CHAPTER ONE

1.1 BACKGROUND OF THE STUDY

The television is regarded as one of the most powerful, if not the most powerful of the modern media of mass communication. The enormous power usually ascribed to this medium stems from its audio-visual properties, which command instant believability. The impact of the television on human beings, particularly the student cannot be over – emphasized. Donald and Christine (2021) say that television exerts powerful influence on the way people perceive, think about, and ultimately act in their world. It considerably determines the behavioural or attitudinal nature of a person. Dennis and Kraus (2016) opine that television shapes our thinking, influences our attitudes and opinions and contributes towards particular behaviour such as voting and buying

certain goods. No wonder, it is generally believed that the media of mass communication are veritable agents of socialization. Dominick (2013) says that the media play a significant role in socialization. However, television is usually condemned or criticized. Onabajo (2015) is of the view that the television medium has not been perfect; its contents need to be adjusted in a way that they do not demonstrate bizarre culture and social activities. According to him, African culture has been indicated in the past as being ferocious. He states that foreign culture in telecasts should be checked as it leads to cultural imperialism rather than cultural transformations. It should be noted that student are fond of foreign programmes. Akindele and Lamidi (2017)state that student are heavy viewers of foreign television programmes in Nigeria and that increases their risk of developing some behavioural problems – violence, subscription to pornography, drug taking, indecent dressing, indecent hair-dos, indecent language, among others.

Culture is an infinite term that encompasses the way of life of a people. Osho (2019) is of the view that it is a term derived from the Latin word "cultural" stemming from "colere", meaning "to cultivate". The concept has been defined in various ways by different scholars for it is a wide phenomenon. According to Osho (2010), the duo of Alfred Kroeber and Clyde Kluckohn compiled a list of 164 definitions of culture, and this has increased tremendously overtime.

The following are some of the definitions presented by scholars. Culture is defined as the sum total of knowledge, attitudes and habitual behaviour patterns shared and transmitted by the members of a particular society. BassisGelles and Levina (1991) perceive culture as how members of a society share certain basic ideas about how the world works, what is important in life, how technology is to be used and what their artifacts and their actions mean. Oke (2002) simply refers to culture as the distinctive way of life of a group of people, their complete design for living. It should be noted that it is dynamic, learned, acquired, transmitted or diffused through contacts or communication from one generation to another. The Nigerian culture is observed to be fading out as a result of the acceptance and adaptation of the modernist's solution to underdevelopment.

In his concept of "empathy", Gerbner states that the inhabitants of developing nations must learn to empathize with the West for modern transformation of their societies to be possible. Schramm

(1990), on the other hand, developed an interesting model in which he equates the level of social development of communication to various nations. Access to these modern mass media (radio, television, films, telephone, and newspapers) is linked to individual modernity. Nigeria and other developing countries have reacted to these findings by ensuring that the prices of radio and television sets are not exorbitant so as to make them be within the reach of the masses. The television programmes provide many powerful models for children, and abundant opportunities for observational learning. Some of the television programmes reviewed depicted scenes relating to:

1.   Sex
2.   Violence
3.   Drug and Alcohol
4.   Vulgar Language
5.   sagging
6.   Tattoos on the body
7.   Education
8.   Entertainment
9.   Information
10.   Transformation of cultural heritage, among   others.

It is noteworthy that most parents do not want their children to imitate the indecent behaviour demonstrated in the programmes. Studies have shown that the average Nigerian child watches thousands of dramatized murders and other acts of violence on television. For many years, psychologists have debated the question of whether watching violence on television has detrimental effects on children. A number of experiments, both inside and outside the laboratories, have found evidence that viewing television violence increases aggression in children (Akindele and Lamidi, 2001).

It is a fact that majority of the foreign programmes shown on NTA, Cable Television, Minaj Channel, Cartoon network, ESPN – Expanded Sports programmes Network Channel, among others, provided by various satellite transmission operators as DSTV, Multi-TV, MyTV, and so on are sweet enemies. As a result of this, Nigerians have continued to raise eye-brows at the foreign television programmes, as they make the student behave like television characters. A lot of the programmes are presented by student and replete with music video of Western origin dominated by musical stars as (Late) Tupac, Beyonce, Ashanti, 50-cent, Sean Paul, Kelly Rowland, Celine Dion, among others. It is the researcher's belief that television, especially American television exports, has a strategic "weapon" aimed at overpowering the cultural values of Nigerian student. The Nigerian Communications Commission is not living up to the expectation in terms of curbing the excess of these communication outfits. This is due to the fact that majority of the outfits are owned by politicians.

1.2   OBJECTIVES OF THE STUDY

The following are the objectives of this research studies:

1. This study intends to examine the impact of foreign television programmes on cultural value of students as well as the cultural connectivity in the globe.
2. The study also investigates observation of the users (mostly students) of the social media on it prominent activities and official benefits.
3. This study tends to *find out if foreign TV viewing hinders language development and reading comprehension, particularly in the context of classroom learning.*

1.3 RESEARCH QUESTIONS

For the purpose of this study, the following research questions are formulated.

i. What is the nature or function ascribed to the impact of foreign television programmes on cultural value by Nigeria students?
ii. What influence does the advent of foreign television programmes have on the lives of students in kwara state polytechnic?
iii. Does the foreign television programme serves as substitute to the traditional mass media?
iv. How do the foreign television programme attract students to social activities and issues?

1.4 SIGNIFICANCE OF THE STUDY

Traditional mass media play more significant roles in the society before the advent of foreign media. It generates motivational previews of events and its attractiveness to the consumer, so as to stipulate the theme of the story effectively. The use of television, newspaper, magazines and other mass media terms, has helped the public in notifying the intent of the government, public and societal opinion in the country.

However, it pictures real cultural Value to the audience and analyzes it to the viewer's perspective in the society alone.

Emerging of foreign television programmes brought about utmost exposure and international related affairs known throughout the world. Foreign mass media generates possible dilution of facts and fictions among the international government and their subordinates. Also it presents good proximity to informative materials to the users that are uses it, audiences have access to the media without technical contributions, such as community orientation and collectivism. Obviously, the foreign television programmes aids student in knowing about newly advanced technology that can be useful for the successful run of their academy year and also foreign mass media harness the government policies through democratic processes. Also they create ideology and uniqueness in the conveying news worthy events. In addition, foreign televiosn programmes give room for international made products advertisement through their medium such as news papers, magazines, radio, and television without any governmental interference. Foreign television programs can be educational and can help students develop their creativity.

1.5 SCOPE OF THE STUDY

This study's intent is to clarify the use of foreign television programme among the students of Nigeria in references to the modest of it relevance and the effect of it on their cultural value.

However, it focuses specifically on the usage habits of the students of kwara state polytechnic towards foreign television programme thus the investigation suggests more moderate effects of the media in generating information form a network of relations and influences and with the individual's interpretations and evaluation of the information provided within the globes.

In this regard, only Kwara state polytechnic students shall be studied leaving the previous access of other members of the society as time constraint may not permit much intensive and comprehensive study on those left out.

1.6   STATEMENT OF THE PROBLEM

As it is recognized that there is no life without communication, millions of people who exist, long for all societal information even at times the grass root. Mostly one million, seven hundred and fourteen Nigerians are on social network pages, with large numbers of them being student.

However, there is no comprehensive knowledge of their activities as well as how these forms of media can impact on various aspects of life. The advent of foreign television programmes increases the conversant relationship between the cultural value and the students of Kwara State Polytechnic. The study specifically focuses on the usage habits of Nigerians student and how foreign television programmes has affected their cultural value.

Obviously, the advent of foreign television programs have influence students' dressing patterns, social behaviors, and cultural orientation and Studies have also found that exposure to foreign television programs can lead students to identify with Western television stars while they were detached from the traditional television programmes that can also help them in building and shaping the career in the state.

Thus the foreign television programmes visualized activities are being restrained due to commercial activities that generates income for mass media such as advertisement, public awareness which is now been transferred to the social media services.

1.7   OPERATIONAL DEFINITION OF TERMS

For easier understanding and impartation of the study, the terms that are technically used in this chapter are as defined below:

i. **Foreign television programs**: Foreign television programs are television shows, movies, sports, news, and musicals that are broadcast from one country to others. They are also known as global television.

ii. **Cultural values**: Cultural values refer to socially desirable standards and goals that individuals internalize through socialization, representing intrinsic or extrinsic motives for personal preferences and behaviors within a society.

iii. **Student**: *A person formally engaged in learning, especially one enrolled in a school or college*

iv. **Traditional mass media:** These are diversified media technologies that are intended to reach a large audience at once by mass. Also it is a communication means, whether written, broadcasted or spoken, which is meant to satisfy the audience with rich

informative events. Examples are television, newspaper, radio, magazines; "James Ages and Walter Leppmann" also highlighted the functions of mass media for entertainment and information.

v.   **Technology**: It refers to the making, modification usage and knowledge of tools, machines, techniques, and craft for latest advancement in the society. According to "Jonathan Abrams" the creator of friend star concocted a perfect mix of popular features from easier social networking procedures which led to this opinion on technology. He analyzed it as the web blogs, games gadgets, instrumental devices and which brought about advancement across the globe.

vi.   **Social media**: It refers to the making, modification usage and knowledge of tools which was implemented above to interact among people in which they create share and exchange information. Also "Danny Shea" in the Huffington post defined social media as a means of speeding up access to knowledge and a form of electronic communication which facilitates interaction based on certain interests and characteristics.

vii.   **Communication**: It is applicable to both social and mass media. It deals with the act of conveying information with the motion of receiving response or reactions.

According to John O Bold win, in 2019 communication is a living strategy that gives the mass and the media ability to evoke paths: invention and discoveries of heralding revolution connectively, communication cycles creates mutual relationship among the world. Also it plays prominent role in the growth and development of the study.

CHAPTER TWO

2.1   LITERATURE REVIEW

Most social scientist defines our current society as a mass society and believes it was formed at the end of the 19th century mainly by industrialization, urbanization and modernization. The median role in this society is both reflective and fundamentally a function of how this society chooses to use the media. Furthermore, the media simultaneously affects and is affected by mass society and varied.

Theoretical literature in psychology, communication theory and sociology, media influence or media effects refers to the theories about the ways the mass media affects how their audience reason and react.

Mass media plays a crucial role in forming and reflecting public opinion, connecting the world to individuals and reproducing the self image of the society.

However, critiques in the early to mid twenties capacity suggested that media weaken or delimit the capacity of individual to act autonomously sometimes being ascribed and influenced reminiscent of the telescreens of the dystopia novel 1984. Mid 20th century empirical studies, suggested more moderate effect of the media in the society. Current scholarship presents a more complex interaction between the media and the society, with the media on generating information from a network or relations and influence and with the individual interpretations and evaluations of the information provided, as well as generating information outside of media contexts.

The consequences and ramifications of the mass media relates not merely to the way news worthy events are perceived and the mode of conveying it evenly. Also to a multitude of cultural influence that operate through the media. The media have a strong social and cultural impact on the society. This is predicted upon their ability to reach a wide audience with a strong and influenced message.

2.1.1 SOCIAL MEDIA

According to Kaplan and Haenlein, there are six different types of social media: collaborative projects, blogs and micro loge contents community, social networking sites, virtual game worlds, virtual worlds. Technologies include: blogs, picture-sharing, vlogs, wall posting emails instant messaging, music-sharing, crowd sourcing and voice over IP, to name a few various forms of social media as stated above have been used as learning tools in some institutions and have proven to be of good use in assisting teaching techniques social media have also been use as vehicles for political and humanitarian causes where the progression in interaction aids the recruitment of supporters. Also social media is addictive in nature, there by eliminating interpersonal communication in the most original form. The Nigerian student and social networks, the face book demographic data, as of July 2010 indicates that there are about one million users. It is among the top there most visited social sites by Nigerian is on facebook and most popular age demographic globally. International Telecommunication Union (ITU) provides sourceful information. This data places Nigeria as Africa's biggest internet market (audience) dwarfing South Africa and Egypt.

This growth rate suggests that there exists some form of value of meaning derived by the users, most of the student's socialization and communication is the process by which children and adults learn form other.

Weldman, Twale and Stein (2019) defined socialization in a broad sense as the process by which persons acquired the knowledge, skills and disposition that makes them more or less effective member of the society. The socialization types can also have an effect in turn on the person's ability to fit into the society and perform optimally as a member of the society.

Natural socialization is easily seen when looking at the young of almost any mammalian species (some birds) planned socialization is mostly a human phenomenon; all through history people have been making plans for teaching or training others through social media which will implement the development of the society formally.

Marshall MCLuhan use the phrase "the medium is the message" as a means of explaining how the distribution of the message can often be more important than the content of the message itself. It is through the persuasiveness of media such as television, radio, and print media that message reach their target audience. These have been influential media as they have been largely responsible for structuring people daily lives and routines. Television broadcast has a large amount of control over the content society watches and times in which it is viewed. This is a distinguishing feature of traditional media which social media have challenged by altering the participation habits of the public's.

The internet creates space for more diverse political opinion, social and cultural view points and a heightened level of the audience participation. Notable information presentations have been suggested through the advent of social media. A theory which places emphasis on audience reception, which is a major features of the social media in the uses and gratification model. The previous resent outlined in the model is the need to reinforce one's own behaviors trait by identifying with roles values and gender identities presented in the media. Also the need for security when disclosing identify by the interest audience. Because during the process of interaction with other people which is offered by text such as soap opera or a life style magazine. Social media offers window to the world through their services that enhance educative activities and acquisition of information.

The final intent is the need for entertainment through escapism, and the needs for emotional release, such as comedy. One major strength of the uses and gratifications theory is the emphasis on the audience as active in the reception of the social media.

2.1.2   Media's Influence on Youth

We live in an enthralling world and even more enthralling society. From the moment we wake up until the moment we go back to our beds, we avail ourselves of numerous media programmes. At the end of the day, you avail yourself of the latest news from your television and crave for your favourite music over the radio and even log on to be connected to the rest of the world through the World Wide Web. Our society is becoming more and more capable of being constantly informed, entertained, and connected to the other individuals at the click of a button. Life without the media is simply unthinkable. The youth of today are perhaps the most significant users of the media. As Burtina (2005) posits the idea that as intelligent as we are, with the freedom and ability to make our own choices, the issue of how much influence the media have over our decisions can be put to a test. This could be one of the stringent issues that can necessitate a lengthy explanation and provide a good avenue that there can be no doubt that the media influence us in innumerable ways. Mass media play a vital role in the lives of the people in the society. They are tools for news, information, promotion, and a platform for sharing ideas. They have a unique capability to dramatize, to focus, to reinforce and more importantly, to

ensure that people participate in a process called bottom-up communication. Not only that, the mass media also contribute to the dissemination of information and popularization of practices that all add up to the cultural heritage of a nation. The mass media can be one enormous factor in our environment that influences decisions and acts to inspire the youth. It is noteworthy that not all messages that the media project, though, are not at all positive. Mckee (2009) has given some significant questions such as: do you feel attempting a stunt from a movie; do you base your fashion on what you see that the celebrities are wearing; do you copy the hairstyles of your famous personalities; have you ever attempted to walk like your role model? If the answer is 'yes' to any of these questions, then it is fitting to say that the media work positively in exerting influence on one's life.

2.1.3   Cultural Imperialism and The Western Media

Since Schiller (1969) initiated the debate on cultural imperialism with his series of studies on international communication, there have been several studies, postulations and critiques that tend to support or challenge his main thesis. Indeed, it generated debate in the 1970s over New World Information Communication Order (NWICO), which was championed by the Non-Alignment Movement, comprising developing nations in Africa and Latin America. Perhaps, the concept generated many academic arguments and clashes over the years because its main thesis revolves around cultural invasion and domination. The thesis of cultural imperialism was captured in

Schiller (1969)'s definition of the concept, and, subsequently in that of Boyd-Barrett-media imperialism. Schiller defined cultural imperialism as "the sum of the processes by which a society is brought into the modern world system and how the dominating stratum is attracted, pressured, forced, and sometimes bribed into shaping social institutions to correspond to, or even promote, the values and structures of the dominating centre of the system".

Indeed, Boyd-Barrett used media imperialism as an alternative and inclusive concept to establish both the structural domination and resultant cultural invasion and domination inherent in Schiller's definition. He, therefore, defined media imperialism as "the process whereby ownership, structure, distribution or contents of the media in any country are singly or collectively subjected to substantial external pressures from the media interests of any other country or countries without proportionate reciprocation of influence by the country affected. The absence of reciprocation of media influence combines both the element of cultural invasion by another power and the element of imbalance of power resources between the countries concerned. The two elements of invasion and the imbalance of power resources justify the term 'imperialism' " (Boyd-Barrett, 2019:118). There are two major suggestions in Schiller and Boyd Barrett's definitions, which form the main theses of cultural/media imperialism. The first thesis is that, global communication is dominated and controlled by a few transnational corporations that are owned and controlled by the Western countries, particularly the United States. These few transnational corporations spread their operations across many countries in the world and across various forms of media businesses production, distribution, among others. This suggestion has been supported over the years by a wide range of studies (Srebeny, 2019)

The second part of cultural / media imperialism is that the concentration of media corporations in the West inevitably brings about unequal, asymmetric and one–way flow of communication to the extent that such imbalance affects the diversity and plurality of global culture and undermines cultural sovereignty of the developing nations. In other words, the concentration of the media in the West presupposes that media products embedded in the values, dominant ideology and ways of life of the West will flow without reciprocation from the West to the developing nations. The result of this is that, cumulatively, local or indigenous culture of the people in the developing nations is being eroded or degenerated to bring about homogenization of culture. Tunstall (2017) explained this main thesis of cultural imperialism by noting that cultural imperialism presupposes that authentic traditional and local culture in many parts of the world is being battered out of existence by the indiscriminate dumping of large quantities of slick commercial and media products mainly from the US.

Essentially, cultural imperialism holds that as a result of their exposure to foreign programmes that dominate their media environment, people in developing nations align their values and aspirations closely with those of the US and other advanced countries of the world. Succinctly, foreign programmes, according to cultural imperialism thesis, have rapid, direct and immediate effects on the minds of the audience in developing nations that consume them. Through the foreign programmes that people in developing nations are heavily exposed to, the people are directly or indirectly subjected to a subtle process of indoctrination into foreign, particularly American, ways of life to the extent that they tend to abandon or jettison their traditional behaviour and values (Sparks, 2007).

Hence, cultural imperialists are pessimistic about globalization. They see global media, concentrated in the West, and the products that they spread around the world, as "the shock troops of global cultural revolution" (Curran and Seaton, 2017:245) So, globalization to the cultural imperialists is nothing but Americanisation of culture. Globalisation to them is a planned, systematic process or project of homogenisation of world culture, meaning that the concept is an instrumentalist project.

2.1.4 Factors Constituting Dependent International Media Systems

Boyd-Barret (2017) identified some factors that have over the years constituted the mechanisms shaping the dependent nature of international media systems. These factors have influenced, if not determined, both the technical and personal characters of broadcasting in developing countries and the kinds of programmes they broadcast (Sparks, 2007). The first factor and probably, the major one, is that the developing nations do not have the technological proficiency that characterizes broadcasting. To this end, the developing nations largely depend on the developed nations to supply them both the technologies and experts to run their broadcasting, and this dependency directly or indirectly influences their programming formats and initiatives to the extent that what dominates their air space is copied or imported programmes.

The second factor is the model of the broadcasting industries and institutions, which, according to Sparks (2007) is implanted into the developing countries with very little sensitivity to local needs. The third one is professional in that, the professional norms of the media production are developed in advanced countries and are just adopted and adapted by the developing nations of the world. All these factors relate to the main crux of cultural imperialism. As the technologies and models of broadcasting institutions are imported to the developing nations, it then becomes automatic that the developing nations are bombarded with foreign programmes that ultimately shape the ideas, worldview and traditional values of the people in developing nations (Sparks,2007).

2.1.5 RELATIONSHIP BETWEEN MASS MEDIA AND SOCIAL MEDIA

Mass media and social media serve as a medium of disseminating information to the public primarily. Both penetrate through the central authority into the daily consciousness of the masses. According to James Agee and Walter Lippmann media function is to serve as entertainment and informative source. That is the motive of any medium is broadcast the detail of an event and its purpose at currency to the public.

Positively, it is enhancing socialization and emphasis on gallant informative materials use in coping with any stipulated challenges relating to public issues. That is it creates awareness of socialized activities and solution in tacking with difficulty in the society respectively. Also the media existence breaks the chain of illiteracy among the people with the attributions and promotional influence on the society at whole.

However, mass media and social media generate accessible means of communication among people, due to the availability of data and informative report to helpk reach the society at every state and level irrespective of their ethnic and cultural norms. According to Janices Baldwin's opinion on behavioral trait on every day life says communication and the ability to learn form one another promote development in the society.

Also, they both serve as source of entertainment to the public and generate mode of advert of product and services to the arouser of the public interest. That is it serves as the mean of marketing product and service with the possible motive of create awareness of business importance to the public. Walter Lippmann also highlighted the function of the media for entertainment and information while James Agee supported his motion with the clarification of pronouncing media has intermediaries between the society and the events or changes that occur.

2.1.5 DIFFERENCES BETWEEN SOCIAL MEDIA AND MASS MEDIA

Both median are medium of communication which intends to reach the audience or outstretch information and activities of the society to the public. The major difference between the social media and mass media is the mode of reaching the public with the services. The mass media publicized their information to the heterogeneous audience through print and broadcast mode, such as the newspaper, magazines, radio, and television respectively.

Also, mass media has been the medium of conveying information to the public before the advent of social media which gives the mass media regard has the traditional media in recent world. It accessibility varies due to their mode of disseminating information. The mass media is

affordable and at reach of all interested audience irrespective of their standard, while social media services can only reach internet user. According to Danny Shea in the Huffington post across 20th June 2010 social media are element of the new media which integrate into the daily live of many people due to the advancement in technology.

Obviously, the mass media product and services attract permanence, ones created, cannot be altered that is the print copy or any broadcast information that is being dashed out cannot be reversed or correct due to it nature of conveyance. While social media product or services can be altered instantaneously by comments or editing of errors or falseful information. Page could be wiped off in case of mis-presentation of information. In a mass media services evidence could be shown and notified while social media page could be deniable.

However, the media requires literate personnel who are journalist or who has the trait and experiences of the media production. And specialized skills and training is require but the ability to handle computer or technological devices in the update of informative data and activities make the difference between the mass media and the social media. Social media deals with online update with addition skills that differ from major mass media skill. Also this prompts the time duration of conveying news to the public. That is the time log between communication produced by the mass media can be long due to it processes and requirement of materials and human effort to be employ. While the social media is capable of virtually instantaneous responses and release of information. The immediacy of event is certain through social media without any specialized effort in conveying the information. According to Jonathan Abrams creator of friendster con-cocted a perfect mix of popular features from social media that reveals t ability to convey event in its order of preferences and immediacy.

2.1.6 EFFECT OF FOREIGN TELEVISION PROGRAMMES ON STUDENT BEHAVIOUR

Social media which is a means of communication serves it purpose among the people. It also has it effect among student which determine their behaviour in the society. Social media increase the level of social interaction among the student and connect them more to other student across the globe. It employs socialization in its process to enlighten the student on the social culture and activities which could be adopted in the society. Andrew Keen pronounces the advent of social media has a means of manipulation of student behaviour with its usage, also analysis it implication on the behaviour of the student in its process.

Also, social media serve as medium of creating and transferring of document of the World Wide Web (www) at a minimal rate and time which hasten the student behaviour in tacking with difficulty which mass media alone cannot solve. It thereby eliminates interpersonal communication in its most original form. That is the student of now a day no longer relate with their immediate environment through "face to face" communication, order than social network pages.

Obviously, social media in its various forms serve as learning tools in institution and assist teaching techniques which limits the rate of reasoning among student. According to Dark Twale, social media users are being influence by the mode of activities they carry out through internet. That is social media advent influence the student behaviour due to their negligence in personal meditation on optimal issue order than their dependent on social media.

However, in the realm of time usage social media consume larger hours of the student time due to the social networks activities that interest the student. That is the student abuse the usage of social networking through interaction online and addiction to 0bsence images and activities online which influence the student behaviour negatively. Also social media increase the volume of information but reduce the average length of communication. Student do not really communicate in recent days on societal activities.

2.1.7 USES OR FUNCTION OF SOCIAL MEDIA

Social media serve as communication means among the public in a technological order. It serves as a mode of conveying information to the public with the use of digital devices that entails the internet which is the prominent social media means. The level of social interaction might also suggest that social media have been used as learning tools in some institutions. And have also proven to be of good use in assisting teaching techniques.

Also, social media have been used as vehicles for political and humanitarian causes where the progression in interaction aids the recruitment of supporters for a certain cause. These benefits do not erase the fear associated with the usage of social media but positively implement and notifies the societal issues and action to the public.

However, social media generate familiarity among the student. It enhances connectivity across the globe with the use of (ITU) International Telecommunication Union. Also, it implements socialization in its advance forum Weidman, Twale and Stein (2001) acknowledges the uses of social media which serve as a sense broader and release of knowledge to the public without abnormal effort. Though its process it create and transfer document over the World Wide Web (www) at minimal rate and scheduled time.

Obviously, social media plays the role of increasing the speed of communication manifold among student and help to tap accessible knowledge, follow up information and unfamiliar concept and notification of world wide event and changes across the world. Also, through this it aids fast run of business transactions and awareness of product and service among users in a wide range or outreach of the world.

Social media also broadcast audience commodity, media accumulation strategies, chalectical theatre, aura technological rationality and all others. According to Emile Durkheim and ferdinard Tannies social networks theory states that the attribute of individual are less important than their relationship and ties with other actors within the network.

2.2 THEORETICAL FRAME WORK

2.2.1 SOCIAL MEDIA THEORY

Social media theory is also the new media theory. It investigates both the mass media and social media activities as a complex ecological and rhetorical context. The

Merger of social media and mass media creates a global social sphere that is the advent of social media modifies the social activities and interaction among the people. This theory motivates and orientates the nation on the mode of interaction, relating and update of technological advancement. Social media theory evoked the new context operations that normalize various difficulty being encountered in the mass median.

Obviously, the theory gives guide to the control of digital life. According to Bandura's (1986) social cognitive theory, states that "Structural equation modeling techniques were used to test and enhance media in which active influence and self-efficiency join habitual behaviour and deficient self-regulation as determinants of mass media behaviour".

Mass media is slowly metamorphosizing into social media; the initial theory is only updated and upgraded with research approach integration. Also the social media theory implies the mass media compete against other information sources for the viewer's gratification.

2.2.1 THE EMERGENCE OF SOCIAL MEDIA

Social media is not really "new" while it has only recently become part of main stream culture and the world interesting activity; people have been using digital media for networking, socializing and information gathering. Almost exactly like now-for over "30years". Sean carton in his July 2009 blog posting; defines social media in clickz social media begins as a concept many years ago but has evolved into sophisticated technology. The concept of social media can be dated back to the use of analog telephone for social media was through innovations application, an online dialogue framework, created by "word Christensen" a frame IBM employee and randy suess.

Initially, they envisioned a place where they could immediately contact their co-employers for announcements, i.e. meeting, report and other confidential affairs, rather than making multiple phone called, distributing memos and the likes. They were looking into creating a computerized bulletin board, which is why the named the programme CBBS (Computer Bulletin Board System). Soon enough more and more employee contributed their ideas and comments in the online community. That event was a momentous episode in the history of computer and internet. It was the advent of online social networking. The CBBS platform was made known to other companies and has been use for specific purposes. The Bulletin Board System expanded largely and began breaking into the rising of the internet service provider in the early 1990's when social networking sites began to flourish. Along with the availability of internet service to people, many people rummaged to have themselves acquainted with the social media.

However, with quick response of people to the budding internet community, the bulletin boards which were usually used by companies have started to expand their roles by offering their services to more people around the globe. Creator of friendster unfortunately got out of hand and suffered from too many glitches in the server. The conception of my space.com opened the internet users to vast opportunities of self expressions which includes wide control over a user's profile content practically different people from all works of life have dedicated pages in my

space. And additional features like mobile applications in order to keep up with the latest trends in the online community which was created by Myspace.

Facebook started as a local social network made for the student of Harvard. It was developed by sophomore, mark Zuckerberg. Facebook was actually made by hacking Harvard's database containing identification images of student. The initial idea was actually made to compare the outlook of student with that of animal, for entertainment purposes. However, due to the potentially damaging contents of the school authority, in 2016, facebook.com ultimately offers the opportunity to the rest of the world. As at 2007 approach, the registrants reached an overwhelming digit-roughly a million dozen.

Other social networking sites continued to appear in the scene blogging site like Bebo, multiple and many more comes into view micro-blogging partners with social networking became popularly known with the lunch of twitter.

On twitter, online users can post the tweets, basically 140 character phrase or line about what they have in mind. With the help of API (Application Program interface). Micro blogging sites like twitter and tumble and other dedicated sites like flickr, photo bucket and many other were able to connect with popular social networking sites, making an unending link of information in the World Wide Web. A way on the internet was the low of digital Darwinism, the survival of the loudest and the most opinionated.

Under these rules, the only way to intellectually prevail is by "infinite filibustering" social media can take many different forms, including internet forums, weblogs social blogs, micro blogging wikis, podcasts, pictures, video rating and social booking or book marking.

2.2.2 USES AND GRATIFICATION THEORY

The uses and gratification theory recent research explain internet usage has both extended and challenged the uses and gratification approach to understand media. Theory is a limited effect theory which tends to popularize researchers traits of mass communication. This theory placed more focuses on the audience or users, instead of the actual message itself by asking "what people do with media?" rather than "What media does to the people?". it assumes members of the audience are not passive but takes an active role in interpreting and integrating media into their own lives. Also, the theory holds audiences responsible for choosing media to choose its needs. This theory would then implies that the media compete against other information sources for the viewers gratification take a non-predictive and non-prescriptive on media effect, but to its suggestion that people use media to fulfill specific gratifications.

Obviously, uses and gratification theory opines that media users play an active role in choosing and using the media. Users take an active part in the communication process and are goal oriented in their media use. The theorist say that a media user seeks out a media source that best fulfill the needs of the user "users and gratification theory assume that users has alternate choices of satisfy their needs. Interest in the gratification provided by media goes back to the beginning of empirical mass communication research, but each attempts to press towards a greater systematization of what is involved in conducting research in this field, each major pieces of uses and gratification research has yielded it own classification scheme of audience function.

When placed side by side, they reveal a mixture of shared gratification categories and notions peculiar to individual research teams.

The differences are due in part of the fact that investigators have focused on difference levels of study such as medium of content, and different materials such as different programs or program types on television in different cultures.

Instead of depicting the media as severely circumscribed by audience expectation, the uses and gratification theory highlighted the audience expectation as a source of challenges to producers to cater more richly to the multiplicity of requirements and roles that it has discovered. The uses and gratification research (Herzog 1944; MC Guire 2020) has been useful in understanding audiences motivations and concern in the context of the traditional mass media such as radio and television.

However, only a few researchers have explored uses and gratification application in the internet context (Chem. and Wells 1999; Enigma and McCord 1998; Korgonkar and wolin 1999) noted that research participate who browsed five commercial websites show uses and gratification behaviour similar to those reported in studies of traditional mass media like television stations.

2.2.2 MARSHALL MCLUHAN'S THEORY OF GLOBALIZATION

The solid media extends the democratization of the production and distribution of media context to a degree that far exceeds that of previous media (i.e. mass media). Rather than being limited to the confines of linear visual space as are books, magazines, newspaper, film reels, tapes, CDs. The social media allows storage and distribution of media content through "Cyberspace" on acoustic, non-linear space without a fixed centre. The tremendous expression of data, and the simple transmission thereof that the social media allows, greatly reduces the physical limitations placed upon it compares to mass media or linear medium such as magazines, newspaper.

Thus MCLuhan's concept of acoustic space helps us see and important distinction between electronic media which is the mass media and the social media at whole. A mass media form is limited to physical, linear space. In air emotional connectivity to other we are no longer limited to the confine of physical presence. By analyzing the social media through the use of McLuhan's four laws of media which are as follows.

i.   What human trait or experiences does the medium enhance of the production and distribution of media content? Increase the amount to information available to people, and extends social connectivity across a greater distance. The growth of social media since the mid 1990's has been astounded. The social media is superior because its subsumes all previous media form the traditional mass media to the main mass media, providing a world wide distribution and presentation platform for texts, images, graphics sound and video. Yochal Benkler in the wealth of networks has described how the internet has vastly increased the dissemination of information and distribution of product activities while decreasing it cost.

ii.   What pre-existing technology, method ore medium is obsolete seed: The social media is making obsolete mass media forms such as print journalism and the monopolies of the traditional television, films and media industries. Mass media will not cease to exist but their modes and ways of distributing their content are all being disrupted and obsolesced by the social media.

iii.   What technology or system does the new medium retrieve? The social media retrieves the tribal story teller/show and but now on a global and more democratic scale as we all can become story tellers, film makers and journalists through our won websites, blogs, tweets internet etc.

iv.   When pushed to the extreme what will the medium reverse to? We are still in the early internet era, but so far. The internet has caused decrease n personal privacy as the rise of powerful companies such as facebook and Google. On which we have become increasingly reliant, gather more and more personal information about individuals. We have also become more dependent on the internet itself for our connections to other and our knowledge about the world. So it could reverse into opposite intention.

So his theory articulate personal and social consequences of any medium that is, any extension of ourselves result form the new scale that is introduced into our affairs by any new technology.

CHAPTER THREE
METHODOLOGY

3.1   INTRODUCTION

This study deals with social scientific research focused on the student of Kwara state polytechnic. It is a study that combines both quantitative and qualitative methods of revealing the empirical al data which will be interpreted to draw conclusions. Although there are many media stations and means, but this study deals with the influence of social media on the use of mass media among student of Kwara state polytechnic due to the popularity of internet usage at the moment in Nigeria among the students. the scope of the study is therefore limited tot the attitude of the student since the advent of social media. The quantitative data should provide unbiased, objectives empirical data which will support the quantitative analysis if the usage online. According to Aborisade (2017) scientific research is often used to imply the formalized procedures for problem solving which include:

1.   Identifying and defining the problem
2.   Reviewing existing literature
3.   Formulating appropriate research question

4.   Collecting relevant to answer your research question

5.   Analyzing the data to answer your research question or test of hypothesis

6.   Drawing necessary inference or conclusion based on the outcome of the analysis.

Also, there are several types of research designs of which five of it is majorly in use which are:

1. Historical research

2. Case study research

3. Casual- comparative or export factor research

4. Experimental research

5. Survey research

According to Aborisade (ibid), a case study research is a type of research where the researcher carries out an in-depth study of a given social unit an individual or group of individuals, a community or an institution. Case studies cover limited unit and often involve only one unit. This research being scientific and academic in nature, however, borrowed form basic principles that differentiate it form other types of research. This research is designed to use observation and questionnaires which are under demographic differences such as age, genders, occupation. All these were given strong considerations.

A pilot test with 200 questionnaires will be administered too ensure a high degree of comprehension by the respondents form which adjustment can be made on the necessary questions.

3.2   POPULATION OF THE STUDY

The population of young Nigeria on social network according to Neilson data (2015) is one million, seven hundred and fourteen thousand recently. While specific Nielsen data for young Nigerians on social media isn't directly cited in the provided results, it's clear that a large portion of the Nigerian population, particularly youth, is active on social media platforms. Estimates suggest that over 160 million Nigerians (around 70% of the population) are youth, and a significant portion of this group uses social media. A 2015 study found that 99% of young people (ages 16-25) in Nigeria have social media accounts, with Facebook being the most popular platform. Additionally, research indicates that a high percentage of young Nigerians use smartphones to access social media.

Therefore this study using the NEILSON DATA techniques intends to make use of 100 student of the polytechnic as the population of the study

3.3   SAMPLE SIZE AND SAMPLING TECHNIQUE

Using a confidence interval of 10 and a confidence level of 95%, the sample size to be assessed was 100. Therefore, 100 questionnaires would be distributed for sample chosen to represent a typical population it had the following characteristics. (Researcher field work 2025 item)

a.   Male : That is men and boys

b.   Female: That is women and girls

c.   By occupation that is employed, self employees, unemployed and student.

As for the sampling technique, the random sampling is been used because random sampling ensures each student has an equal chance of being selected, while stratified sampling divides students into groups (e.g., by year, major, or social media use) and samples from each group to represent the population

The research question formal from the research questionnaire was demographical in form.

Specifically, variable base on uses and gratification theory are considered the antecedents of attitude towards the web. Due to the time scheduled for this project and insufficient avenue of carrying out this research it will be restricted to a minimal level of population in its implementation.

3.4   INSTRUMENTATION

A research instrument is a device used in collecting data (ibid 1994). This study will make use of questionnaires and observations. A questionnaire is a research instrument conducted such that respondents answer questions about their opinion, attitudes, and preferences activities in a written form. A questionnaire is basically conducted on ability to obtain quantitative analysis. Questionnaire could be open-ended or closer ended.

While observation is the act studying individual, events or situation, behaviours and other steadily, the way they occur in nature in order to collect data.

However, Femi Aborisade (2017) stated that having clearly defined the two instruments to be use in the course of the study, it is pertinent to point out that the questionnaire was distributed to users online and offline. The observation participation needs rating scale to analyze the study. Also Jenson and Jan Kwoski (1991), note that data collection in qualitative research involves a variety of techniques in-depth interviewing, document analysis and unstructured observation.

3.5   VALIDITY AND RELIABILITY OF INSTRUMENTS

The instrument to be employed was designed to cover the area addressed by the research question and objective highlighted at the beginning of this report. The instrument was also designed to cover other area which will support the responses of the main study. Also the observation and questionnaire method is valid enough to generate actual solution for the research.

3.6   DATA ANALYSIS PROCEDURES

The data was collected form primary sources and the results of the observation that was created; conclusions would be drawn based on the reported results on the findings and related to the research question. Therefore correlations between the responses would be highlight. A total number of 200 questionnaires would be distributed to friend and colleagues in mass communication department of Kwara State Polytechnic to be answered appropriately and other student of other institute in Kwara Poly.

The secondary data would be done by assessing the activities and status of the student toward social media. This secondary data would be analyzed by using the rating scale,

particularly the summated rating scale. The various activities would be in assigned numerical value and will be weight accordingly. The responds degree of each activity will then be measured according to each response. The result will be sum up to determine the most prominent activities over the period and also to reinforce the finding form the questionnaire. The questionnaire responses would be analyzed using basic statically tools which produce descriptive tables, and other descriptive data.

3.7 DATA COLLECTED BENEFIT

The data collected is the data of the profiles of the users whose profile is accessible on social network through the use of social media and therefore whose activities will be access to primary data which is prominent while the secondary data is the data gathered form the questionnaire based on the various attitude and usage patterns of the social media.

CHAPTER FOUR

DATA ANALYSIS AND RESULT PRESENTATION

4.1   INTRODUCTION

The chapter entails the analysis of data and presentation of result obtained through the appreciation of the procedure described in chapter three of this project report. The research questions posed at the beginning of the study were explored by administering the questionnaire to the 100 respondents. The nature of the questions was such that eliminate ambiguous responses from the respondents.

4.2   ANALYSIS OF DATA

The result presented and discussed below is based on the analysis of the one hundred copies of questionnaire completed and returned by the respondents. The number of the study questionnaire also helped in quick analysis of the data collected. The analysis was done buy treating each question, based on the research question. Table by table responses were coded as 1 for the response and on like that. The high rate of return (100%) prevent was done to respondents research which was spot administration.

SECTION A: QUESTIONS TO RESPONDENTS

This section entails the respondent's profile

Table 1: researcher field work 2025 item 1

Gender	Respondents	percentages
Male	40	48%
Female	60	52%
Total	100	100%

Source: responses from the administered questionnaire, 2025

The table shows the rate of the genders of the respondent. The above table shows that 40 respondents representing 48% were male while 60 respondents representing 52% of the respondents were female. Although this was a random sampling of the student of Kwara state polytechnic that uses social media. But it helps to examine some issues and the differences between the attitude of one gender and the other.

Table 2: researcher field work 2025 item 2

Age range (years	Respondents	percentages
18-24	15	15%
25-30	57	57%
31-35	28	28%
Total	100	100%

Source: responses from the administered questionnaire, 2025

This table shows the age range of the respondent that administered the questionnaire. It shows that 15 respondents that represents 15% are within the age range of 18-24years while 57 respondent representing 57% are within the age range of 25-30 years, also 28 respondent representing 28% are with the age range of 31-35years. Respectively from the result obtained the

respondent within the age range of 25-30 years were of the highest number of the ages. Also it shows that this age range respondent are users of social media.

Table 3

Researcher filed work 2025 item 3

Marital status	Respondents	percentages
Married	34	34%
Single	66	66%
Divorced	-	-
Widow	-	-
Total	100	100

Source: responses from the administered questionnaire, 2025

The table shows the marital status of the respond. The percentage of married, single, divorced and widows were presented on the table above. The highest numbers of social media users are single and married population were the next while divorce and widow has no percentage of occupancy with the use of social media. This above information notifies majority of internet users has single while the rest are married according to the responses of the respondents 34 representing 34%, 66% of the respondent representing 66 of the respondent are married and single respectively.

Table 4

Researcher field work 2025 item 4

Educational qualification	Respondents	percentages
B'sc holder	18	18%
HND holder/student	25	25%
Neutral	57	57%
Total	100	100%

Source: responses from the administered questionnaire, 2025

The above table shows the education qualification of the respondent. Majority of the questionnaire were administered by the student of Kwara State Polytechnic. Only 18% which represent 18 respondents were B'sc holder, 25% which represent 25 respondent were HND holders, 57% which represent 57 respondent were the highest number of the respondents and these are the ND student. social media seems to be used by people who are literate irrespective of their qualification in various level of discipline.

Table 5

Research filed work 2025 item 5

Occupation	Respondents	percentages
Employed	12	11%
Unemployed	10	9%
Self employed	9	8%
Student	69	72%
Total	100	100%

Due to the environment in which the questionnaire was distributed (that is Kwara polytechnic) the occupation respondents was majorly the student. 69% which is representing 114 respondents are the student, while 8% which represent 9 respondents were self employed, 9% which represent 10 respondents were unemployed and 11% representing 12 respondents were employed social media has became mainstream when 9% of unemployed people uses the internet.

SECTION B: QUESTION TO RESPONDENTS

Item 1 table 1, researchers field work 2025

Numbers of years of familiarity with social media?

Options	Respondents	Percentages
Less than a year	2	2%
Between 1and2 years	78	20%
3 years and above	20	78%
Total	100	100%

Source: responses from the administered questionnaire, 2025

According to the above analysis, table 1 shows that 2 respondent representing 2% of the respondents have been familiar with social m media in less than a year, 20% representing 78 respondents have been familiar with social media for 1 to 2 years and 78% representing 20 respondent which is the highest number of respondent have been familiar with social media for about 3 years and above. This analysis clearly shows that majority of the respondent's time frequency is of more than 3 years and above.

table 2,

question 2, item 11 and 14 Researcher filed work 2025

Function ascribed in the social media by Nigeria student?

Options	Respondents	percentages
Enhancement of interpersonal skill	42	52%
Enhancement of interpersonal trait	52	42%
Update of national event	6	6%
Total	100	100%

Source: responses from the administered questionnaire, 2025

This table above shows the nature of function ascribed in social media by Nigerian student attached with various rate of it benefit. 52% representing 42 respondent out of 100 respondents choose the enhancement of interpersonal skill, 42% representing 52 respondent choose interpersonal trait while 6% which represent 6 respondents chose updated of national event. Attached with the item 14 which the respondent strongly agree on each option chosen.

Table 3

Question 3 item 4 and 5 researchers field work 2025

The influence of social media on the lifestyle of Nigeria student

Option	Respondents	percentages
Positive	82	82%
Negative	9	9%
Neutral	9	9%
Total	100	100%

Source: responses from the administered questionnaire, 2025

The table shows the view of the respondent towards the influence of social media on the life style of the Nigeria student. 82% representing 82 respondents choose positive, 9% of the respondent represent 9 respondent choose negatives while 9% representing 9 respondents also choose neutral. This question was perfectly answered by the respondents. According to the responses to the question majority of the social media modifies the habit of the Nigerian student through their usage. Obviously, social media deposited it positive impact, but it addict generate limited negativity. The issue of negative impact is caused by its abusive usage. Mostly the student are addicted to social activities on internet other than the benefit of it relevant update.

Table 4:

Question 4 item 7and 9 researcher field work 2025

social media has substitutes for traditional mass media

Option	Respondents	Percentages
Agree	26	74%
Neutral	-	-
Disagree	-	-
Strongly agree	74	26%
Total	100	100%

Source: responses from the administered questionnaire, 2025

Table 4 above shows that 74% which represents 26 respondents strongly agreed while 26% which represent 74 respondents disagreed.

This Reponses show that many users tend to use social media over other communication tools from time. According to the percentage of the Reponses the print and broadcast media are regarded has traditional mass media, and this has made the student rely much on social media to maintain their social update and alertness.

Table 5,

Question 5 item 3 and 8 researcher field work 2025

Mode of attraction of social media to social activities to the student of Kwara state polytechnic.

Options	Respondents	Percentages
download application	42	52%

Socialized activities	6	42%
Academic sites creation	52	6%
Social games	-	-
Total	100	100%

Source: responses from the administered questionnaire, 2025

In the above table 42 of the respondent representing 52% were attracted to social activities through the downloaded application updated by the social media. Also 6 respondents represent 42% were attract to social activities and issues through the programmed socialize activities by the social media while 6% which represents 52 respondents were attract to social activities through the utility of academic sites. The highest mode of attraction of social media to social issues is the download applications which limit the stress of Nigerian student to get social discuss.

Table 6, question item 5 and 15 researchers filed work 2025

Government policy measure averts abuse usage.

Option	Respondents	percentages
Strongly agree	-	-
Agree	56	78%
Neutral	44	22`%
Disagree	-	-
Strongly disagree	-	-
Total	100	100%

Source: responses from the administered questionnaire, 2025

The table above shows that majority of the respondents admits the supportive policy of the government to avert the misuse of social media. 56 respondent representing 78% agree on government interference, while 44 respondent representing 22% choose neutral. This analysis shows that highest number of the respondent prefer government regulation on the misuse of social media among students.

Table 7, question 7 item 3

Nature of communication exchange among social media

Option	Respondents	Percentages
Chatting	40	70%
Downloading of social application	-	-
Socialized activities	60	30%
Total	100	100%

Source: responses from the administered questionnaire, 2025

The table above shows that 40 respondents representing 70% of the respondent considered chatting as the nature of communication exchange among social media users, while 60 respondents representing 30% of the respondent considered social activities contribution as the nature of communication exchange among social media users. This show that the highest percent

of respondent and social media users choose chatting has their nature of communication exchange.

4.3   DISCUSSION OF THE FINDINGS

The following are the major finding of the study.

The purpose of the study has stated in the initial chapter was to understand the influence of social media on the use of traditional mass media among Nigerian student. The study discovered that virtually social media has an impact in the life of Nigerian students. And set on understanding attitudes towards it nature over the traditional mass media.

However, the study observed that social media play an important role in the opinion and behaviours of the student of Kwara state polytechnicn. Also, through the observation, the user of social media finds out that the various activities were weighted to find out the activities that are most prominent and it needs of socialization. Also it advantages over the traditional mass media. The possible influence opposed to what was obtained from the research hypothesis prior to the finding via questionnaire that were distributed and administered toward the social media and the traditional mass media. The study carries out a primary research on the users of social media between the age of 18 and 35 to understand their activities on their sites and how they might derive some form of benefit from the use of the social media sites.

CHAPTER FIVE
SUMMARY, RECOMMENDATION AND CONCLUSION
5.1 SUMMARY

This study was aimed at the investigating the influence of social media on the use of traditional mass media among Nigerian student. It is presented in five chapters which chapter one deals with the introduction background. This introduction background gives detail presentation of social media as sources of communication and connection across the world, the development of communication technology that lead to it advent and the purpose of the traditional mass media before it advent. The chapter further looks at the media (both social and traditional mass media) and their components in their respective mode. Such as the means of conveying information through the media and the audience in their various categories.

Although, both media serves communication purpose but differ in their mode presenting their activities. According to "John Dewey" the role of media is for education he opines while "James Ages and Walter" also highlighted the function of the media as a source of trapping information around the world. Also as means of entertainment. Many student has neglected the use of traditional mass media for social media due to the technological benefit derived from the social media and it interactive trait. It is this chapter that the entire counter claims whether social media influences the use of other media and it highly and scalable publishing techniques.

However, the scope and limitation of this study also briefly stated as well as various key terms used in the course of this research work were also examined.

However, it was concluded that the influence of social media on the use of traditional mass media was positive. Many users of social media has deprive mass media of their social right from the student. Technologies are used to enable social relationship and serves as interactive means that tends to widen the circle of relationship. This has been suggested to limit the socialization benefits of social media.

Recommendations were also made regarding the maximum benefits from this form of media; for social media numerous sources of information sites are available. But students of Nigerian should use these media to promote their talent and generate resourceful benefit other than mere socialized activities.

5.2 CONCLUSION

This study has been able to confirm that most Nigerian student use social media for socialization purpose other than consistency with the mass media. This study is based on the uses and gratification theory which says that media consumers use media for various purposes based in their goals and needs. Students use social networking to suffice their social needs in life interactions. They are motivated and goals oriented to preserve their self-confidence. They use it to get in touch with some of their friends and relations, to discover and established new relationship and at the same time to achieve their social belongingness.

Traditional mass media which is the print and broadcast media cannot satisfy the actual needs of the students in term of their major interest to social activities, other than conveying recent occupation of events. Therefore, this study concludes that there is an existing positive

relationship between the social networking services and the student who use it than the media. The habitats and attitudes formed according to their aspiration were evidence that they have gratification from using the social networking sites. Its serve as their prostheses. It enhances their interpersonal skills through frequent communication and expression; it preserves the pre-existing cultural ideologies on society.

Obviously, they intend to interact with different people and shows characters, social belongingness has one of the motives and achievements of the students as they use those social networking sites. This is also corroborated by the low number of people who expressed privacy concerns or any form negative influence or impacts.

However, it is evident that the ability to use this site as they choose, gives them the active power to decide what to do with the sites. The other dimensions to this are the issues or reliance on social media for communication and how this might increase in the near future. Another issue, that course from this is the lower number of students who use academic social media. It would appear that the goals and needs of young users are based mainly on socialization..

Social media has been predicted as a strong force in shaping public opinion especially in issues of polities, social causes and sociality. Social media has also been and expression of the complexities between the media and society. This stems from the fact that much of social media is user generated content. Although there have been a great amount of reception of the social media, a lot of it is met with suspicion especially regarding issues of privately and security.

5.3   RECOMMENDATION

This study has been able to expose various insights into the uses of social media by Nigerian student and also, other issues that many arise. Therefore, the following recommendation has been made for obtaining maximum benefits from this form of media; for social media users. This is a need for facebook and all other networking sites users to ensure they understand why they are joining the social media site in the first place so that they would not be overcome by any negative impacts but rather they can use these sites for maximum benefit young Nigerian users.

Nigerian student's needs to also make efficient use of such media sites for other benefits such as education or business and also to create applications so that they can participate as full producers rather than consumers who only create contents from a limited point of view. They should also make good use of converged media so that they are not limited to one of few sources of information when there are numerous sources.

Young Nigerian should also ensure they maintain their existing relationship while creating value even though these form of social media are available. They should also use these media to promote their talent, interest and causes since they are available at little or no cost. Another future tool social networking website could use would be a licensing agreement with certain parties to prevent copyright infringement from happening on the internet. It is important to bridge the digital divide between the young and old to allow the best use of these media.

Parents and guidance needs to understand the use of these form of media and, if possible, attempt to use them, and try to be involved. This is because the use of social media by student is

worrisome to some parents who are not sure   of the reasons the student use these media. Various ways of achieving this can be through the use of social media in delivery news, education, in small business management and other. To other researcher:

1. Researcher should conduct surveys that will trigger the student to talk about such personal issue like social identify.
2. Other researcher can explore the role of social media as a measure of the role it plays in politics.
3. Also, they can conduct studies which will compare the way social media is used in various part of the country.

However, researchers can also study the impact of social media in marketing and advertising in a developing country like Nigeria.

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APPENDIX I

QUESTIONNAIRE

Questionnaire on the influence of social media on the use of traditional mass media among students of Nigeria.

Department of mass communication, Kwara state Polytechnic Ilorin P.M.B 1375 Ilorin, Kwara state.

The student of the fore mentioned school and department is currently conducting a research on the "The influence of social media on the use of traditional mass media among students of Nigeria." The students are the HNDII students of the above mentioned department.

Please you are required to be objective in answering the questions below in their appropriate places. However, every information given towards the success of this research work will be held in strict confidence and will be used for academic purpose only. Thank you.

APPENDIX II

IMPACT OF FOREIGN TELEVISION PROGRAM ON CULTURAL VALUE OF KWARA STATE POLYTECHNIC STUDENT

SECTION A

1. Gender?   (a) Female ( )   (b) male

2. Age range?   (A) 18-24   (b) 25-30

3. Marital status?   (a) Married   ( )   (b) Single ( )   (c) Divorced   (d) Window

4. Educational Qualifications?

(a) O'level ( ) (b) ND   ( )   (c) HND   (d) BSC   ( )

5. Occupation?

 (a)Employed ( )   (b) Unemployed ( )   (c)   Self employed   (d) Student ( )

SECTION B

(1)For how long are you familiar with social media?

(a) Less than a year ( )   (b) Between one and two years ( ) (c) Three years above ( )

(2)How many hours do you spend on social network daily?

(a)One ( ) (2) Two ( ) (c) Three and above

3. What do you do majorly on internet?

(a)Creating application ( ) (b) Playing games ( ) (c) Downloading and social application ( ) (d) Chatting

4. Social medial influence the life style of Nigerian students?

(a) Strongly agree ( ) (b) Agree ( ) (c) neutral ( ) (d) Disagree ( )

(e) Strongly disagree

5. What would you prefer doing if social media do not exist?

(a) Studying   ( ) (b) Socializing ( ) (c) Any other (specify) ( )

6. Do you think social medial has created any impact on your personal age?

(a) Strongly agree ( ) (b) Agree ( ) (c) Neutral ( ) (d) Disagree ( ) (e) Strongly disagree ( )

7. Social media serve has alternative to other communication media (television, radio, Newspaper)

(a) Strongly agree ( ) (b) Agree ( )
(c) Neutral ( ) (d) disagree (e) Strongly disagree

8. Nigerian students mostly use academic site on social media?

(a) Strongly agree ( ) (b) Agree ( ) (c) Neutral ( ) (d) Disagree ( ) (e) Strongly disagree ( )

9. Social media has reduced the patronage of Nigerian students on print media?

(a) Strongly agree ( ) (b) Agree ( ) (c) Neutral ( ) (d) Disagree ( ) (e) Strongly disagree ( )

10. Nigerian student are considered to be addicted to social media?

(a)Strongly agree ( ) (b) Agree ( ) (c) Neutral ( ) (d) Disagree (e) strongly disagree

11. In what way has social media benefit you as a user?

(a) Enhancement of interpersonal skills ( ) (b) Enhancement of interpersonal traits

(c) Update of event ( ) (d) Disagree ( ) (e) strongly disagree

12. Mass media has comparative advantage over social media in the cost of internet among Nigerian students?

(a) Strongly agree ( ) (b) Agree ( ) (c) Neutral ( ) (d) Disagree ( ) (e) Strongly disagree

13. Social media contribute to the standard of student falling of reading culture among Nigerian students?

(a) Strongly agree ( ) (b) Agree ( ) (c) Neutral ( ) (d) Disagree ( ) (e) Strongly disagree

14. Social media promote social vice among Nigeria students?

(a) Strongly agree ( ) (b) Agree ( ) (c) Neutral ( ) (d) Disagree ( ) (e) Strongly disagree

15. Government should regulate the use of social media to avert possible misuse by their user?

(a) Strongly agree ( ) (b) Agree ( ) (c) Neutral ( ) (d) Disagree ( ) (e) Strongly disagree