

# **INFLUENCE OF SOCIAL MEDIAL ON THE CREATION OF JOB OPPORUNITIES AMONG RESIDENTS OF ILORIN METROPOLIS**

**BY**

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## **CERTIFICATION**

This is to certify that this research work has been completed, By **ALI**

## **CERTIFICATION**

This research work was read and approved for meeting the requirements, is recommended for the award of Higher **National Diploma (HND) in Mass Communication** of Institute of Information and Communication Technology (I.I.C.T), Kwara State Polytechnic, Ilorin.

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## **DEDICATION**

This project is dedicated to almighty Allah my sole source of sustenance knowledge and protection and all my lectures ( both in western and Islamic educational institutional) for furnishing me with function knowledge and also to my late parents mr & mrs owoyemi obalowu and to these who take over there responsibility mr. Wahab Adekunle, mrs shakirat Adekunle, Adeleke Abdul Azeez Abiodun and also kalifa Abdul ganiyu saliman owoyemi

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND TO THE STUDY**

The effects of social network platforms on employment generation has been accorded minimal attention, however it is important to explore the impact this evolution has had on a major part of the economy, which is the labour market. A labour market in an economy functions with demand and supply of labour, whereby "labour demand" is the firms demand for labour and "labour supply" is the workers supply of labour. However the demand for and supply of labour are determined by a number of factors, one of which is access to the supplier and demander. In addressing the issue of access which can be coined as recruitment, technology can be said to have played a great role.

The evolution of the Internet to web 2.0 has witnessed the rise of a phenomenon known as Social Media Networks (SMN). It is a relatively new era of web 2.0 technologies. The growth and buzz created effectively matches that of the dot-com era, becoming a facilitator of social interactions and collective action in cyber space (Parameswaran et al., 2023). Users of social media tools use them in a variety of ways for varied reasons, including professional and personal reasons. These activities include building networks of friends or colleagues, entertainment value from watching interesting videos, for publishing thoughts, recruitment, building reputations and that is just to name a few of its uses. It has become an effective communication channel that is increasingly embraced by jobseekers and it is changing the way they interact with organizations. This shift has had an impact on recruitment - where an evolution has already been witnessed, from traditional forms of recruitment to Social Media.

Social networking sites are able to provide a method for organizations (firms demand to build two-way communication and engage prospective employee (workers supply). The use of social media as a recruitment tool throws up some opportunities and challenges for employers and prospective employees. Social media potentially offers speed, efficiency and the ability to target and attract specific, particularly apposite candidates in the recruitment process. It can provide a useful additional source of information on potential job candidates, especially since some data (at the personal as well as the professional level) may not be generated for the purpose of recruitment, and therefore may provide candid supplementary information on the applicant. For prospective



employee it potentially offers multiple sources of information about the employer and the possibility of contact with existing employees to gain a more realistic job preview. Examples of social media include Facebook, LinkedIn, MySpace, Twitter, and Jobberman.

Although there are some specific differences that exist between these sites, on the broader scale, they are the same. (Smith, 2023). "LinkedIn and Facebook, however, stand out as recruiting tools since they both include job-posting features for recruiters. Facebook and LinkedIn are most popular among young professionals. In a study conducted on 430 employees, LinkedIn and Facebook use is highest among the employees who are aged 26 to 45. In addition, 52% of the people surveyed use LinkedIn, 49% use Facebook, 31% use MySpace, and 6% use Twitter (Skeels, 2023).

Employers who use LinkedIn and Facebook, as a result, have the highest potential of reaching young professionals in the workplace. In July 2019, Facebook revealed that it had over 900 million active users (Schroeder, 2019). In August it was reported that U.S. web users spent 41.1 million minutes on the website. That is equivalent to 9.9% of their entire time web-surfing that month (Schroeder, 2019). LinkedIn, on the other hand, has 30 million users and is used purely for business and networking reasons (Bulik, 2020)". Both of these sites, as a result, allow users to connect with others and tap into their internal network and contact business professionals. Based on the foregoing it can be seen the changes that have and can occur using this technological evolution, however there is scarce academic research on the role social media has played in employment generation in Nigeria and the role it can play in bridging the unemployment gap in the economy.

The size of the labour market in any economy is very important and cannot be left unattended to. The 18% growth rate of unemployment in the last 5 years (Index Mundi, 2019) has set off an alarm. The Unemployment problem in the country is one that cannot be left unattended to. Between the years 2000 and 2004, the national unemployment rate was increasing and decreasing. However, from the year 2005, the figures have been on a steady increase from 11.9 in 2005, 12.3 in 2006, 12.7 in 2007, 14.9 in 2008, 19.7 in 2009 and 21.1 in 2010 (NBS, 2010). This unemployment rates cut across all states, tribes and genders although with gender it varies with the different sectors of the economy. The major employer of labour is the agricultural sector employing about two-third of the entire labour force and responsible for 30.9% of GDP.

The labour market is becoming increasingly competitive as more graduates are being released from the various tertiary institutions without the necessary demand for them. This gap caused by the ever-increasing labour supply has left the government of the country with a serious problem in their hands. An attempt to curb this growth has led to several policies being put into place. Some of these include the introduction of the EDS (entrepreneurial development studies) to the curriculum of students in the Universities. This is aimed at reducing the number of Job Seekers and increasing the number of Job Providers in the country. However, this has not been very successful because most of the universities make these classes theoretical rather than practical in nature.

In the continued attempt to reduce the unemployment figures, a new development has been linked to the employment status of people. It is the epidemic called social networking. According to Pinstripe, 2012, half of all adults belong to at least one of the three main social networking sites; Facebook, Twitter and LinkedIn. Social networking is fast becoming a concept common to every individual and is used both for personal and professional activities. Many use it to reconnect with old friends while others use it as a platform for advertisement. But more recently, it has been used increasingly for connecting the two sides of the labour force together. A study done by Jobvite, (2009) showed that 83% of companies use or plan on using social network for recruiting. When the study was repeated in 2010, it was discovered that the figures had moved up to 92%. This use of social media for the purpose of recruiting has been termed Social Recruiting.

According to Jobvite 2019, "Social Media has quickly become a dominant force for companies to find and hire quality talent. This is because it allows employers to tap extended networks for candidates that would not have been found otherwise, social recruiting offers tremendous value to companies of all sizes. It has become an essential avenue for recruiters to successfully compete in the war of talent".

## **1.2 STATEMENT OF THE PROBLEM**

The level of employment in a country can be used to gauge its economic performance. This is because attainment of full employment is one of the macroeconomic objectives of any nation. An attainment of full employment means that the available resources; human and otherwise are being effectively used. However, contrary is the case when it comes to unemployment, it is always a concern to the government of a country and the citizenry at large. It involves wastage of resources



and a country operating within its Production Possibility Frontier (PPF). The growing rate of graduate unemployment calls for immediate attention because these are the people who are meant to be the heart of the labour force.

The current level of unemployment in the country is 23.9% (World Bank, 2013). According to the chairman of the SURE-P program, there are at least 40 million Nigerians without job. The level of job creation in the country has been inadequate to keep up with the pace of the expanding working age population. This is due to the lack of developmental programmes being put in place by the government. Even more disturbing is the fact that the youth unemployment makes up 50% of the total rate (Rise Networks, 2013). The youth which represent the future of the country are mostly unemployed. There is therefore a need to try and reduce and gradually eradicate this phenomenon. It is in light of this, that I plan on showing how social recruiting can be used to solve this challenge facing Nigeria. Social Recruiting is being used in all developed countries and as slowly started entering the Nigerian Recruitment System. It is a system whereby buyers and sellers of labour come together via Social Network Platforms. Even though the major challenge facing the Nigerian Labour Market is the excess supply of labour given the level of demand, Social Recruiting still looks at how even firms try to make their companies more attractive so as to get the best available applicants in order to increase their level of productivity.

Social Recruiting as a solution to this problem is majorly because we are in an electronic age. 80% of people own at least one gadget; either a laptop or a tablet or a Smartphone which is usually connected to the internet and with the emergence of Social media such as Facebook, Twitter, LinkedIn, Instagram, most youths spend a lot of time on the internet. Even though there is a downside to this, the advantages outweigh the shortcomings. This is because most employers are not looking for plainly book smart people, they want people who are flexible and can adapt quickly to change. They therefore see participation on Social media as a proof of this much sought after attribute. This research through the use of Questionnaires hereby seeks to show how participation in Social media especially the giants; LinkedIn, Facebook and Twitter can help in the reduction of the unemployment status and strengthen the Labour Market as a whole.

This study therefore aims at looking at the influence social media have on employment generation in Nigeria, to look at how based on the success stories in other countries can be fully

utilized here to gain such results both now and in the future. It also aims at looking at the extent to which it has been used in the country so far and the possible room for improvement.

### **1.3 OBJECTIVES OF THE STUDY**

The main objective of this research is to find out the impact social media have had on employment generation for Nigeria youths. While the specific objectives include:

1. To examine the extent social media have been used to reduce the unemployment level in Nigeria.
2. To examine the effect of social media on the quality of employees.
3. To examine the impact of social media among the employers and employees in Nigeria.
4. To examine how the impact of social media has leads to Employment Generation among youths in Nigeria.

### **1.4 RESEARCH QUESTIONS**

1. To what extent have social media been used to reduce the unemployment level in Nigeria?
2. What is the effect of social media on the quality of employees?
3. What is the impact of social media among the employers and employees in Nigeria?
4. What impact does social media has that leads to Employment Generation among youths in Nigeria?

### **1.5 SCOPE OF THE STUDY**

This research work will be based on questionnaire that will be distributed among students. This research has succeeded in asking 100 recipients about the influence of social media on the creation of job opportunities for Nigerian youths. Kwara State Polytechnic is our case of study and the responses of the respondents will be gathered after the first semester examination of the 2022/2023 academic session.

### **1.6 LIMITATIONS OF THE STUDY**

Given that the method of data collection is the use of questionnaires, we are bound to encounter some errors in the compilation process. Also, the paper lacks sufficient external validity due to limited time and space for researches of this nature always resulted in a narrow focus on other themes that could cover the general scope on the influence of social media on the creation of job opportunities for Nigerian youths.

### **1.7 SIGNIFICANCE OF THE STUDY**



This research is of utmost importance as it addresses one of the major challenges facing the Nigerian economy and it seeks to find out ways in which this problem can be addressed. A lot of works have been done previously on social media, but little or no intensive work has been done on relating the social network presence to the recruitment process in Nigeria. Also, most studies look at social media in terms of social contacts rather than social media. It is also important for us to move with the changes going on in the world.

This study therefore aims to show how this has been implemented in other countries and how it can be of use to Nigerians since the major cause of unemployment is the inability to bring the supplier and demander of labour together. Through this research, policy options would be provided that would be useful to economic policy makers in policy making and also, it would also be useful to organisations and government in making impactful decisions.

## **1.8 DEFINITION OF TERMS**

**Social:** Pertaining to, or characterized by friendly companionship or relations.

**Networks:** Associations of individuals having common interest, formed to provide mutual assistance, helpful information, or the like.

**Networking:** A support system of sharing information and services among individuals and groups having a common interest.

**Social Networking:** The development of social and professional contacts.

**Social Recruiting:** It is the process of sourcing or recruiting candidates through the use of social platforms as promotional and/or advertising channels by employers and recruiters.

**Social Media:** Websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts.

**Job:** Refers to a paid position of regular employment.

## **CHAPTER TWO**

### **INTRODUCTION**

Social media has rapidly evolved from a platform for personal interactions to a significant driver of economic and professional opportunities. Its role in job creation, professional networking, and recruitment has become a prominent area of research. This literature review examines existing studies on the influence of social media in fostering job opportunities, highlighting the mechanisms through which it impacts employment landscapes.

### **LITERATURE REVIEW**

The need for social interactions between human beings has always existed resulting in the creation of platforms or networks for either informal or formal social interactions. Humans are profoundly social beings (Frith and Frith, 2001). Social networks are studied across a wide range of disciplines from sociology to science and technology. Freeman (2006) studies social networks as structures made up of individuals connected by interdependencies including common interests, friendship, business communities or even dislikes. A common misconception holds that social networks are primarily technology based but as Coyle and Vaughn (2008) point out, social networks have been in existence long before the rise of the Internet age due to humans' infinitely societal nature and dependence on these relationships to survive. The previous authors identify advances in technology as the element that has altered the scope and manner in which we connect with each other.

Charron et al., (2006) believe the emergence of the easy connections social computing enables is 'brought about by cheap devices, modular content, and shared computing resources? The increasing growth in the 'social computing' phenomenon represents a departure from the business computing era (Parameswaran & Whinston, 2007a). This is characterized by a shift in the scope and structure of the organization with the emphasis being on the 'social organization where a grassroots approach is favoured over the traditional top-down approach (Parameswaran & Whinston, 2007; Clapperton, 2011).

This literature review will examine the emergence of social media tools in companies in the private sector for recruitment purposes. It will look at how this has been engaged in other countries and the results gotten so that it can be implemented in the Nigerian Labour Market.



The study of the existing literature will begin with an examination of the emergence of social media tools against a historical backdrop to give a richer understanding of the concept. Due to varied and often ambiguous meanings attached to the term 'social media' in the literature, the author will attempt to provide a definition by exploring varied concepts that have contributed to the rise of the social media phenomenon.

Also, the strategic forces pushing companies to use SM for recruitment purposes will be evaluated. In addition, an investigation into the functionalities of key online channels will be carried out based on a classification scheme and users of these tools will be classified based on their usage. At the end of this chapter it is hoped that a critical understanding of this phenomenon will be exhibited and a justification for the empirical research will be provided.

## **2.1 CONCEPTUAL FRAMEWORK**

### **2.1.1 Defining 'Social Media'**

The literature is abounding with a number of terms that are used interchangeably by a variety of authors to describe social media. These include but are not restricted to:

'social computing', 'web 2.0', 'social platforms' and 'social networks'. Wellman (1999) describes social networks as a set of people, organizations or other social entities connected by a set of socially meaningful relationships. Parameswaran & Whinston (2007b) choose to view it from a technological viewpoint by defining 'social computing' as a collection of technologies - blogs, online business networks, and peer-to-peer networks etc. - that enable social interaction and collaborative action online.

Clapperton (2011), supports the view of the previous authors by describing them as Internet based tools that allow readers engage with the writer or with the community online and in public. To elucidate a definition of 'Social Media', authors distinguish between concepts that make the phenomenon possible. The foundation for social media is the evolution of the web to its current form and the increase in content created by the end users.

This is a view supported by Kaplan and Haenlein (2010), they contend that User Generated Content [UGC] represents the sum of ways in which users interact with social media while web 2.0 serves as the platform for its growth. This author will attempt to expound on these key concepts. At a conference brainstorming session in 2005, the concept of web 2.0 was born. The term was used to describe a turning point for the web after the dot-com bubble burst (O'Reilly, 2005). The

previous author describes Web 2.0 as the 'architecture of participation'. This is because it provides a platform for continuous modification of content by all users in an engaging and collaborative way (Kaplan and Haenlein, 2010).

Critics believe this is another marketing buzzword, however, proponents of web 2.0 assert that a shift occurred from the passive nature of the earlier version of the web - web 1.0 - to a more dynamic environment where people take part in what happens on the Internet (Dearstyne, 2007; Cormode and Krishnamurthy, 2008; Balim, B. and Dogerlioglu O., 2011; Clapperton, 2011). As stated earlier, there are many who consider Web 2.0 as the platform for the social media evident in society today (Parameswaran & Whinston, 2007b; Mangold and Faulds, 2009; Kaplan and Haenlein, 2010).

While no definition has gained widespread academic acceptance, Constantinides and Fountain (2009) define web 2.0 as "a collection of open-source, interactive and user controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes. Web 2.0 applications support the creation of informal users 'networks facilitating the flow of ideas and knowledge by allowing the efficient generation, dissemination, sharing and editing / refining of informational content."

Although, Kaplan and Haenlein (2010) distinguish between web 2.0 and UGC as separate entities, this author believes that UGC is at the core of web 2.0 and as such both are intricately linked to one another. What differentiates web 2.0 from its earlier incarnation is the interactivity and collaboration that exists. This assertion is supported by Wunsch-Vincent (2007), who refer to UGC as 'one of the main features of this so-called participative web'. Amateurs who were at the consuming end of the web spectrum have been empowered to generate and broadcast their own content (Clever et al., 2009; Kaplan and Haenlein, 2010). Perhaps due to its self-explanatory name, no standard definition exists in the literature.

However, the OECD (2007) proposes three (3) requirements for content to be classified as user generated. They are, content must be publicly available on the Internet (includes social networking sites and websites), have a certain level of creativity, and content must be created in a non-professional environment/context. Several authors contend that UGC was in existence prior to the emergence of the much-discussed evolution of the web. Its growth can be traced to a number



of drivers that make it fundamentally different from its earlier form (Balasubramaniam, 2009; Kaplan and Haenlein, 2010).

The four (4) drivers highlighted by the OECD (2007) include technological, economic, social and legal drivers with factors such as high speed Internet connections, increased hardware capabilities, a younger generation with extensive technical know-how and a readiness to engage online, widespread availability coupled with cheaper prices of tools, and rising end-user agreements (OECD, 2007; Balasubramaniam, 2009; Kaplan and Haenlein, 2010).

Based on the assertion that UGC and web 2.0 provide the context for the social media platform, Kaplan and Haenlein (2010) define social media as "a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow for the creation and exchange of User Generated Content". Therefore, the term 'social media' will be used in this paper to refer to both web and mobile-based technologies that facilitate and transform communication into interactive dialogue.

### **2.1.2 Overview of the Evolution of Social Media**

The emergence of social media has been heralded in the literature as the dawn of a new era. Blackshaw and Nazzaro (2004) describe the emergence of new diverse sources of online information created, shared, distributed, and used by people with the aim of educating one another about interests, personalities, issues, products, and services known as 'social media'. However, a number of authors contend that the phenomenon is far from ground breaking (Kaplan and Haenlein, 2010).

The idea behind the social media has existed for a number of years but present day advances in technology have enabled what was hitherto unavailable. There are indications of social networking as early as 1978 before the development of the World Wide Web. At the New Jersey Institute of Technology, Murray Turoff and Roxanne Hiltz created an Electronic Information Exchange System (Turoff et al., 1993).

Users were able to email each other, view the bulletin board and use the list server (Hiltz & Turoff, 1978; Wasserman & Faust, 1994). The following year, Duke University graduate students, Tom Truscott and Jim Ellis created Usenet. It was an environment where Internet users could read and post in different categories or newsgroups, as they were known (Lueg and Fisher, 2003). This

largely resembled the Bulletin Board System [BBS] that gained traction in the late 70's, which equally allowed the exchange of news, messages, data and even software.

The oft talked about present day social media is born out of a confluence of advances in technology (Parameswaran & Whinston, 2007b). The closest resemblance to its modern day counterpart was SixDegrees. The website became the first to fully integrate features that previously existed as standalone applications (dating websites, online communities, AOL Instant Messenger etc.) by enabling users create profiles, list friends and eventually, allowing users surf friends lists (Boyd and Ellison, 2008).

The site was not fully equipped and closed down mainly due to a lack of extended friends online and insufficient social interaction (Weireich, 2007). Several community tools such as MiGente, Live Journal, and LunarStorm followed this lead and combined profiles and friend lists on their sites. The reach of social networking began to extend beyond its original form into the business community with the creation of Ryze, Tribe.net, and LinkedIn to enable people leverage their business networks. While Ryze never achieved mainstream popularity and Tribe.net carved out a niche user base, LinkedIn has grown to become one of the most powerful business services available (Chafkin, 2007).

In 2002, Friendster, a social complement to Ryze was launched (Boyd and Ellison, 2008) with the aim of helping friends of friends meet (Abrams, 2003). Its popularity surged stemming from increased media interest leading to an increased volume of users replacing their email accounts with Friendster, thereby contributing to the technical and social difficulties the site suffered (Boyd, 2006b). Due to a combination of factors - technical the site leading to a waning popularity in the US.

difficulties, social collisions, and mistrust between users and the site - initial adopters left. However, the site fared better in Asian markets (Goldberg, 2007). Friendster has been called the biggest disappointment of the Internet age (Chafkin, 2007) perhaps because it failed to build on its early signs of promise; however, it retains significance because it inspired like-minded sites (Skeels and Grudin, 2009).

Chief among the next wave of social networks was MySpace, who entered the market and gained popularity on the back of the dissatisfaction of Friendster users. It corrected the limited scalability issues and lack of multimedia issues of Friendster (Parameswaran & Whinston, 2007b).



Its differentiating factor was it allowed users customize their pages and user demand for features was taken on board (Boyd, 2006b). It has been described as a sprawling anarchy that achieved popularity with the youth (Skeels and Grudin, 2009). A number of successful brands e.g. Facebook, YouTube, Twitter, have been able to build on the early successes.

### **2.1.3 Social Networking Sites**

Social Networking Sites (SNS) are tools that enable people with commonalities connect with each other while empowering them to generate their own content and communications upon creation of a public profile (Acar and Polonsky, 2008; Kaplan and Haenlein, 2010). In a broader sense, SNS can be described as web and mobile based services that enable end-users create public profiles within a bounded system, articulate a list of users with which they have a connection, view and traverse their list of connections including those made by others within the system; although the nature and nomenclature differs depending on the site (Boyd and Ellison, 2008).

Facebook, Twitter, LinkedIn, MySpace, YouTube are all social networking sites and together they make up what we call Social Media. The content of these sites is determined by the users. They are the most popular SM tools today with users confusingly grouping all tools as SNS. Increasingly, organizations use SNS as a recruitment tool, to find eligible employees. They also use it to facilitate the creation of brand communities (Muniz and O'Guinn, 2001). Its unique feature resides in its ability to enable users articulate and make visible their social networks (Boyd and Ellison, 2008). The most popular SNS is Facebook, according to Comcast (2009) had a user base of 350 million people which has increased to 540 million people (Careerbuilder, 2012).

However, other SNS are prominent in different regions; Hyves is popular in the Netherlands (Constantinides and Stagno, 2011), Orkut is the most popular SNS in Brazil (Nielsen, 2010), and Kontakte was until recently the most popular social networking site in Russia, while Bebo is extremely popular in Australia, the United Kingdom, and New Zealand. Surprisingly, Friendster remains popular in the pacific areas (Boyd and Ellison, 2008). 86% of recruiters have been found to go through social profiles in their recruitment process during which profanity and poor spelling dampen the possibility of getting the job.

The social media has gradually evolved from being a platform for personal activities to a professional one. There exists a high-level of self-presentation and self-disclosure on these sites (Kaplan and Haenlein, 2010). Rdube (2010) categorizes SNS into six (6) categories; informational,



professional, education, hobbies, academic, and news related. 48% of the American population have a social network profile and spend  $\frac{1}{4}$  of their online time on these sites (Careerbuilder, 2011). Also, 79% of the top 100 Fortune 500 use Twitter, Facebook, YouTube or other corporate blogs, 93% of social media users believe a company should have social media presence and 85% of social media users should go past social presence and start to interact with its customers.

LinkedIn is a more professional SNS than Facebook. It is a business service that offers a platform for professionals in different industries to interact and communicate. It provides immense benefits in the manner in which organizations can connect with high-value individuals free-of-charge (Clapperton, 2011). There is more emphasis on self-presentation and relationships are based on connecting with people you know, who in turn refer you to who you want to meet, thereby creating a reputation based network. The main functionality LinkedIn offers is identity. The secondary functions are reputation and relationships. The latest statistics show that there are over 85 million professionals on LinkedIn worldwide with about 700,000 networking groups. Its products such as 'Talent Advantage' and the CV dashboard are designed to help recruiters who want to get the best out of the functionalities by helping to improve the search capabilities and release relevant job seeking data such as CV buzz words used by recruiters.

Facebook is a social utility that aids users interact and keep in touch with friends, family and co-workers (Chui et al., 2009; Seenadheera et. al, 2011). Its origins are from the academic community, this SNS was started as a means to keep alumni and college friends in touch, however its reach has far extended beyond this and people all over the world use this service to stay in touch (Clapperton, 2011). The primary functionality here is relationships. The secondary functions however include: identity, conversations, reputation and presence. A study carried out in Ireland on the impact of social media on recruitment in 2012 showed that 52.6% of respondents have a Facebook page and 21.3% of them find it effective for recruitment. However a study by Jobvite (2012) shows that it is 26% generally

Viadeo is a French site that was launched in 2004. It is a Web 2.0 professional website with 55 million members worldwide (Viadeo, 2013). It is considered to be the major rival of LinkedIn in professional social networking. However, it is mostly unheard of in most countries and is only a third of LinkedIn's size. One of the qualities it offers is accessibility of seven different languages (French, German, Italian, Russian, English and Portuguese). It also offers more collaborative



services than any of the other professional networking sites, it has applications such as 'Poll Daddy', 'Google Presentation' and Lotus Notes that enable you to share documents amongst users (Nigel Wright, 2011).

Twitter is an online microblogging and social networking site with about 500 million users that enables users to read and send messages that are limited to 140 characters.

Although it started out as a purely social network, but with 51% of active twitter users following companies, it is being increasingly used as a professional network. This trend started with employers going to look at their employees 'tweets' to see what they were using their spare time for and also saying about the company. Now Twitter is being increasingly used by employers to recruit people. Many employers large and small value Twitter as a source of information about their candidates, using spin-off sites such as [twitjobsearch.com](http://twitjobsearch.com) and tools such as Tweet Deck to tap in to the 'twisphere' and find out possible information about their consumers and candidates (Nigel Wright, 2011).

#### **2.1.4 Classification of Social Media Users**

At the start of the social media phenomenon, adoption of social media tools was predominantly by youths aged 16-25 (Boyd, 2008; Nielsen, 2009). Despite this, recent trends show that adoption rates with users aged 35-49 and 50-64 has increased rapidly, especially on the social networking site, Facebook (Nielsen, 2009; Clapperton, 2011).

The users of social media can be found in a number of disciplines ranging from students to professionals in industry. It is this sort of variation that indicates that users are almost as varied as the tools they use. The implications of this for organizations is that a deeper understanding of consumer behavior is required due to the varied nature of the user in order to formulate different strategies that promote efficient and effective use of tools in engaging and communicating with different demographics. The dynamic nature of users prompts organizations to understand consumer behavior and leverage it to develop stronger, more personalized relationships with customers (Szmigin et al., 2005).

There have been attempts to classify users based on different rationales. Gladwell (1996) attempts to classify them based on their ability to affect information flow. He breaks them down into, Connectors who are very social and have a vast number of friends contributing to their ability to reach large numbers with messages. Mavens Listen, evaluate messages and are a trusted

voice. This allows them regulate and offer feedback that is valued. Salesmen are a vital source for passing across messages. They are capable persuaders irrespective of their expertise. However, the most common method of classifying these users is based on their level of use and activities performed.

Constanindes and Stagno (2011) classify users into three (3) groups based on a segmentation study carried out on Dutch students: Beginner User, Social User, and Informational User. In their classification, the beginner user is typified by engaging in low levels of entertaining and social activities using social media tools while social users are characterized increased levels of entertainment and social activities compared to the former group and also, some content distribution activities. On the other hand, informational users show high levels of information seeking activities coupled with engagement in social and entertaining activities, as well as content distribution albeit at a more passive level than social users. A more conventional classification groups users into three (3) broad groups: No use, Passive Use and Active Use. In their book, "Groundswell: Winning in a World Transformed by Social Technologies",

Li and Bernoff (2008) classify users of social media tools based on participation and levels of involvement. They use a framework called 'Social Technographics Ladder' to provide a more detailed and drilled down classification compared to the previously discussed ones. They contend that participation in these channels is dependent on demographic, behavioral and psychographic factors. Their classification provides organizations and practitioners using social media tools with insight into the level of participation and varied ways people from different demographic backgrounds use these tools. Their framework of users includes:

**Creators:** This group of users is at the forefront of social media use. They are responsible for publishing websites, uploading content to these sites, or publishing and maintaining blogs. They constitute 13% of the US online consumers (Forrester, 2007).

**Critics:** This group effectively reacts to content being published by creators in the form of blog comments, posting and rating reviews. 19% of US online consumers belong in this category (Forrester, 2007).

**Collectors:** This group performs the important task of collating and aggregating the content created by creators and critics (Li and Bernoff, 2008). They tag web pages and utilize RSS feeds.



Joiners: Users in this category, participate and have profiles on social networking sites e.g. Facebook, LinkedIn etc.

Spectators: They generally spend the least effort in using social media tools. They are the ultimate consumers, spending their time reading blogs, checking for news or activity updates, watching peer generated videos, and listening to podcasts among other activities.

They contribute 33% of the US adult online consumers.

Inactives: This group of persons does not contribute or participate in any online activities. They constitute the highest percentage of online consumers.

The social technographics ladder also holds the assumption that users higher up the ladder also perform activities that characterize users lower down the ladder. This author believes that some links exist between the various classifications looked at.

### **2.1.5 The Nigerian Labour Market**

There is a consensus to the definition of unemployment. Unemployment as defined by the International Labour Organization (ILO) is the number of economically active population who are without work but available for and seeking work, including people who have lost their jobs and those who have voluntarily left work (Obadan & Odusola; World bank, 1998). Nigeria is lacking in the most important social amenities such as stable electricity, roads, security, etc (Adawo et al, 2012).

This accounts for the high rate of unemployment as the cost of production becomes higher than should be making our products non-competitive, companies trying to survive therefore try to get the most they can from the smallest possible amount of workers. Also, most of the companies have closed down due to the little or no profit being made. The textile industry which employed a vast majority of the labour force has now completely closed down because the foreign products being imported into the country were of better quality and also cheaper (Nmadu, 2011).

Also, in 2008, the leading rubber company Dunlop left the country for Ghana for the same reason after suffering a loss of about 2 billion naira (All Africa, 2008). There is a gross inadequacy of policies to prevent this. The government has continually failed to implement policies that will help create jobs. Studies have shown that investment in the power sector would have a lot of positive multiplier effects. The power sector is said to be able to generate over one million jobs if invested in (Chinedu, 2014). This will include the amount of jobs created in fixing the faulty supply

Recruiting grants you access to resources not under your control by granting you a access to a field of qualified prospects via your social network presence.

### **2.3 REVIEW OF RELATED STUDIES**

Several empirical and methodological reviews of researchers suggest that a positive relationship exist between Social Network participation and Recruitment.

A work done by Nordman and Doumer (2009), on the role of social Network an Transitions in West African Labour Markets made use of a first-hand survey in which a representative data sample of 2000 people were used. Using very detailed information on Social Networks as well as Discrete-time data, they found out that social networks do in fact have a high degree of influence on the labour market outcomes but these however depends on the considered dimension of the social network and not necessarily on the network size.

Another work done by Giulietti et al (2010), shows that not only do social networks help improve your chances of getting a job, but they also increase your chance of getting a higher pay. The research was done using a unique survey based on the size and quality of the networks in which the results were used to estimate regression models of wages on Social Networks. The results gotten from this research were corroborated by the employment status and wages of those who used more formal means.

Another study done in Australia by Piracha et al (2013), confirms the results gotten by Giulietti et al (2010). The wages which were measured using the Household Income and Labour Dynamics in Australia (HILDA) showed that those who got their jobs through the informal methods had higher wages than those who used the more formal methods.

A paper on Web-based recruitment in the millennial Generation looked at how the digital era has replaced the traditional recruitment methods. Using 493 individuals, they were able to show that the web-based recruitment method was found to be more attractive both for the Millennials as well as their employers.

A work done by Poulami Banerjee tried to find if Social Networking Sites were a 'Fad or Breakthrough in New Age Recruitment' the author tried to find out the impact of the new trend in recruitment which was increasingly being used across firms in India both by the young and increasingly by the old. The study made use of inputs from publications as well as personal interviews with professionals, it gathered information both from the employers and the jobseekers



and used graphical models to analyse the data gotten. The result gotten showed that indeed it was a breakthrough and that there were still various aspects of social recruiting that can be tapped into to gain even more value.

Goel (2008) states that, the youths in their prime are tipped to be the drivers of social media with Web 2.0 applications and the wide acceptance of this new media into the new world. There is a wind of change all over the world regarding the exodus from traditional media to the new media.

Kaplan and Haenlein (2010) share the same view, they maintain that social media have brought into reality a global village which Marshall McLuhan envisaged some years ago, they went further to list the following as social media sites: Twitter, Blogs, Facebook, Instagram, Skype, Tumblr, YouTube, Podcast, 2go, Eskimi, Flickr. (Tapscott, 1998), believes that using this platform can help youths think more critically. (Abubakar, 2011) also states that, there are many issues surrounding social networking sites particularly with the youths who constitute the majority users of the new interactive platform. However, researchers have ignored the effects of social media on communication patterns; this may not be far from the fact that researchers, particularly in Nigeria have not thought about the implications of social media on communication pattern.

Ahaotu & Amadi (2014), in their study show that, 94.9% of youths sampled use social media not only for social purposes but also for teaching, research and also business purposes, amongst others. The most preferred social media sites used by the respondents sampled in that study was Facebook. The youths sampled also said they belonged to other social media communities such as Twitter, HiS, My Space, and LinkedIn, etc.

and used graphical models to analyse the data gotten. The result gotten showed that indeed it was a breakthrough and that there were still various aspects of social recruiting that can be tapped into to gain even more value.

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## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

This chapter will outline the methodology that will be used in this study. The research design, population and sample design as well as the research instruments of the study will be discussed. To examine the model used to explore the effect that social media networks have on employment generation in Nigeria. This chapter will put emphasis on the measures and scales that will be used in this study and also the method of data presentation and analysis.

The aim of this research as stated earlier is to explore influence of social media on the creation of job opportunities for youths in Kwara. In order to provide an objective and conclusive study, considering the time constraints and financial constraint hindering the scope and premise of the study, the paper will adopt the survey research method in answering the research questions.

#### **3.1 RESEARCH DESIGN**

A research design is a blueprint of a scientific study. It includes research methodologies, tools and techniques to conduct the research. It helps to identify and address the problem that may arise during the process of research and analysis. A research design also called a research plan is a plan to answer a set of questions (McCombes, 2019).

The research is a study on the influence of social media on the creation of job opportunities for Kwara youths. The nature of the research design is descriptive.

Through the use of primary data, the researcher will be able to find out the relationship that exists between Social media presence and recruitment. The research participants studied will include employed people within the age of 21 and 35 as they are the ones who majorly engage social networks for recruitment. 100 questionnaires will be given out in Ilorin where the research will be carried out. The survey will be used to assess whether or not people belong to Social Networks for professional reasons and if it has helped them in their employment pursuit.

#### **3.2 POPULATION OF THE STUDY**

Population refers to a set of all possible cases of interest on a research report. In most cases it is the group to which the researcher plans to generalize his research. The population of the study refers to the total number of the people involved in the study. (Adeagbo, 2011). Babbie (2010) defines population as the aggregation of elements from which a sample is actually selected. This affirms the population is the bigger group from which the sample which is usually smaller is drawn from. The population is a combination of members with similar characteristics where the sample

is drawn from with the notion that generalization can be made. The group of people that will be selected in the sample of the study will include the staff of Kwara State Polytechnic Ilorin. The reason for studying this group of people will be because of their awareness and exposure to social media activities and employment creation.

### **3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE**

A sample size can be referred to a picked or chosen group under research area which reasonably embodies the entire population of attraction or concern. i.e, a sample of population which has the attributes that are necessary to the study analysis or scrutiny. On the other hand, sample techniques is the method you employ while choosing a sample from a population. For example, you could select every 3 person, everyone in a particular age group, and so on, you must carefully consider your study before choosing an appropriate sampling technique. It has a significant effect on your results.

Making use of the online format of the Taro ya mane formula, the sample size for this study will be one hundred (100) and to mitigate the effects of poorly filled and unanswered instruments, total of two hundred (200).

### **3.4 INSTRUMENT OF DATA COLLECTION**

The term data collection tools refers to the tools/devices used to gather data, such as a paper questionnaires or system for computer-assisted interviews. Tools used to gather data include case studies, checklists, interviews, occasionally observation, surveys and questionnaires.

The instrument that will be used in collecting data for this research is the structural questionnaire. The questionnaire will be designed in a bid to elicit information from the respondents as regards the research in question. To arrive at this, the questionnaire was divided into two sections namely; section A: Respondents Demographic profile, Section B: Impact of social media on job creation among youths in Nigeria.

### **3.5 VALIDITY AND RELIABILITY OF INSTRUMENT**

Reliability and validity are both about how well a method measure something;

Reliability refers to the consistency of a measure (whether the results can be reproduced under the same conditions). Validity refers to the accuracy of a measure (whether the results really do represent what they are supposed to measure).

Main concern of reliability is precision and accuracy, which are important in research measurement. According to Amusan (2004), a measurement is said to be reliable if it measure



consistency under varying conditions and at different times a person's performance or trait. He further states that it reflects the consistency or trustworthiness of that instrument.

Therefore, to ensure reliability of the research instruments, a pilot study would be carried out by administering 100 of the research instrument to students, to get feedback on their understanding of the questions and possible adjustments to be made where necessary.

Reliability of the instrument would be determined by calculating the Cronbach's alpha coefficient from the results of the pilot study. According to Ary (2006), an instrument must have Cronbach's alpha value of 0.7 or above to be considered to have adequate internal consistency and reliable for use with a given population. The items which if found to lower the value below 0.7 will be deleted from the questionnaire. The questions in the questionnaire were reviewed and subjected to support review and approval to ensure that precise and appropriate questions were asked.

### **3.6 METHOD OF DATA COLLECTION**

Data collections methods are the techniques and procedures used to gather information for research purpose. These methods can range from simple self-reported surveys to more complex experiment and can involve either quantitative or qualitative approaches to data gathering (Crewell, 2013).

To collect firsthand information, different tools in accordance with the qualitative and quantitative approaches for instance, the tools used to gather qualitative information through primary sources are in-depth interviews, document reviews, observation methods and group discussion. Contrarily, the primary source of data collection method in quantitative methodology includes close-ended questionnaire surveys, computer extraction and information systems as tools (Johnson & Tumer, 2008). However, the primary source of data collection is a time-consuming technique to collect information directly from the people.

Thus, another option for researcher is to use a secondary source of data collection, which only requires the inclusion of previous literature published in books or e-books, journal articles, commercial reports and authentic web pages as its fundamental tools (Gill, Stewart, Treasure & Chadwick, 2008). The present research opted for the use of primary source of the data collection to keep the research quantitative. Another reason for selecting both the primary method was to obtain maximum unbiased and firsthand data to reflect the people's perception regarding the importance of social media on job creation among youths in Nigeria.

Resultantly, the data collection through primary source could allow better comprehension as well as achievement of research objectives. The key tools used to collect primary data involved close-ended questionnaire filled by 100 participants selected randomly. Furthermore, the close-ended

questionnaire has been designed in a simple way containing 10 questions regarding the subject and relevant options using liberty scale.

### **3.7 METHOD OF DATA ANALYSIS**

Data analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data. In tensor quantitative research approach, the data analysis method also follows a quantified appose whereby saw numeric data is statistically analyses for making sense of the data and is comprehension unlike in research, which follows a qualitative research approach. Qualitative research approaches usually adopt an un-statistical approach for the analysis of the data since the data collected could hardly be quantified. The approach these type of research follow usually involves interpretation. The data collected in this study will be analyses descriptively and inferentially using tables. The descriptive statistics that were employed are frequency, percentage, mean and standard deviation. In order to answer the research questions, descriptive statistics showing the mean and standard deviations of each item were presented and inferential statistics showing the corrections.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

This chapter covers the presentation, analysis of data collected AND discussion of findings from the field as regards to the study. Researchers have identified this to be very effective.

**Table 1: Gender Distribution of Respondents**

Response	No of Frequency	Percentage
Male	75	50
Female	75	50
Total	150	100

From above table one, it shows that from the total population of respondents of 150, 75 (50%) each represent male and female respectively.

**Table 2: Age Distribution of Respondents**

Response	No of Frequency	Percentage
10-15	64	42.6
16-20	86	57.3
Total	150	100

Table 2 above clearly shows that respondents between 10-15 years of age bracket are 64(42.6%) while those of 16-20 years of age bracket are 86 (57.3%).

**Table 2: Religion of Respondents**

Response	No of Frequency	Percentage
Christian	64	42.6

Muslim	86	57.3
Total	150	100

Table 2 above clearly shows that respondents Christian are 64(42.6%) while those of Muslim are 86 (57.3%).

**Table 4: Employment Status**

Response	No of Frequency	Percentage
Employed	64	42.6
Unemployed	86	57.3
Total	150	100

Table 4 above clearly shows that respondents Employed are 64(42.6%) while those of unemployed are 86 (57.3%).

**Table 5: Social Media is the primary method of communication among youths in Nigerian.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 5 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to Social Media is the primary method of communication. 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree.

**Table: 6 Many companies/firms uses social networks for recruitment purposes**

<b>Response</b>	<b>No of Frequency</b>	<b>Percentage</b>
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 6 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to Many companies/firms uses social networks for recruitment purposes. 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree.

**Table 7: The use of social networks has brought more employment opportunities for people.**

<b>Response</b>	<b>No of Frequency</b>	<b>Percentage</b>
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9

Total	150	100
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Table 7 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to The use of social networks has brought more employment opportunities for people. 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree.

**Table 8: Social recruiting is better and more efficient than the traditional methods of finding jobs**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 8 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to Social recruiting is better and more efficient than the traditional methods of finding jobs 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree.

**Table 9: Social Recruiting has several negative effects**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9

Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 9 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to Social recruiting is better and more efficient than the traditional methods of finding jobs 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree.

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**Table 10: The positive impacts of social media for recruitment purposes outweigh the negative.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 10 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to The positive impacts of social media for recruitment purposes outweigh the negative 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree.

**Table 11: Social recruiting is better and more efficient than the traditional methods of finding jobs.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 11 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to Social recruiting is better and more efficient than the traditional methods of finding jobs 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree.

**Table 12: From your experience, social networks in connecting employers and people looking for work have been effective**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 12 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to From your experience, social networks in connecting employers and people looking for work have



been effective 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

**Table 13: The level of productivity in many companies since the beginning of the use of social recruiting has increased.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 13 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to The level of productivity in many companies since the beginning of the use of social recruiting has increased. 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

**Table 14: Most employment interview and recruitment process is now done through social networks.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9

Strongly Agree	30	19.9
Total	150	100

Table 14 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to Most employment interview and recruitment process is now done through social networks 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

**Table 15: The level of productivity in many companies since the beginning of the use of social recruiting has increased.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 15 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to The level of productivity in many companies since the beginning of the use of social recruiting has increased 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

**Table 16: Most employment interview and recruitment process is now done through social networks.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 16 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to Most employment interview and recruitment process is now done through social networks 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

**Table 17: The quality of many companies employees since the beginning of the use of social recruiting has been very good.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 17 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral to The quality of many companies employees since the beginning of the use of social recruiting has

been very good 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

**Table 18: The percentage of new recruitments in your firm that have been via social networks is very high.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 18 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral the percentage of new recruitments in your firm that have been via social networks is very high 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

**Table 19: Employment opportunities has been greater since many companies/firms started social recruiting**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9

Strongly Agree	30	19.9
Total	150	100

Table 19 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral Employment opportunities has been greater since many companies/firms started social recruiting 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

**Table 20: Being on social networks has impacted job opportunities on people.**

Response	No of Frequency	Percentage
Strongly Agree	30	19.9
Agree	30	19.9
Neutral	30	19.9
Disagree	30	19.9
Strongly Agree	30	19.9
Total	150	100

Table 18 shows that 30 (19.9%) of the respondents are strongly agree, agree, neutral Being on social networks has impacted job opportunities on people 30 (19.9%) of the respondents are disagree and 30 (19.9%) of the respondents are low strongly agree

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATION**

#### **CHAPTER FIVE**

##### **5.1 Summary**

This study investigated the influence of social media on the creation of job opportunities among residents of Ilorin metropolis. The objectives were to examine how social media platforms contribute to job awareness, skill development, entrepreneurship, and employment among residents. A quantitative research method was employed, using questionnaires distributed to selected respondents within the Ilorin metropolis.

From the analysis of data collected, the following key findings emerged:

1.     **Widespread Use of Social Media:** A significant number of residents in Ilorin actively use social media platforms such as Facebook, WhatsApp, Instagram, LinkedIn, Twitter (X), and TikTok.
2.     **Job Awareness and Information Sharing:** Social media was found to be a major tool for job advertisement and dissemination of employment-related information. Many respondents reported discovering job opportunities or gig work through platforms like WhatsApp groups, Instagram pages, and Facebook forums.
3.     **Promotion of Entrepreneurial Activities:** Social media platforms are used by residents to promote small businesses, freelance services, and creative content. This has led to self-employment and increased income generation, especially among youths.

4. Skill Development and Learning: Platforms such as YouTube, Instagram, and LinkedIn provide access to free and paid skill acquisition content, which has enabled individuals to improve their employability and create jobs for themselves and others.

5. Challenges Identified: Despite the positive influence, some challenges were identified, such as internet costs, misinformation, online fraud, and lack of digital literacy among some residents.

## **5.2 Conclusion**

The study concludes that social media has a significant and positive impact on job creation among residents of Ilorin metropolis. It serves as a tool for job discovery, networking, business promotion, and skill development. The digital age has redefined employment by enabling individuals to access opportunities, showcase their skills, and build sustainable careers through social media. However, the benefits can only be maximized when users are digitally literate and protected from online threats.

## **5.3 Recommendations**

Based on the findings and conclusion, the following recommendations are made:

1. Digital Literacy Training: Government and NGOs should organize digital literacy and online safety training to empower more residents to use social media effectively and safely for economic purposes.

2. Support for Online Entrepreneurs: Government agencies and financial institutions should support small businesses and freelancers operating through social media with grants, loans, and digital infrastructure.

3.     Encourage Professional Networking Platforms: Awareness should be created about professional platforms like LinkedIn, which offer more structured employment and career development opportunities.

4.     Monitoring and Regulation: Authorities should monitor and regulate fraudulent activities on social media to build trust in using these platforms for job-related purposes.

5.     Affordable Internet Access: Improved and affordable internet access will encourage more people to engage meaningfully with social media to seek or create job opportunities.



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## APPENDIX

### SECTION A: Bio-Data of Respondents

1. What is your Gender? Male ( ) Female ( )
2. What is your age? 10- 15 ( ) 16-20 ( ) 21-25 ( )
3. What class are you in? JSS 2 ( ) JSS 3 ( ) SS1 ( ) SS2 ( ) SS3 ( )
4. What is the educational background of parents? SSCE ( ) First Degree ( ) Second degree ( )

### SECTION B

#### Questions from the Research Questions

5. What is your level of exposure to educational broadcast? High ( ) Average ( ) Low ( )
6. Which educational broadcast are you expose to? Quiz ( ) Drama ( ) Excursion ( ) Poetry ( )
7. How often do you watch/listen to educational broadcast? Always ( ) Not always ( )
8. What is your judgement to Educational Broadcast? Educative ( ) Entertaining ( ) Informative ( )
9. What is the influence of educational broadcast on your academic performance? Improve learning ( ) Complement learning ( )
10. What subject do you notice improvement as a result of educational broadcast? Mathematics ( ) English ( ) Others ( )
11. Do you inspire to improve in your studies like the performance of students used in education broadcast program? Yes ( ) No ( )
12. How has your command of English language been after watching/listening to educational broadcasting? Excellent ( ) Very good ( ) Average ( )
13. What are the challenges you face while using educational broadcasting? Teacher disapproval ( ) Non compliance to school curriculum ( )
14. Are the education broadcasting lesson different from school lesson? Yes ( ) No ( )
15. Do you have recording device to record the programme for future use? Yes ( ) No ( )
16. Does the lack of device affect your academic performance? Yes ( ) No ( )
17. What is the attitude of teachers towards the impact of educational broadcast? Positive ( ) Negative ( )
18. Do teachers ever refer an educational broadcast to you? Yes ( ) No ( )
19. How do teachers feel when you mention education broadcast you watch/listen as it affect school performance? Appreciate it ( ) Uncomfortable ( )
20. Do teachers make you feel uncomfortable when your performance is improved as regards to education broadcast program? Yes ( ) No ( )