



IMPACT OF SOCIAL MEDIA ON TODAY'S YOUTH IN JIGAWA STATE

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Abstract

The goal of the study was to investigate the impact of social media on youth in Jigawa state, specifically, the level of engagement and collaboration between them while using the social media. The studies showed that social media (Facebook, twitter etc.) has significantly increased the impact on youth engagement and collaboration. This paper concludes that social media can be used as an educational tool to help youth to collaborate, engage and to recommends that government embraces the uses of social media for Impacting knowledge and information sharing across the state.

Keyword: posting, tagging, sharing, social media, youth

INTRODUCTION

Social media can be defined as a group of Internet based applications built on the ideology and technology of Web 2.0 which allow the creation and exchange of user generated content (Kaplan and Haenlein, 2010).

Using social media applications are the most common activity of today's youth. Any applications that allows social interaction is considered a social media, including social networking sites such as Twitter, Facebook, MySpace, whatsapp, Mico, Imo etc.; video sites such as YouTube, blogs etc. Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years. As we all know that nowadays youth often use social media in order to pour out their ideas and emotions. They would post or tweet anything that they have in mind as well as "like" or "share" posts, pictures or links which they think are interesting. All these activities may be a teenager's way of releasing stress. It is also one way for sharing with others different knowledge which are not taught in school by sharing links, pictures or videos about details of a place, a thing, or a topic which has been overlooked during a discussion in class. They can even use these to cheer up friends who just had a bad day by posting something

funny and then “tagging” their friends. Also, letting the youth share what’s in their mind in a public area can serve as a remedy for timidity because it helps them get used to telling people what they think on a certain topic. Indeed, the youth are able to benefit from this feature of social media.

- **FUNCTIONAL BUILDING BLOCKS OF SOCIAL MEDIA**

2.1 Honeycomb framework of social media

In an article published 2011, Jan H. Kietzmann, Kristopher Hermkens, Ian P. McCarthy and Bruno S. Silvestre stated:

Present a framework that defines social media by using seven functional building blocks: identity, conversations, sharing, presence, relationships, reputation, and groups.

- **Identity:** This block represents the extent to which users reveal their identities in a social media setting. This can include disclosing information such as name, age, gender, profession, location, and also information that portrays users in certain ways.
- **Conversations:** This block represents the extent to which users communicate with other users in a social media setting. Many social media sites are designed primarily to facilitate conversations among individuals and groups. These conversations happen for all sorts of reasons. People tweet, blog, et cetera to meet new like-minded people, to find true love, to build their self-esteem, or to be on the cutting edge of new ideas or trending topics. Yet others see social media as a way of making their message heard and positively impacting humanitarian causes, environmental problems, economic issues, or political debates.
- **Sharing:** This block represents the extent to which users exchange, distribute, and receive content. The term ‘social’ often implies that exchanges between people are crucial. In many cases, however, sociality is about the objects that mediate these ties between people—the reasons why they meet online and associate with each other.
- **Presence:** This block represents the extent to which users can know if other users are accessible. It includes knowing where others are, in the virtual world and/or in the real world, and whether they are available.
- **Relationships:** This block represents the extent to which users can be related to other users. Two or more users have some form of association that leads them to converse, share objects of sociality, meet up, or simply just list each other as a friend or fan.
- **Reputation:** This block represents the extent to which users can identify the standing of others, including themselves, in a social media setting. Reputation can have different meanings on social media platforms. In most cases, reputation is a matter of trust, but because information technologies are not yet good at determining such highly qualitative criteria, social media sites rely on ‘mechanical Turks’: tools that automatically aggregate user-generated information to determine trustworthiness. Reputation management is another aspect and use of social media.

- **Groups:** This block represents the extent to which users can form communities and sub communities. The more ‘social’ a network becomes, the bigger the group of friends, followers, and contacts.

- **IMPACT OF SOCIAL MEDIA ON YOUTH**

Social media tools are woven into many young people's day-to-day lives. Young people are in conversation and communication with their peer groups using a wide variety of different media and media devices every day.

Ten (10) years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in a town. Now young people can be touched through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society.

3.1 Uses of Social Media

Part of this constant connectivity comes through Social Network Sites.

Young people are using social network sites for:

- Keeping in touch with friends and acquaintances;
- Developing new contacts often with friends of friends, or people with shared interests;
- Sharing content, engaging in self expression & exploring identity;
- Hanging out and consuming content including commercial and user-generated content;
- Accessing information and informal learning;
- Participating in informal groups, and formal youth engagement opportunities;

4.2 The Position of Youth in Jigawa State:

- The youth in Jigawa State have important position or role to play in the social media. Because Jigawa State as one of the ICT State in Nigeria has given a greater opportunity for the youth to be intellectually talented in the field of ICT. And they have a good skill in the technological engagement in social media. There was an analysis made by social media users in 2015 which discover that greater percentage or majority of youth in Nigeria of who engage on social media are from Jigawa state. So on this analysis the youth in Jigawa State have higher percentage on the use of social media compared to other State in the Country. This is a remarkable achievement among the youth in Jigawa state for occupying important position in social media.

- In the social perspectives the youth in Jigawa State have contributed a lot in the social media through exchange of views, ideas and other social engagement among them especially within the State. The youth developed friendly relationship through social media interaction and exchange of views which lead mutual understanding which sometimes result to marriage engagement among the youth.
- In political aspect youth in Jigawa State contribute towards vibrant politics through the use of social media. Because the youth uses this social media to mobilized their friends and relation for a common political ideology which have a positive impact on the determining the quality of leaders that will governing the State, this remarkable achievement has given the youth greater position in the State Politics.
- Economically the youth in Jigawa State have immensely contributed through the use of social media to disseminate information regarding Job opportunities, Business opportunity and Mobilization of charity donation to less free village who are in need of assistant, this has also help the youth in Jigawa State to occupied a vital role in the positive impact of social media in Jigawa State.
- In a nutshell with the evolution of social media this has bring a tremendous changes for the youth in Jigawa State because the youth have become united, socially connected and educational awareness in so many field of discipline and specialization i.e Health education on communicable diseases. Another important impact of social media for youth in Jigawa State is the social engagement through this communication medium which resulted to several marriages couple between the youth in the state and outside the state.
- They also shared their views in sport activities writhing and outside the state, this remarkable achievement has given the strategic position towards contributing their views, ideas and political ideology among the people of the State and outside world.

- **NEGATIVE EFFECT OF SOCIAL MEDIA**

However, there are also negative effects which go with this. There are certain studies which show how that excessive expression of thoughts can lead to turning our youth vain and ego-centric. There are those who would take pictures of themselves just to post them in Facebook while there are others who tweet every action, every activity that they are doing on Twitter. It's as if they are documenting their lives using these sites—like using them as their “public diaries”. Aside from this, there are also those people who post negative things about people whom they have had conflicts with. There are a lot of people who do not think thoroughly about what they are about to post. They tend to prioritize what they feel than the effects of the act that they are about to do. Cyber bullying also emerged because of this. There are those who blackmail people by threatening them that they would post something embarrassing regarding that person if they don't abide by what the cyber bully wants.

- **POSITIVE EFFECT OF SOCIAL MEDIA:**

Apart from expressing ideas and emotions, the youth use these sites in order to communicate with other people. They are able to keep in touch with their friends without having to exert money and effort in meeting up with them at some place. It is cheaper than using a cellphone because they wouldn't have to spend on load in order to text or call their friends using cellular phones and it is faster than snail mail because you wouldn't have to go to the post office to mail it and wait for a few days just so your friends can receive it. It makes communicating easier and faster. Also, one is able to communicate with their friends at any time of the day. They will be able to satisfy their immediate social needs at any given time in the comfort of their own homes. They wouldn't have to worry about spending money on transportation as well as on load just to meet up with friends. Also, they need not exert effort in going out of the house as well as worry regarding the dangers which they may encounter outside of the house. This makes everything convenient for our modern youth; however, they should know how to use these properly.

The youth of today tend to put this first before accomplishing home works and projects. They would rather spend their extra time in chatting with friends rather than studying their lessons in advance. Some would even opt to just forget about their projects and home works entirely in order to use these sites. Teenagers nowadays are sometimes inclined to satisfy their social needs first before accomplishing what it is they need for school.

There are also those who prefer to explore the more functional side of these networking sites by using it for school-related or academic purposes. There are students who would arrange online conferences in order to talk with each other regarding group projects after school hours. This makes it more convenient for them because they don't have to stay too long in school just to talk about their project. Some would decide to create Facebook pages or Yahoo groups for their sections/classes. They use these groups in order to remind each other about home works and projects which are nearing the deadline. They sometimes use these to announce upcoming school events as well as the details to the projects given by the professors. They are able to discuss with each other the unclear parts of a professor's lecture. These groups also make it more convenient for the class officers to communicate with the class—e.g. a teacher asks for each of the students' 1×1 pictures from the secretary, the secretary will simply post in the group that each one of the students must provide him with their pictures the following day. Also, there are professors nowadays who opt to send in advance their powerpoint presentations to the students so that they may be able to read it before the discussion and be able to participate during the discussion. Some would even send the details of their assignments and projects for the class in order to save time—they wouldn't have to explain it further in class because everything is already in the e-mail/ post. This is really useful for the students of today; however, some negative effects also accompany it. This helps students aid each other for school but it makes them depend solely on each other and it makes them take things for granted. Everything is already given to them—the powerpoint presentations, links for their research, etc. They would of course take these and review them rather than research on their own. It's making life too easy for the students.

No doubt, Social Networking Sites are of great help in the youth's daily life; however, it has positive and negative effects which depend on how a person will utilize it. Social Networking

Sites can benefit us in numerous ways and that it can make life easier for us; however, we should keep in mind that everything in life should be taken in moderation—in this case, done in moderation. We should always set our priorities straight and remember that despite being given all that we need, a little extra work wouldn't do us harm.

- **CONCLUSION**

Social media networks are increasingly becoming a critical component of civic engagement and an ideal mode of communication, as they generate virtual discourse among friends, acquaintances, groups with similar aspirations, and with whoever shares one's common interests. We learn from that social media networks, specifically, Facebook and tweeter have helped Jigawa state youth to perform the crucial function of keeping in touch with people from around the world. They also connect with distant others including leaders and policy makers who are otherwise not easily reachable by any other means.

Social media platforms provide an enabling environment for low cadres to network with middle class and very wealthy people through mutual social networks to collectively discuss familiar communal obstacles, shared opportunities, mutual social events, and shared ideological politics.

- **RECOMMENDATIONS**

- Government of Jigawa should give more impact on social media such as facebook, because 75% of the youth in the State use social media as communication channel, sharing idea, posting and commenting, therefore Government should use social media for youth mobilization, Political advertisement and create awareness among the youth in the state.
- The Government of Jigawa State should encourage more participation of youth in the use of social media in order to develop them socially, morally, politically and economically and this can be achieved if the Jigawa State Government provide enabling environment such as free ICT education both Secondary and the Tertiary Institution in the State. This can be achieved if the government provide free internet facilities, computers and their accessories , other infrastructural facilities such as networking and internetworking devices to the institution of learning in the State, so that youth can explore more knowledge in used of new technology.
- The State Government should create a Face book group, Twitter and other Social media sites through the office of special adviser on youth and social development and special adviser on ICT through these channel the Jigawa State Government will have easier access in mobilizing youth in the State in other to shared their views, exchange of ideas, comments and political ideology concerning the state.

- The Jigawa State Government should use this social media efficiently and effectively to disseminate information regarding its policies and developmental activities in the State that will have positive impact on the youth in the State. The State should use this social media channel to organize a forum that will educate the youth on the positive impact as well as the negative impact of social media within the State and outside World at large. This will educate the youth on proper use of social media towards truthful information sharing, exchange of views and knowledge, job opportunities, social interaction among the youth in the State.

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