactive and immersive experience to foster engagement.

7. Social media users should involve in strategic content creation to promote cultural diversity.

8. Social media should develop cultural relevant content that resonate with youth.

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