

**AUDIENCE PERCEPTION OF SOCIAL MEDIA
INFORMATION CREDIBILITY AND MESSAGE
ADOPTION AMONG KWARA POLY STUDENTS**

BY

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CERTIFICATION

This project work has been examined and approved as meeting the requirements of Department of Mass communication, Institute of Information and Communication Technology, I State Polytechnic, Ilorin, I State. In Partial Fulfillment of the Requirement for the Award of Higher National Diploma (HND) in Mass communication.

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DEDICATION

I dedicate this project firstly to God Almighty, for the opportunity HE grant unto me to this very point in my life and studies.

To my parents **Mr. and Mrs. Adelowo**, for their endless sacrifices and unwavering belief in my potential, this achievement is a reflection of your trust and faith in me.

Also dedicate this project to my beloved sisters, uncle's and loved ones, whose unconditional love, support, and encouragement have been my greatest source of strength throughout this journey.

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ABSTRACT

This study examines audience perception of social media information credibility and message adoption among students of Kwara State Polytechnic. In a digital age where social media platforms such as WhatsApp, Facebook, Twitter, and Instagram have become prominent sources of information, the credibility of the messages received and shared has become a growing concern. The research seeks to explore whether students consider social media information credible, the extent to which they use these platforms, and which platforms are most trusted by the students. A quantitative research method was employed, using a survey design. A total of 100 structured questionnaires were administered to randomly selected students across various departments of the Polytechnic. The data gathered were analyzed using simple percentage distribution and descriptive analysis. The findings reveal that students heavily rely on social media, especially WhatsApp and Facebook, for information dissemination. However, perceptions of credibility vary; while a majority consider the platforms credible for educational and breaking news purposes, others express concern about misinformation and propaganda. The study concludes that although social media plays a vital role in modern communication, there is a need for critical evaluation of the information shared. Students are encouraged to verify content before adoption or redistribution. Recommendations include promoting media literacy among students, encouraging responsible social media usage, and the need for regulatory bodies to combat the spread of false information. These actions will enhance the trustworthiness of information consumed and shared on social media by students and the general public.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The medium of every communication is as important as the communication emanating from there. That is simply why McLuhan (1964) cited by Logan (2011, p.40) states that “the medium is the message.” Perhaps, this submission more than any other thing underscores the importance of a medium is the yardstick to measure the communication coming from it. Little wonder, Chiakwelu (2015) notes that when it comes to western media, the prevailing norm in Nigeria and Africa is that “whatever emanates from the BBC is nothing but the truth.” It implies that when the medium is trustworthy then the message from it would be trusted and vice – versa.

The twenty – First century is characterized by multi – sources (Media) of sending and receiving messages and information. This very era has been variously described as an information age, maybe largely because of the divergent communication medium prevalent now. The modern communication technologies are responsible for the availability of the avalanche of the channels of information. The social media also known as the social networking sites are part of the latest means of interaction which the modern technologies bequeathed to this century and its people. They are redefining the process, patterns and sources of human communication in the world presently.

The growth in the use of the social media has been astronomical unlike the case of other prior means of communication before the emergency of the new communication technologies of today. Awake! (2011, p.24) buttresses this point by noting that “social networking has become hugely popular. The social networking

site Facebook gained 200 million users in one 12-month Period!” This was milestone in audience coverage which none of the earlier invented medium of public communication ever came to close to. Awake! Further explains the length of time radio, television and the internet took to reach their reasonable number of audience in millions.” It took to reach 50 million users, 13 years for television to attract the same number, and 4 years for the internet to do,” (Awake , 2011,p.24).

Perhaps the reason for the unprecedented growth in the spread of the social media among the people is because they are communication technologies which enable their users to be producers as well as receivers of information. The ability of users to be produce information as become an obstacle to the credibility of information gotten from social media. A lot of research have been carried out on social media and fake news it was concluded that social media is a platform where fake news strive very easily.

With the prevailing practices which the social media ushered into modern journalism, many ethical canons of the profession are often partly or entirely not observe by the users the new media who are reporters sans journalistic trainings. Similarly, in most countries of the globe the legal frameworks guiding journalism as a profession might have no bearing on the social media – made reporters who report events just like the journalists attached to mass media institutions known and legally recognized in a nation. The virtual base of the social media sites also makes it extremely difficult for the operations of their users to be ethically monitored or legally regulated in the developing countries.

Based on the exigencies of the forgoing, it therefore becomes imperative to ascertain the views of the people with regard to the credibility of the social media

which many rely on them for sending and receiving messages or information. This is highly expedient as mass media organizations, advertisers and other corporate entitles patronize the social media channels like individual persons, Meanwhile sometimes many a person cry foul that the information the audience received from the social media site about them is either completely false or a doctored version of an event or an issue. So, this study is set to find out the credibility of social media message adoption among Kwara poly students.

1.2 Statement of the Problem

In every communication enterprises, the importance of the messages or information could not be over labored. Put differently, messages are taken as sound as the medium where they originate from. Therefore, if a medium is adjudged as unreliable, the tendency is that the messages coming from shall never be seen as credible; perchance the Latin maxim which says *nemo datquod non habet*; (no one gives what he has not) best captures the scenario. The social media are increasing in both usage and coverage scope across the globe. They are gradually becoming the dominant means of keeping in touch with one another as well as the major channels of public communication of this era.

Both individuals and the corporate organizations make use of social networking sites for their distinct communication purposes. These new means of interaction are expanding the frontiers of reception as well as dissemination of information and communication all over the world. No wonder, in spite of their numbers and even the ones springing up, more users connect to the social media regularly. Many researchers including (Idakwo, 2011; Ezeah Asogwa & Edogor, 2013; Enobakhare & Orem, 2013; Danlandi, 2013) have variously pointed and or found out the use social media is on the increase among Nigerians.

However, with the popularity which the social media sites have attained, it is paradoxical to see some Kwara state polytechnic students express utter denial of some of the messages divulged through some of the new media channels. This, the problem is, with the scenario described above, are the social media credible channels of communication among Kwara State Polytechnic student users? Which of the social media site is more credible among Kwara State Polytechnic Student? Are there contents of the social media which are often considered as not credible by the users? These outlined points form the problems which this will systematically find answers to.

1.3 Research Objective

The following are objective guiding this study:

1. To find out if social media information is considered as being used by students of Kwara State Polytechnic
2. To examine the extent to which social media information is being used by students of Kwara state polytechnic
3. To identify which of the social media information platform adopted by the student is perceived as a more credible source of information.

1.4 Research Question

The following are the research questions which this study has found answers to:

1. Is social media information is considered as being a credible sources of message by Kwara State Polytechnic?
2. To what extent is social media information being used by Kwara State Polytechnic Student?

3. Which social media platform adopted by the students is perceived to as a more credible information?

1.5 Significance of the Study

A study of this magnitude will be of immense benefits to different people in different field. This is because, virtually all sectors of human uses the internet. It has no limitation. However, this research is a communication work and by this implication, those that will greatly benefit from this research are those in the academic, environment. It will further strengthen their horizon on the teaching of social media, particularly to the media student.

The media industry on who this entire work orders on, it will make them to be more credible and objective in their reportage both in the print and electronic medium.

The government and policy makers will also benefit immensely from this research findings, this because it will make the government to step in and regulate the environment and communication sector especially in the area of the internet. The will help to reduce careless and shameless speeches being posted online. People tend to believe what they read online and this will form their action. The society is tackling serious security challenges and most people action been hostile to the government is a result of what they read online. Government must step up to put an end to reckless communication and publication and postings being carried out by social media content producers.

Finally, this work will add to the already existing literature in the field thereby acquainting readers with the basic knowledge of the social media benefits and inherent flaws thereto in news consumption

1.6 Scope and Limitation of the Study

As described by Boyd and Ellison (2007), social network site is an online service for users to create a public or semi-public profile, build a network common link and negative other users' profile and networks. This simply means that an audience who is a member of a particular social media platform cannot escape from receiving breaking news stories from that source whether he solicit for it or not. This work focuses on audience perception of social media credibility on message adoption among Kwara state polytechnic students. Ion this note that the researcher limited the scope of this study to the students of Kwara state polytechnic.

Limitation of the Study

- ❖ Financial constraint: Insufficient fund tends to impede the efficacy of the researcher in sourcing the relevant materials, literature of information and in the processor data collection (internets and questionnaire).
- ❖ Time constraints: the researcher will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted for the research work.

1.7 DEFINITION OF KEY TERMS

Social media: is the collective of online communication channels dedicated to community-based input, interaction content sharing and collaborations.

Audience: this are people who watch, read, of listen to something i.e viewers of listeners

Perception: the way in which something is regarded, understand or interpreted.

Credibility: the quality or power of inspiring belief.

Message: a communication in writing, in speech, or by signals.

CHAPTER TWO

LITERATURE REVIEW

2.1 Conceptual Framework

Introduction

The review of literature is critical summary and assessment of the current state of knowledge or current state of art in a particular field.

The ability to carry out a literature review is an important skill for any researcher, it provide the researcher with a context in which to place his study regardless of the module in which one is studying. It however involves reading what other people have written on the subject of inquiry, gathering information to refute or support specific arguments, and writing about your findings.

It is on this premise that the researcher in an effort to carry out effective research that will stand the taste of time and satisfy the curiosity of readers particularly media students, sourced his/her information from all available literatures including textbooks, journals, magazines, newspapers and finally from the internet.

2.1.0 Concept of social media information

Social media is a digital platform that facilities the creation, sharing, and exchange of information, ideas and content among individuals and groups across the globe. It encompasses a wide array of online platforms and application such as Facebook, Twitter, Instagram, LinkedIn, You Tube, and Tiktok, among others. These platforms enable users to connect, communicate, and interact in various forms, including text, images, videos, and live streams. Social media has revolutionized the

way people communicate, breaking geographical barriers and allowing instant connections irrespective of distance or time zones.

One of the defining features of social media is its role in fostering social connections and networking. It provides a space for individuals to engage with friends, family, acquaintances, and even strangers, allowing for the formation of communities centered on shared interests, causes, or activities. Moreover, social media has transformed how information is disseminated and consumed serving as a powerful tool for news sharing, education, entertainment, and activism. It has empowered individuals and organizations to reach vast audiences, amplifying their voices and facilitating the rapid spread of information globally.

However, the pervasive nature of social media also raises concern regarding privacy, mental health, miss information, and the spread of harmful content. The ease of sharing information on these platforms has led to challenges such as the proliferation of false news, cyber bullying, and the potential for addition to constant connectivity. Addressing these issues remains a critical aspect of navigating the impact of social media on individual and society, requiring a balance between the benefits of connectivity and the responsible use of these platforms.

2.1.1 Social media information

Social media are specialized media primarily used to promote or enhance social interactions. It is a computer-based technology that facilitate the sharing of ideas, thoughts and information through the building of virtual networks and communities. According to Merriam-Webster social media are forms of electronic communication (such as websites for social networking and micro blogging) through which user create online communities to share information, ideas, personal

messages, and other content (such as videos). Social media are by product of information and communication technology (ICT) used among diverse and heterogeneous people to help to link up or connect with one another. They transcend geographical location and time, which are barriers often associated with other forms of communication. Social media in internet base and gives users quick electronic communication of content, such as personal information, documents, videos, and photos Maya Dollarhide (2021). According to Cambridge Dictionary social media is website and computer program that allow people to communicate and share information on the internet using a computer or phone mobile.

2.1.2 Types of Social Media

Facebook: This is an online social networking website, where people can create profile, share information such as photo and quotes about themselves and respond or link to the information posted by others.

WhatsApp: This is a free mobile message application massively used for international messaging video calls. Its lets users make free voice calls, face-to-face video calls or text message by using wired Internet connection or connecting device to WIFI. Users avoid SMS and data usage mobile carries fees that are typically associated with texting and voice or video messaging.

YouTube: This is a video sharing service that allow users to watch video posted by other users and upload videos of their own.

Twitter: This is an America micro-blogging and social networking service on which users post and interact with messages known as "TWEETS".

Instagram: This is an online photo sharing service. It allows users to apply different types of photo, filters to pictures with a single click, and then share them with others.

2.1.3 Uses of Social Media

- 1) To Share Opinion
- 2) To meet new people
- 3) To share photos and videos with others
- 4) General networking with other people
- 5) To find funny or entertaining content
- 6) To spill up spare time
- 7) To stay up-to-date with news and current events
- 8) To gain people support
- 9) To promote oneself ideology
- 10) To increase brand awareness
- 11) To fill up spare time

2.1.4 Factors Responsible for Social Media Information

1. Timing: Timing refers to when you publicly publish your post while you may have the urge to post all your content at once, you want your audience checking in several times a day. This means you need to be strategic in when you post and because noticing can be simple, the ideal time to post to social media varies from to Facebook between 1-4pm on week days, because almost. Half of the

user base (46%) is 45 and over. Typically these users browse Facebook after launch and before getting off to work.

2. **Quality:** Having a healthy amount of contents is important. However, marketers should promise quality over quantity. In brain rules, John Medina, found that people retain 10 percent of the information they hear after three days and 65 percent of details they see in image. This means marketers must also be creative in our day package data.
3. **Relevance:** Think about the news, station and publication prides themselves on being the first to report a story and provide pertinent information. The same goes for brand and social media, not only to ensure that the contents coming out is current, but also that it's significant or relevant to one's brand.
4. **Voice:** A powerful unique voice connects brands with influencers and encourages engagement.
5. **User generated content:** is a gift that keeps on giving, forging opportunity for users to participate in boosting brand.

2.1.5 Implications of Social Media Information

1. Spreading of Untrue Information

The cry of "fake news" has become common place and consumer confidence in even traditional media outlets has been significantly eroded. Unfortunately, false, misleading, or confusing on online can harm one's brand reputations, upset even loyal customers and can dissuade people from even considering the purchase of one's products or services.

II. Unreliable Health Information

Online rumors can get started about the safety of certain foods, products, ingredients or treatment that have little basis. Unfortunately, social media users may continue to spread this misinformation, which may cause audience to avoid purchasing, or even considering the products or services.

III. Mental health

Many mental health professionals are deeply concerned about the impact that social media has on mental health. Some believe that the constant distraction of social media contributes to shortened attention spans. In addition, many people who regularly use social media report high levels of stress.

IV. Damage to professional image

A major risk associated with the use of social media is the posting of unprofessional contents that can reflect unfavourably on helps, people and afflicted institutions. Social media convey information about a person's personality, values and priority and the first impression generated by this content can be lasting. Perception may be based on any of the information featured in a social media profile, such as photos, nicknames, post and comments liked or shared as well as the friends, causes organization, games and media that a person follows.

2.1.6 New Media

The steady continued reach and use by all demographics of the Internet and social media has had a potential impact on news. Twitter and Facebook are currently two of the most dominant social networking sites that continue to gain popularity by users in all age groups. Twitter describes itself as a "real time information

network that connects users to the latest stories, ideas, opinions and news about what they find interesting" (Twitter, 2013). Twitter can be used as a breaking news tool to deliver news as it happens. Social media spheres are becoming spaces for audiences to share, discuss, and contribute to the news (Hermida, Fletcher, Korell, & Logan, 2012).

An online survey was given to 1682 randomly selected people to discover how social media are affecting news habits (Hermida et al., 2012). The study found that social networks such as Facebook have become a source for news and information for a significant number of Internet users (Hermida et al., 2012). About 10% of respondents reported that they received Twitter updates from news organizations or journalists on a typical day (Hermida et al., 2012). The study concludes that respondents prefer news links and recommendations from friends and family rather than journalists or news organization on Facebook or on Twitter (Hermida et al., 2012).

To test the effectiveness of obtaining news from social media, five journalists from French speaking public radio stations isolated themselves in a farmhouse in southern France (Tremblay, 2010). The journalists stayed informed by only using their social networks. During this experimental research the journalists relied on the Tweets or Facebook posts of individuals, organizations, government agencies, or educational institutions (Tremblay, 2010). They did not keep in touch with any social networks from any news media stations or journalists (Tremblay, 2010). The journalists wanted to discover what kind of information emerges through social networks and what social networks help to find the most valuable information (Tremblay, 2010). The results of the study concluded that people tend to Tweet what they have picked up from traditional news media, letting others know what they

have found is interesting (Tremblay, 2010). The journalists reported that there was not much on their social networks in regards to economic news (Tremblay, 2010). In addition, Tweets from newspapers, journalists, or broadcast stories did not get re-tweeted that often. The study discovered that social media is not a dominant source of news (Tremblay, 2010).

Although the aforementioned studies have not supported Twitter to be a dominant source of news, an explosion in downtown Bozeman, Montana proved Twitter's role as a legitimate news-distributing tool (Lowery, 2009). With no journalists or local news organizations present, plenty of citizen journalists were posing photos, sharing details, and providing information via Twitter as it happened (Lowery, 2009). Later, the Twitter posts were acting as a larger reporting team than any individual news organization was able to assemble (Lowery, 2009).

Due to the increasing number of people who are using social media, social media has the potential to distribute breaking news worldwide as it happens.

2.1.7 Concept of Credibility

Credibility comprises the objective and subjective components of the believability of a source or message. Credibility dates back to Aristotle theory of Rhetoric. Aristotle defines rhetoric as the ability to see what is possibly persuasive in every situation. He divided the means of persuasion into three categories, namely Ethos (the source's credibility), Pathos (the emotional or motivational appeals), and Logos (the logic used to support a claim), which he believed have the capacity to influence the receiver of a message. According to Aristotle, the term "Ethos" deals with the character of the speaker.

The intent of the speaker is to appear credible. In fact, the speaker's ethos is a rhetorical strategy employed by an orator whose purpose is to "inspire trust in his audience." Credibility has two key components: trustworthiness and expertise, which both have objective and subjective components. Trustworthiness is based more on subjective factors, but can include objective measurements such as established reliability. Expertise can be similarly subjectively perceived, but also includes relatively objective characteristics of the source or message (e.g., credentials, certification or information quality). Secondary components of credibility include source dynamism (charisma) and physical attractiveness.

Credibility online has become an important topic since the mid-1990s. This is because the web has increasingly become an information resource. The Credibility and Digital Media Project @ UCSB [2] highlights recent and ongoing work in this area, including recent consideration of digital media, youth, and credibility. In addition, the Persuasive Technology Lab at Stanford University has studied web credibility and proposed the principal components of online credibility and a general theory called Prominence-Interpretation Theory.

According to the Society of Professional Journalists' code of ethics, professional integrity is the cornerstone of a journalist's credibility. A journalist's number one obligation is to be honest. According to Gallup polls, Americans' confidence in the mass media has been consistently declining each year since 2007. In 2013, a survey conducted by the Pew Research Center for the People & the Press found that credibility ratings for major news organizations are at or near their all-time lows. "As audiences lose confidence in traditional news outlets, many see great promise in the Internet as a response to this crisis in journalism.

The widespread use of the internet has helped motivate journalists to become more credible. The reason for this is because the competition of providing news increased when consumers had the chance and ability to choose the media that they consume through online sources. The internet has provided a chance for anyone to report news. In order to increase credibility, and therefore increase readers of their articles, journalists should be objective, accurate, trustworthy, and reliable. Three aspects of credibility: clarity (how easily the article can be understood), accuracy (how well documented the information is), and trustworthiness (how believable the information)

Social media credibility is dependent on cues and heuristics. Cues used to assess credibility online are Authority cues, Identity Cues, and Bandwagon cues. Authority Cues are the most influence source credibility. Authority cues are cues that let the viewer know that it is an expert source such as a University or Government Institution. Identity cues are peer information. Users trust information more if they can identify the person that published it the publisher is not anonymous. Users view information as more credible if a peer shared it than a stranger. Bandwagon cues triggers credibility processing based on the logic that "if others think it's good, so should I".

2.1.8. Media Credibility

There is extensive literature in the field of mass communication that has focused on media credibility. The findings of previous studies suggested that some certain types of factors can influence people's perception of media credibility. Demographic variables were found to be related to the perception of media credibility. Westley and Severin (1964), who initially compared the channel

credibility among different media outlets, found that certain demographic variables such as age, education, and gender could influence media's perceived credibility.

In addition, some scholars suggest that the perception of media credibility is also influenced by media use; specifically, people who often use a certain type of media will perceive the media as more credible than those who don't use it often (Cobbey, 1980; Greenberg, 1966; Shaw, 1973). Similarly, unfamiliarity with a certain medium has been found to lead to a low level of perceived credibility (Bucy, 2003; Rimmer & Weaver, 1987). However, Want and Hu (1994) did not find a significant correlation between the amount of media use and credibility, but they found that medium dependency is related to credibility. Chaffee (1982) argues that interpersonal communication could affect media credibility for the studies that did not find a correlation or found a negative correlation between channel use and credibility.

McLeod, Rush, and Friederich (1968) supported these findings and stated that interpersonal communication patterns may explain the limited effects of media use on credibility. Kioussis (2001) found a moderately negative relationship between the amounts of interpersonal communication that respondents devote to discussing news and their perceptions of credibility of television news. However, the author did not find similar results for newspaper and online news credibility. Armstrong and Collins (2009) found that family encouragement could affect perceived local news credibility but not college news credibility.

The perception of media credibility can also be influenced by different technological features. Previous research has found that audiences considered television relatively more accurate and less biased than other media (Gaziano &

McGrath, 1986; Wilson & Howard, 1978). One reason is that television's visual nature helps increase its credibility ratings (Carter & Greenberg, 1965). Gunther (1988) also argued that television makes its news stories appear more objective than newspapers. Furthermore, Chang and Lemert (1968) argue that live reports of breaking news give audiences a greater sense of authority and importance of the news stories. People, therefore, are more likely to view television news as being more credible than newspapers stories. In addition, different criteria used by people to judge news credibility can influence media credibility (Newhaven & Nass, 1989). It was found that people usually judge the credibility of television news by an evaluation of the journalists or anchors who deliver the news, but they determine the credibility of print media by evaluating the entire institution with no human face. Therefore, scholars have found that the credibility of television news tends to be rated higher than that of newspapers (Kioussis, 2001).

2.1.9 Internet Credibility

In the past two decades, the increasing popularity of the Internet has attracted a lot of attention from scholars in the area of mass communication. Previous studies have examined several different issues related to credibility: website design features (Johnson & Kaye, 1998, 2000; Shon, Marshall & Musen, 2000), source attributions (Sundar & Nass, 2000, 2001), news story design (Lowrey, 2004) and website genre (Flanagin & Metzger, 2007).

Moreover, some other credibility studies have explored issues related to users' characteristics and behaviours like users demographic variables such as age, gender, ethnicity, and income (Bucy, 2003); users' reliance on online information (Johnson & Kaye, 2000, 2002); users' behaviours of online information verification (Flanagin & Metzger, 2000; Rosenthal, 1971); the relationship between users' web

experiences and their perception of online information credibility (Flanagin & Metzger, 2000; 2007); and the effects of users' motivations toward certain media and types of information (Mulder, 1980). 1980).

Many studies have explored the difference between the perceived credibility of web-based information and that of information obtained from traditional media. Previous Internet credibility studies have examined a variety of online information types, and most of them have focused on news information (Kiousis, 2001; Metzger, Flanagin & Zwarun, 2003; Sundar, 1999). The research on Internet credibility to date provides mixed conclusions. Some studies have found that the Internet is considered to be more credible than traditional media. Greer (2003) found that Internet users consider news information from online news sites to be more credible than information from conventional media.

At the same time, other studies have found Internet-based news to be less credible than other media types. A Roper study for the Freedom Forum found that respondents viewed leading traditional sources as being less biased than web-based information (John & Kaye, 1998). Other studies have suggested that people typically do not judge online information or traditional media information as being more credible than the other (Flanagin & Metzger, 2000; Johnson & Kaye, 1998; Kiousis, 2001; Metzger et al., 2003).

To further examine the difference of the perceived credibility between the Internet and traditional media, the technological characteristics of the two types of media need to be understood. The Internet shares some advantageous features with television and newspapers (Metzger et al., 2003). The Internet can provide both text and visual elements like pictures and videos, which more easily induces users to believe the information provided online. In addition, similar to television, the Internet can update information quickly or bring live news reports. Unlike

newspapers, the Internet is not restricted by time and space constraints, so it can provide a large amount of in-depth news reports.

Nevertheless, the Internet also shares some disadvantageous features when compared to television and newspapers. Since the Internet always provides newly updated information very quickly, the chance of making mistakes also increases (Nadarajan & Ang, 1999). Online information is similar to newspapers in that it is not regulated and people enjoy much freedom to express ideas and post information.

As a result, people are more likely to doubt its objectivity (Metzger et al., 2003; Nadarajan & Ang, 1999). To conclude, there are no consistent findings for the relative credibility of web-based information compared with traditional media like television.

2.1.10 Source Credibility

Source Credibility has been defined by researchers as "judgments made by a perceiver concerning the believability of a communicator" (O' Keefe, 1990, pp. 130-131; Wilson & Sherrell, 1993). Scholarly interest in credibility research began in the 1950s with inquiry into the way credibility functions in the persuasion process (Metzger et al., 2003). Previous studies found that higher source prestige increases the likelihood that people will agree with statements (Hovland & Weiss, 1951). Scholars later focused on how source credibility is related to interpersonal influence, and the way an organizational source's credibility impacted human behavior (Metzger et al.).

Empirical researchers who have studied source credibility defined the concept of credibility in different ways. Hovland and his colleagues defined credibility as a communicator's expertise and trustworthiness (Hovland, Janis, & Kelley, 1953). Expertise refers to a speaker's qualifications or capabilities to learn

about issues or topics, while trustworthiness refers to the perception of a speaker's motivation to tell the truth about a topic (Hovland, Janis, & Kelley, 1953). This laid a conceptual foundation for future researchers to use factor analysis as a measure of credibility. Some secondary dimensions of credibility include accuracy, fairness, completeness, knowledge, and dynamism.

Beyond these, some scholars identified two variables that are directly related to perceived trustworthiness and expertise: similarity and liking of the source (Aune & Kikuchi, 1993; McCroskey, 1966; O' Keefe, 1990; Widgery & Webster, 1969).

Researchers also explored how the effectiveness of these dimensions or factors influences attitude change (Metzger, 2003). Wilson and Sherrell (1993) found that source expertise is the most influential factor. However, Lui and Standing (1989) found that more trustworthy sources have more credibility than sources with more expertise. With regard to blog credibility, researchers have argued that source attributes are important for evaluating information on the Internet (Sundar & Nass, 2000, 20001). In addition, Flanagin & Metzger (2007) also argued that it is essential to differentiate between different online source types; because the results of credibility evaluation by information receivers may be different depending on which source attributes are salient when they are evaluating the given information.

2.1.11. Social media information and credibility

"The effectiveness of communication is largely determined by the credibility of its source," Hovland and Weiss (1951) cited by (Hellmueller & Trilling, 2012, p.1). The social media are the only communication channels which arrogate to the audience, the powers of message producers as well as consumers. This is contrary to what is obtainable in the conventional media sphere where the message producers

are often quite different from their consumers. The result of the users being content producers is captured by Abbasi & Liu (2012, p.1) who report that:

Using social media, people easily can communicate and publish whatever they like. As a result, people are able to create huge amounts of data. For example, users on Twitter create 340 million tweets every day. Users on YouTube upload 72 hours of video every minute. In wordpress.com alone, bloggers submit 500,000 new posts and these posts receive more than 400,000 comments every day.

With the scenario above and the rapid popularity which the new media or the social networking sites enjoy, it is only necessary that we examine the users' views vis-à-vis the credibility of the media they control greater percentage of the production and the consumption of the contents. In all public communications, the medium is an essential component that cannot be overlooked for any reason. According to (Metzger et al., 2003), cited by Kang (2010, p.3) "it has been suggested that the credibility of the channel/medium of communication influences the selective involvement of the audience with the medium." To that effect, it becomes quite pertinent to methodically find out from Nigerian users, their views pertaining to the credibility of the particular social media site they are.

Media researches have shown over the years that the audience (the user) selectively expose themselves to a particular medium for certain reasons. For instance, Okunna (1999, p.172) states that "in a study by Tan and Tan (1986), they established that using television is a wonderful facilitator of good mental health, a quick and "relatively safe antidote for many of the psychological maladies of the modern life, including stress, boredom, loneliness (and) even depression." It goes to mean that if the users' would adjudge social media sites as credible, it implies that there are contents the sites creditably offer that propel the audience to accord them the status of being credible

There are divergent social media sites which are ubiquitous and provide their users the benefits of making choices of the site to use. It is needless to note that, that privilege of choice the social media offer to their users have altered their audience status "instead of being passive recipients of messages, publics are now active enough to select communication channels, especially when they care about an issue (Rubin, 2002) cited in Kang (2010, p.4). But the trustworthiness of a medium could determine the user's choice of consumption of the content or preference for another medium as a substitute, "in traditional media as well as social media, the credibility of the source has a great effect on the process of acquiring the content and changing audience attitudes and beliefs." (Abbasi & Liu, 2012, p.3).

2.1.12. How Does Social Media Information and Other Media Information Affects the Student/Teenagers?

Majority of Kwara State Polytechnic student are teenager. It is discovered that student/teenager can be smart consumers of media messages. They don't just take in everything they see and hear on social media or in other media. You can help them develop the skills they need to handle media influence.

Media influence on students/teenagers can be deliberate and direct. For example, advertising is often directed at children of all ages. This means that children, pre-teens and teenagers are increasingly conscious of brands and images.

Media influence can also be indirect. For example, this might include sexualized images and content on Instagram, Snapchat, TikTok and YouTube. It might also include violent imagery and coarse language in news media, documentaries, video games and some song lyrics. This kind of media influence can suggest to pre-teens and teenagers that certain ways of behaving and looking are 'normal'.

2.1.13 How do social media message affect the student positively

Social media and other media can affect teenager's behaviour and attitudes positively. The positive influence are

1. Citizenship

Teenagers who are exposed to and take an interest in news media are more likely to be interested in major social and political issues like climate change. Media can encourage them to become more involved as citizens in their communities.

2. Health and lifestyle

Teenagers can also pick up important health promotion messages from social media and other media. This might include messages aimed at preventing youth depression and suicide, promoting positive, respectful relationships, or encouraging healthy eating and lifestyle habits

3. Identity

Good-quality stories in television shows and movies can help teenagers explore aspects of identity like sexuality, relationships, gender or ethics - for example, the treatment of sexuality in a movie like *Bohemian Rhapsody*, or gender in *Ride Like a Girl*, or ethics in a TV show like *The Good Place*. Watching these shows with your child is a great opportunity for discussion.

It's always worth remembering that media good and bad is just one of several influences on teenagers, behaviour and attitudes. Other influences include family, friends and peers, cultural background and more. Often, these influences can be more powerful than media influence.

2.1.14 How the Message adopted from social media affects the student negatively

Media messages can have a negative or unhealthy influence on teenagers behaviour and attitudes in certain areas, including self-image, body image, health and citizenship.

1. Self-image and body image

Your child's self-image and body image can be influenced by social media, other media and advertising. For example, if your child regularly sees staged and filtered images on social media, they might feel they're not good enough. Or if your child sees unrealistic 'thin' or 'muscly' body types often enough, it can affect their body image and eating behaviour. These images can be even more powerful when there's no-one to disagree with messages like 'thin is beautiful'.

2. Health and lifestyle

Social media and other media can influence the decisions that teenagers make about their health and lifestyle. For example, media messages and content can make it look 'normal', cool or grown-up to eat junk food, smoke, vape, drink alcohol and take other drugs.

Citizenship

To be responsible citizens, teenagers need reliable and good-quality information. But social media and other media are sometimes used in negative ways during elections and at other times. For example, fake news or deep fakes might influence your child to believe misinformation about a politician, public figure or celebrity. Or online forums might promote biased or hateful attitudes towards groups of people.

2.2 Theoretical Framework

This research finds expression in one of the theories of media effects called "medium is the message"

2.2.0 Uses and Gratification Theory

Based on the fact that this lies in the field of mass media and communication studies, the uses and Gratification Theory (UGT) was employed as part of its theoretical frame work. UGT is a popular approach to understand mass communication. This theory places more focus on the consumer, or audience, instead of the actual message itself by asking what people do with media rather than what media does to people (Leung and Wei, 2000). UGT was first proposed by Katz in 1959 and consecutive relevant studies were conducted by Katz, Blumer and Gueritch in 1974 (Hun-Feandchi Hua, 2017. Based on the definition provided in Hui-Fei and Chi-Huas recent study, UGT states that the audience selects media based on personal needs and knows which media can satisfy their needs. In other words, whether an audience uses a medium is determined by the latter's usefulness in providing information and is influenced by the audiences' motives.

This theory assumes that members of the audience are not passive but instead they unimplemented an active role in interpreting and integrating media into their own lives. UGT is a framework that explains how and why people actively seek out for specific types of media (Phua et al, 2017). According to UGT, people receive gratifications through media, which satisfy their informational, social, and leisure needs. Studies applying UGT have found that the individual differences of members of the audience including media self-efficacy, habitual behavior, prior attitudes, and self-regulation serve to moderate their media selections (e.g., Humphreys, Von Pape

and Karnowski, 2013; LaRose and Estin, 2004). These media selections, in turn, lead to enhanced knowledge, social interaction, diversion, escapism.

The relevance of this theory to the study is hinged on the fact that audience are active users as they implement an active role in interpreting and integrating media into their own lives. As an active user, audience uses social media platform and the Internet to expand their knowledge and feed news or messages distributed online. Audience achieve gratification through media, which satisfies their informational, social and leisure need (Katz 1959; Katz, etc. al. 1974). The audience selects media based on personal needs and knows which media can satisfy it, moreover, individual as an active and not passive audience; they interpret and integrate media into their lives. Social media users' behaviours (such as sharing information gathering) reflects their previous interests without being easily affected.

Using this theory to explain this study, audience have a free will to use the media and how it will affect them as audience are active respondents and have full control over the effects of media on them as effect can be chosen by the audience themselves, therefore the students make an adoption of the social media in order to satisfy their needs by feeding them credible messages online.

2.2.1 Diffusion of Innovation Theory

The diffusion of innovation theory developed by sociologist Everett Rogers in 1962, seeks to explain how, why, and at what rate new ideas, technologies, products, or practices spread through a society or a specific group of people. This theory focuses on the process of adoption and the stages that individuals go through when embracing something new. It categorizes people into various segments based on their indignation toward innovation adoption, ranging from early adopters and innovators to the majority and laggards.

According to Rogers, the diffusion process occurs in five stages awareness, interest, evaluation, trial and adoption. The theory also identifies factors influencing the rate of adoption, including the perceived benefits of the innovation, its compatibility with existing beliefs and practices, simplicity, trialability, and observability. Innovations that are perceived as advantageous, compatible with current norms, easy to understand and use, and visible in their outcomes tend to diffuse more rapidly among the population.

Furthermore, the theory highlights the roles of different groups in the diffusion process. Innovators and early adopters typically embrace new ideas or technologies first, serving as influencers or opinion leaders who others look to for guidance. As the innovation gains momentum, it reaches a broader audience, ultimately becoming accepted by the majority. Understanding the diffusion of innovation is crucial for marketers, policymakers, and innovators seeking to introduce new products, ideas, or practices into society as it helps identify strategies to facilitate successful adoption and integration into the target population.

2.3 Empirical Review

Several studies have examined the credibility of social media information and its impact on message adopting for instance, Dunu and Uzochkwu (2015) highlighted the role of social media in social mobilization in Nigeria, emplacing its potential for development despite challenges related to credibility. They found that while social media is an effective tool for mobilization, the credibility of the information shared is often questioned due to the lack of adherence of traditional journalism ethics.

Chinedu-Okeke and Obi (2016) explored the use of social media as a political platform, noting its significant impact on political communication and the

electorate's decision-making process. Their study revealed that social media platforms like facebook and twitter are extensively used for political counpaigns and mobilization. However, the credibility of the information shared on these platform remains a concern, affecting the audience's trust and message adoption.

Arusi (2023) investigated audience perception of the credibility of social media platform as source of breaking newsing Nigeria. The study revealed that while social media provides broad access to news, there are negative broad access to news, there are negative trends associated with its use that affect the credibility and reliability of the information shared. This skepticism towards social media information is echoed by journalists and the general public alike, who perceive social media as an unreliable source of news.

Mojaye and Ogunyombo (2022) reviewed online media and global communication research in Nigeria, highlighting he prominence of social media in academic discourse and the need for further research on its credibility. They emphasized the importance of redeveloping strategies to enhance the credibility of social media information and promote ethical journalism practices on these platforms.

The empirical review underscores the complex relationship between social media credibility and message adoption among Nigerian audiences. While social media has become an indispensable tool for information dissemination. It's credibility remains questionable. The findings indicate a general skepticism reward the credibility of social media information among Nigerian audiences, particularly students. Despite this section dissemination and social mobilization.

Future research should focus of developing strategies to enhance the credibility of social media information and promote ethical journalism practices on these plat forms. Addressing these issues is essential for improving the trust worthiness of social media as a source of information and ensuring that audiences carrel on the information they receive.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Research methodology simply refer to the practical "how" of any given piece of research. More specifically, it's about how are researcher systematically design a study to ensure valid and reliable results that address the research aims and objectives.

There are many different types of research methodologies, but some of the most common ones are quantitative, qualitative, and mixed methods.

This chapter covers the methodology adopted in gathering of relevant information needed for actualization of the objectives of the study. The chapter is therefore discuss under the heading of research design, area of the study, population of the study, sampling size and sample techniques, instrument for data collection, validation of the instrument, method of data Collection and analysis.

3.1 Research Design

Research design refers to the overall plan and structure for conducting a research study. It outline the research question, objectives, methodology, and procedures for collecting and analyzing data. A well-crafted research design ensure that the study is conducted in a logical, systematic and unbiased manner

According to Agbeyewa 2003; Kerlinger, 1996"Research design is the plan, structure, strategy and investigation adopted to obtain answers to a research questions and control variances".

There are many different types of research designs, but some of the most common ones are experimental, quasi-experimental and non-experimental.

Therefore, the researcher will adopt survey research method which will be based on a personally administered questionnaire. The aim of survey is to provide empirical data collected from a population of respondents on which valid conclusions can be made.

3.2 Population of the study

In research, the population of the study is the group of people or objects that a researcher is interested in studying. This group is usually defined by some common characteristics, such as age, gender, location, or behavior.

Nwodu, define population of the study as the total number of elements within a given environment which the researcher set out of the study.

Based on the undergraduate population of Kwara State Polytechnic, this project suggests that the researcher should use the youths students population of Kwara State Polytechnic, Ilorin, Kwara, specifically the student of mass communication. This includes both male and female either single, married, divorced or separated, employed and unemployed student of the polytechnic.

This implies that every element, subject, objects, etc. is a capable of providing useful and relevant data in explaining a certain phenomenon of a given study.

3.3 Sample Size

Sample size refers to the number of participants or observations included in a research study. It is a critical aspect of research design, as it affects the accuracy, reliability, and generalizability of the findings.

According to Aborisade (2008), in determining the sample size, it should be noted that the more heterogeneous the population, the more the sample size should be and the homogeneous the population, the less the sample size who are the

representative of the population. In this research study, the researcher used (100) one hundred person as a sample size which serves as the representative of the population to draw more light on the project type and the research method.

Sampling techniques refers to the methods used to select participants or observations from a larger population. The goal is to obtains a representative smaple that accurately reflects the characteristic of the population

There are two types of sampling techniques probability sampling and non-probability sampling.

3.4 Research Instrument

Research Instruments is a tool or method that is used to collect data from the sample. There are many different types of research Instruments, including surveys, interview, observations, and experiments.

Therefore, in the research, questionnaire is being used as the instrument for data collection. Questionnaire is mostly used in conducting survey and it is as important as the whole research itself.

According to Sadden (2015), Questionnaire is used to determine the outcome of a research exercise. This study employs the usage of a close-ended question to formulate its questionnaire.

3.5 Validity and Reliability of the Instruments

Validity is a way or mechanism of determining that certain instruments, variables or data can measure what they are designed to measure by a researcher. While reliability on the other hand, is concerned with the consistency of an instrument in measuring what it is designed to measure.

The instrument (questionnaire) user is valid because it is the most appropriate instrument for data collection in survey study According to Sadden (2015),

Questionnaire is the best option when a researcher is interested in studying a very large population as it offers uniformity in coding question.

3.6 Method of Administration of the Instrument

The administration of the questionnaire was carried out personally by the researcher, the questionnaire was sought permission of the lecturers and administration of the questionnaire. The questionnaire contained questions which help the researcher to get the right option or view of the subject or respondents. The researcher personally collected the questionnaire immediately the respondents were through with the questions.

3.7 Method of Data Analysis

The method of data analysis is the way that you process and interpret the data that you collect from research Instrument. The most common method of data analysis are descriptive statistics inferential statistics, and qualitative analysis.

The responses of the questionnaire administered were statistically analyze by researcher using table format. The analysis was that the researcher used to eventually draw up a conclusion on audience perception of social media credibility on message adoption among Kwara Poly Student's

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

INTRODUCTION

Data analysis is the most crucial part of any research. That analysis summarize collected data. It is a process used by researchers for reducing data to a story an interpreting it to derive insight.

In this chapter data are organized into tables so that statistically and logical conclusion can be gotten for the collected data and merit will be discussed. In this research work, the simple percentage tabular presentation in presenting the primary data generated from the field. Doing this would enable easy, convenience, clarity and fitted computation. Do you such a presents all the questionnaire items that would provide answers to the researchers identified problem and all presentation and analysis shall be in conformity with questionnaire items and response.

4.1 Data Presentation

Data presentation is defined as the process of using various graphical format to visually represent the relationship between two or more data sets so that an informed decision can be made based on them. It also refers to the organization and presentation of data into tables, graphics, chart etc. However, The organization and presentation of data shall be according two questionnaire items and responses, in the (24) twenty-four questionnaire items developed from the three framed research questions, the researcher aimed at using them to provide an answer to his topic problem.

A total of (100) one hundred copies of the questionnaire were produced and distributed to the researcher's sample populace. All presentation are done in simple

percentage tabular mode, while simple descriptive techniques was used to describe what time contained in the table

Question One: Do you have any social media handles?

Table 1

Respondents	Frequency	Percentage (%)
Yes	80	80
No	20	20
Total	100	100

Source: Research Survey, 2025

From the table above, 80 (80%) have social media handles while 20(20%) of the respondent does not.

Question 2: Which of the social platform do you make use of mostly.

Table 2

Responses	Frequency	Percentage (%)
WhatsApp	50	50
Facebook	18	18
Instagram	17	17
Other	15	15
Total	100	100

Source: Research Survey, 2025

The table above table, it shows how the respondents answered the question above 50(%))on the respondent make use of what's up mostly of the make use of WhatsApp mostly 18 (18%) of the Make use of the make use of mostly 17 17% of the respondents make use of the Instagram mostly 15 15% of the respondents make use of the others.

Question Three: how often do you verify information found on social media before adopting it

Table III

Responses	Frequency	Percentage (%)
Always	29	29
Often	29	29
Sometimes	29	29
Rarely	13	13
Total	100	100

Source: Research Survey, 2025

From the above table, it shows how the response mostly create social media information and message at always 29 29% make use of it often make use sometimes 29 29% and rarely 13 13%.

Question 4: Based on your exercise on social media, which platform do you think will give more information and messages?

Table iv

Responses	Frequency	Percentage (%)
WhatsApp	29	29
Facebook	25	25
Instagram	17	17
Twitter	28	28
TikTok	1	1
Total	100	100

Source: Research Survey, 2025

From the above table, 29 5% of the respondents agree that WhatsApp give more credible information and messages, 25 25% of the respondent agree on Facebook 17 17% on the respondent agree on Instagram, 28 28% on the respondents agree on Twitter, while 1 1% agree on TikTok.

Question 5. For what purpose do you primarily you social media.

Table vi

Responses	Frequency	Percentage (%)
Educational purpose e.g, Research and learning	32	32
Entertainment (Videos and memes	22	22
News and current issues	21	21
Social networking e.g. connecting with friends and family	25	25
Total	100	100

Source: Research Survey, 2025

From the table above 32 32% respondents agree or educating purpose, 22 22% of the respondents agree on entertainment, 21 21% of the respondent agree on news and content issues while 25 25% of the response agree on social networking.

Question 6: For once before do you consider the addition of information and message on social media.

Table vi

Responses	Frequency	Percentage (%)
Information dissemination	42	42
Persuasion	18	18
Education	23	23
Entertainment	17	17
Total	100	100

Source: Research Survey, 2025

The table about shows how respondent outside the question about 42 42% of the response make use of information dissemination, 18 18% of the rest volumes persuasion, 23 Jackson 3% of the response education while 17 17% of the restrainer entertainment

Question 7: Which social media information platform adopted by the student is perceived to give as a more credible source information.

Table vii

Responses	Frequency	Percentage (%)
WhatsApp	35	35
Facebook	25	25
Instagram	17	17
Twitter	23	23
Total	100	100

Source: Research Survey, 2025

From the above table 35 35% of the respondents perceived to give more credible source of information of social media platform 35 35% WhatsApp platform perform fertile role in dissemination credible source of information, 25 95% agree on Facebook, 17 17% are Instagram while 23 23% of the respondents Twitter

Question 8: which of the social media platform adopt by the students is perceived to give as a more credible information

Table viii

Responses	Frequency	Percentage (%)
WhatsApp	35	35
Facebook	25	25
Instagram	23	23
Twitter	17	17
Total	100	100

Source: Research Survey, 2025

From the above 35 35% of the restaurant perceived to give more credible source of information, 25 25% agree on Facebook 23 23% are Twitter, while 17 17% of the respondents Instagram

Question 9: social media platform often used by tertiary institution student

Table ix

Responses	Frequency	Percentage (%)
Strongly Agree	43	43
Agree	19	19
Neutral	12	12
Disagree	19	19
Strongly Disagree	7	7
Total	100	100

Source: Research Survey, 2025

Table 9 shows how responding strongly agree with the question that say social media platform often used by tertiary institution 43 43% respondents, 19

19% agree to it, 12 (12%) are neutral, 19 19% disagree with it while 7 7% of the respondents strongly disagree about it.

Question 10: Social media information being used by Kwara State polytechnic students.

Table x

Responses	Frequency	Percentage (%)
Strongly Agree	29	29
Agree	36	36
Neutral	9	9
Disagree	14	14
Strongly Disagree	12	12
Total	100	100

Source: Research Survey, 2025

The table above shows how the respondents respond to this statement that social media information is being used by Kwara State polytechnic students. 29 29% strongly agree, 36 36% agree, 9 9% remain neutral, 14 14% disagree with this while 12 12% strongly disagree with this point.

Question 11: Social media information considered as being a credible source of message by Kwara State polytechnic.

Table xi

Responses	Frequency	Percentage (%)
Strongly Agree	24	24
Agree	44	44
Neutral	15	15
Disagree	9	9
Strongly Disagree	8	8
Total	100	100

Source: Research Survey 25

Disables above show how the respondents give responses to the statement that social media information is considered as a credible source of messages by Kwara State polytechnic students which 24 24% strongly agree, 44 44% agree, 15 15% remain neutral, 9 9% disagree with this, while 8 8% strongly disagree with these points

Question 12: Social media information is being a credible source of message

Kwara State polytechnic students

Table xii

Responses	Frequency	Percentage (%)
Strongly Agree	19	19
Agree	37	37
Neutral	17	17
Disagree	20	20
Strongly Disagree	7	7
Total	100	100

Source: Research Survey, 2025

The table above shows how to respond to the statement that social media information is a credible source of message by Kwara State polytechnic students 19 19% strongly agree, 37 37% agree, 17 17% remain neutral, while 20 20% disagree while 7 7% strongly disagree

Question 13: credibility of information and messages on social media is the mostly come by Kwara State polytechnic students

Table xiii

Responses	Frequency	Percentage (%)
Strongly Agree	9	9
Agree	12	12
Neutral	14	14
Disagree	29	29
Strongly Disagree	36	36
Total	100	100

Source: Research Survey, 2025

From the above 9 9% of the respondents strongly agree that social media is the mostly formed by Kwara State polytechnic students 12 12% of the respondent agree, 14 14% remain neutral ,29 29% disagree with this point while 36 36% of the respondent strongly disagree.

Question 14: Entertainment is the main purpose for students using social platform than information and messages

Table xiv

Responses	Frequency	Percentage (%)
Strongly Agree	22	22
Agree	36	36
Neutral	15	15
Disagree	14	14
Strongly Disagree	13	13
Total	100	100

Source: Research Survey, 2025

The table 14 above choose the response of the respondent to the questions above, entertainment is the main purposeful students using social media platform than information and messages which 22 22% of the respondent strongly agree 36 36% agree, 15 15% remain neutral, 14 14% disagree while 13 13% of the respondent strongly disagree

Question 15: WhatsApp and Facebook are mostly adopted by Kwara States polytechnic students is fetching for credible information and message.

Table xv

Responses	Frequency	Percentage (%)
Strongly Agree	25	25
Agree	37	37
Neutral	13	13
Disagree	19	19
Strongly Disagree	6	6
Total	100	100

Source: Research Survey, 2025

From the Above table, the restaurant give responses so the statements that says WhatsApp on Facebook are mostly adopt by Kwara State polytechnic student is fetching for credible information and messages which 25 25% respondents strongly agree, 37 37% agree, 13 13% remain neutral, 19 19% disagree, while 6 6% strongly disagree to the point

Question 16: Credibility of information and message on social media is the main reason why Kwara State polytechnic students adopt WhatsApp mostly

Table xvi

Responses	Frequency	Percentage (%)
Strongly Agree	21	21
Agree	40	40
Neutral	12	12
Disagree	17	17
Strongly Disagree	10	10
Total	100	100

Source: Research Survey, 2025

From the table above 21 21% of the respondent strongly agreed to the statement that says credibility of information and messages on social media is the main reason why Kwara State polytechnic students adopt WhatsApp mostly 40 40% of the respondent agree, 12 12% remain neutral, 17 17% disagree with this point while 10 10% of the respondents strongly disagree

Question 17: Social media is a credible source of breaking news

Table xvi

Responses	Frequency	Percentage (%)
Strongly Agree	35	35
Agree	31	31
Neutral	17	17
Disagree	10	10
Strongly Disagree	7	7
Total	100	100

Source: Research Survey, 2025

From the above table respondents give responses to the statement that say social media is a credible source of breaking news as 35 35% respondents strongly agree, 31 31% agree 17 17% remain neutral 10 10% disagree, while 7 7% of the respondent strongly disagree to this point

Question 18: social media credible persuasive information and message

Table xviii

Responses	Frequency	Percentage (%)
Strongly Agree	27	27
Agree	38	38
Neutral	14	14
Disagree	17	17
Strongly Disagree	4	4
Total	100	100

Source: Research Survey, 2025

From the above table, the respondents give responses to the statement that say social media provide credible persuasive information and messages 27 27% respondents strongly agree, 38 38% agree, 14 14% neutral, 17 17% disagree while 4 4% respondents strongly disagree to this point

Question 19: Social is a good platform for sharing educational credible information and messages

Table VIX

Responses	Frequency	Percentage (%)
Strongly Agree	35	35
Agree	31	31
Neutral	12	12
Disagree	11	11
Strongly Disagree	11	11
Total	100	100

Source: Research Survey, 2025

From The above table, the respondent give response to the statement that social media is a good platform for sharing educational credible information and messages as 35 35% respondents strongly agree, 31 31% agree while 12 12% remain neutral, 11 11% disagree and 11 11% strongly disability this point

Question 20: Social media is a good platform for sharing information and messages for behavior change

Table xx

Responses	Frequency	Percentage (%)
Strongly Agree	26	26
Agree	36	36
Neutral	13	13
Disagree	16	16
Strongly Disagree	9	9
Total	100	100

Source: Research survey 2025

From the above table, the respondent gives responses to the statement that say social media is a good platform for sharing information and messages for behavior change as 26 26% respondent strongly agree, 36 36% agree, 13 13% remains neutral 16 16% disagree while 9 9% ugly respondent strongly disagree

Question 21: distribution of religion of respondent

Responses	Frequency	Percentage (%)
Christianity	56	56
Islam	20	20
Traditional	24	24
Total	100	100

Source: Research Survey, 2025

The above table shows the number of respondent religion and from the table 56 56% are Christian 20% Islam while 24% of the respondent are traditional

QUESTION 22: Distribution of sex respondent

Table XXII

Respondents	Frequency	Percentage (%)
Male	47	47
Female	53	53
Total	100	100

Source: Research Survey, 2025

In the response to the question on the distribution of respondents according to their sex 47 respondent representing (47%) of the population are male while 53 respondents (53%) are females.

QUESTION 23: Distribution of the age of respondents

Table XXIII

Respondents	Frequency	Percentage (%)
16 -25	58	58
26-35	25	25
36 – 45	17	17
Total	100	100

Source: Research Survey, 2025

In the above table 58 respondents on 58% fall between the age bracket of (16-25) years, 25 respondents on 25% fall between the age bracket of (26-35) and 17 respondents on 17% fall between the age bracket (36-45).

QUESTION 24: Distribution of marital status of respondents

Table XXIV

Respondents	Frequency	Percentage (%)
Single	58	58
Married	28	28
Divorce	14	14
Total	100	100

Source: Research Survey, 2025

The table above shows the marital status of the respondents. According to the table 58(58%) are single, 28(28%) are married while 14(14%) of the respondents are divorce.

4.2 Analysis of Research Question

Research Question 1: Is social media information is considered as being a credible source of message by Kwara state polytechnic students?

Table II answered this research question 1 as it was that 24(24%) strongly agree that social media information considered as being a credible source of message, 44(44%) agree to it, 15 (15%) remain neutral, 9(9%) Disagree to it while 8(8%) strongly disagree to it.

Table 17 also answered this research questions as it shows how the respondents give responds to the statement social media is a credible source of breaking news as 35(35%) respondents strongly agree 31(31%) respondents agree to it, 17(17%) are neutral, 10(10%) disagree to it while 7 (7%) of the respondents strongly disagree.

Research Question 2: To what extent is social media information being used by students.

Table 3 answered this research question 2 as it shows how the respondent mostly create social media information and message 29(29%) always, 29(29%) make use of it often, 29(29%) sometimes and 13(13%) rarely.

Table 19 also answered this research question 2 as it shows how the respondent give responses to the statement that social media is a good platform for sharing educational credible information and messages as 35(35%) respondent strongly agree 31(31%) agree, 12(12%) remain neutral, 11(11%) disagree and 11(11%) strongly disagree to it.

Research Question 3: Which social media platform adopted by the students is perceived to as a more credible information?

Table 7 answered question as it was gathered that 35(35%) WhatsApp platform performance fertile role in disseminating credible source of information, 25(25%) agree on Facebook, 17(17%) are Instagram, while 23(23%) if the respondent twitter.

Table 15 also answered this research question 3 as it shows the respondent give response to the statement that says WhatsApp and facebook are mostly adopt by Kwara state polytechnic student is fetching for credible information and messages, 25(25%) respondents strongly agree, 37(37%) agree, 13(13%) remain neutral, 19(19%) disagree and 6(6%) strongly disagree to the point.

4.3 Discussion of Findings

The purpose of this study is to examine the audience perception of social media information credibility and message adoption among Kwarapoly students.

The result obtained the statistical analysis was used to provide an answer to this research study to provide an answer to this study.

Definite question were asked in the questionnaire to generate answers to each of the questions posed in this study. (100) questionnaire were administered to the respondent and all the copies of the questionnaire were answered.

My findings confined that social is a credible source of breaking news 35(%) of respondents strongly agree 31(31%) respondents agree to it, 17(17%) remain neutral, 10(10%) disagree to it while 7(7%) of the respondent strongly disagree.

I also find out that WhatsApp and Facebook are mostly adopt by Kwara state polytechnic students infecting for credible information and message which 25%(25) respondents strongly agree, 37(37%) agree, 13(13%) are neutral, 19(19%) disagree, while 6(6%) strongly disagree to the point.

It was also discovered that credibility of information and massages on social media is the main reason why Kwara state polytechnic students adopt WhatsApp mostly 40(40%) of the respondent agree, 12(12%) remain neutral, 17(17%) disagree with this point, 10(10%) of the respondents strongly disagree.

Social media information is being a credible sources of message Kwara state polytechnic students 19(19%) strongly agree, 37(37%) agree, 17(17%) remain neutral, while 20(20%) disagree, 7(7%) strongly disagree to it.

Table 11 also answered this research question as it show how respondents strongly agree to it 24(24%), agree 44(44%), 15(15%) are neutral, 9(9%) disagree with this, while 8(8%) strongly disagree with this point.

Table 23 answered this research question 2 as it shows how the respondent monthly create social media information and message 29(29%) always, 29(29%) make use of it often, 29(29%) sometimes and 13(13%) rarely.

Table 19 also answered this research question 2 as it shows how the respondent give responses to the statement that say social media is a good platform for sharing educational credible information and messages as 35(35%) respondent strongly agree, 31(31%) agree, 12(12%) remain neutral 11(11%) disagree and 11(11%) strongly disagree to it.

Table 7 answered research question 3 as it was gathered that 35(35%) WhatsApp platform perform a fertile role in disseminating credible source of information, 25(25%) agree on Facebook 17(17%) are Instagram, while 23(23%) of the respondent twitter.

Base on your experience on social media; which platform do you think will give more information and message 29(29%) of the respondents agree that WhatsApp give more credible information and message, 25(25%) of the respondents agree on Facebook, 17(17%) of the respondents agree on Instagram 28(28%) agree on twitter, while 1(1%) agree on TikTok.

Which of the social media platform adopted by the students is perceived to gives as a more credible information; 35(35%) of the respondents perceived to give more credible sources of information of social media platform 35(35%) WhatsApp platform perform a fertile role in dissemination credible source of information, 25(25%) agree on Facebook 23(23%) are twitter, while 17(17%) of the response are Instagram.

I discovered that social information being used by Kwara state polytechnic students which 29(29%) strongly agree, 36(36%) agree, 9(9%) remain neutral 14(14%) disagree with this while 12(12%) strongly disagree with this point.

I also discovered that social media is a good platform for sharing information and messages for behaviour change as 26(26%) respondent strongly agree, 36(36%)

agree, 13(13%) are neutral, 16(16%) disagree while 9(9%) of the respondent strongly disagree to it.

I also discovered that entertainment is the main purpose for the students using social media platform than information and message which 22(22%) of the respondents strongly agree, 36(36%) agree, 15(15%) remain neutral, 14(14%) disagree while 13(13%) of the respondents strongly disagree with this point.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

This result study is based on the audience perception of social media information credible and messages adoption among Kwara State polytechnic student. This research will work is divided into five main chapter, from chapter 1 to chapter 5 of this study, clearly reviewed you some steps that approached for easy presentation of it's content.

Chapter one is based on his background of this study which emphasis and understanding the social media information credibility and messages, statement of research problems, research objection, research question, signification of the study, scope of the study and its key imitation with operational definition of key term.

Chapter two of this research works explain the conceptual framework and the theoretical frame work of the research applied by the researchers, is "used on gratification theory", and " diffusion" innovation theory review of related studies were done to explain the nature of different individuals research work.

Chapter four of this research work explain how the data generated where analyzed for proper compression. It's also contain how data are presented.

Chapter five of the research work clearly explained on summarized the whole chapter from chapter four. it's also contains conclusion and recommendation.

5.2 Conclusion

The restart study aimed at finding out the audience perception of social media information credibility and message adoption among Kwara poly students.

Giving the growing popularly and penetration of social media and the way influence people. This study at the understanding of how and the way social media

is being adopt amount the students of Kwara State polytechnic as credible Channels on messages.

Based on my finding and observation drawn from empirical data it shows that social media platform likes WhatsApp and Facebook perform a fertile role disseminating credible information and messages. It is also credible source of breaking news.

Social media information and messages can be propaganda. The audience also believe that social media information and messages can be propaganda because some of its information and messages comes in form of lies in other just to get the audience supports on something.

However, the audience also believe that credibility information and messages on social media is the main reason why Kara State polytechnic student adopt WhatsApp mostly. The research conclude that the social media is credible source of information's and messages by the students in adopting the social media information and messages is being determined to which (91%) of the respondents agree, 91% of the respondent does not agree of it.

5.3 Recommendation

In respect of the finding, the following, the following suggestion have been mode.

1. Students should make sure the messages they are passing through the platform has been verified and valid before sharing them.
2. Media users should ensure to confirm information and messages so correctly before they share it as this would help to reduce incredible information and messages on social media.

3. Regulatory bodies should impose heavy sanction on people spreading incredible information and messages in the country
4. Social media users should always try to cross information/messages received on social media form traditional media like the punch, the metron, NTA, FRCN and others in order to verify the authenticity of message and information.
5. Members of the public are encouraged to desist from the various advisers is the usage of the social media for the interest of greatest number of Nigeria's found to be users of the site in search of various relevant pieces of information.
6. Media practitioner and academies should devote time to educate the people to avoid negatives of the social media as they form major credible of public communication in Nigeria now.

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