

THE ROLE OF SOCIAL NETWORKING OR SOCIAL MEDIA IN THE DEVELOPMENT OF NIGERIAN SOCIETY

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Abstract

This paper explained the role of social networking or social media in the development of Nigerian society. It did not only explain the contributions of social media to the development of the society, but also explained some of the adverse effects of social media to the society and suggested possible solutions to the problems. The advent of social media has revolutionized the system of communication in Nigeria. It has made the creation, generation, dissemination, evaluation and feedback of information easy. The paper collected information from the internet browser, journals, seminar papers and his own knowledge of the subject matter. Social media have absolutely come to stay in Nigeria and since its benefits relatively outweigh its risks, there are some steps that can be taken by the government, policy executors, media stakeholders, social media entrepreneurs and citizens of Nigeria, to make the social media more productive in our country. The Nigerian government should come up with a body that will be saddled with regulating, controlling and monitoring social media use while formulating policies that will guide them. This will definitely curb the unreliable usage of the social media by some citizens. Service providers should strive to improve their network so as to reduce the frustration experienced by citizens when accessing the social media sites. They should also make effort to extend their reach to the remote parts of the country for all and sundry to gain access.

Keywords: Social media, Development, Nigerian society

Introduction

Communication is a veritable instrument that helps in creating and sustaining a conducive atmosphere in any society. In essence,

communication takes place between two or more people. It is a system of transmission of ideas which affects those concerned towards achieving asset, goal or objective. It is germane and its effectiveness can be measured through the feedback. Information is an essential ingredient that makes human beings survive and interact meaningfully with one another. They communicate with one another to share, inform, persuade, influence relationships, discover and uncover information (Olasinde,2014). One of the major trends in the world is the emergence of the social media, a term also known as the 'new media'. This emergence is as a result of the development and democratization of the information and communication technologies. It is characterized by the utilization of various communication formats such as images, video, text and audio driven by the combination of communication and information technology through the internet (Lasica, 2003). The growth of technology towards the end of the 20th century propelled by the emergence of the internet, satellite, and so on. Led to what is called Social Media. While social network is the term in this present world which means the encompassing of the emergence of digital, computerized or networked interactive information channel (Ajike and Nwakoby, 2016). Social media is generally an up and coming phenomenon. One of the first social media sites was created in 1994, and it was called "Geocities". Now, social media deeply penetrates their users' everyday lives and, as pervasive technology, tend to become invisible, once they are widely adopted and taken for granted. Social networking sites have become a part of the daily life experiences for an increasing number of people (Ajike and Nwakoby, 2016).

Conceptualizing Social Networking or Social Media

Social media is a means of interaction among people in which they create, share and exchange information and ideas among themselves. Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, comment, discuss and modify user-generated content (Chiemela, Ovire and Obochi, 2015). Kaplan and Haenlein (2010) defined social media as a group of Internet-based application that are built upon the ideology and technology of web 2.0 and allows the generation and exchange of its content. They refer to the internet-

based social websites like the Facebook, MySpace, Twitter and so on, which allow users to interactively communicate with one another. Social media can also refer to those “web-based and mobile-based technologies which are used to turn communication into interactive dialogue between organizations, communities and individuals” (www.wikipedia). On the social media, the users are not passive like in the case of Television, Radio and Newspaper, rather they are active in the formation and exchange of information (Sweetser and Laricsy, 2008). Typical examples of social media include: Facebook, Twitter, Youtube, Google+, MySpace, Skype, Instagram, Flipagram, and Hi5. All these sites and applications have interactive options that facilitate broadcasting and rebroadcasting of information. Aside from these websites, there are also applications that people are even more accessible to on smart phones and androids.

According to Toivo-Think Tank (2012), the features are social networking and social interaction, participation, the use of social providers, openness and collaboration. These features are linked to the six classifications of social media postulated by the same author. Their classifications are: Social Networks (Facebook, Google+, Myspace, LinkedIn); Media Products Community (Youtube, Flickr, Slideshare); Blog Services (word press, blogger, Twitter); Information Community (Wikipedia and Wikispaces), which is also referred to as Collaborative Project; Virtual Community also called Virtual Game Worlds) includes Second Life and World of War craft; and Link Sharing Services (Digg and Diigo). The social media are a body of packages that users find attractive and even hard to do without. In the same vein, (PLAC, 2012) adds that social media technologies take on different forms including magazines, internet fora, weblogs, social blogs, podcasts, pictures and video considering that social media come in diverse forms, Kaplan and Haenlein (2010) tried to classify social media into six distinct categories:

Collaborative projects (e.g. Wikipedia); Blogs and microblogs (e.g. Twitter); Content communities (e.g. YouTube); Social networking sites (e.g. Facebook); Virtual game worlds (e.g. World of War craft) and Virtual social worlds (e.g. Second Life)

Social Networking in Nigeria

Among all the categories of social media, it is pertinent to emphasise that the social networking sites are the most popular among Nigerians,

especially the youths. A typical Nigerian has at least an account in some of these social networking sites. Here is a timeline to show the progresses of the social networking world as posited by Laura (2010):

Classmates.com (1995): It is a social networking site created by Randy Conrad. The website helps users to find, connect and keep in touch with friends and acquaintances from school. Classmates have more than 40 million active members in the United States and Canada.

Sixdegrees.com (1997): It was named after six degrees of separation concept. It allowed users to list friends, family members and acquaintances and see their connection with any other user on the site. It was one of the first manifestations of social networking websites in the format now seen today. Six degrees closed in 2007. At its height, the website had about a million users.

Friendster.com (2002): This has more than 115 million registered users and more than 61 million regular visitors per global month. The web is also used for dating, discovering new events, bands and hobbies.

Myspace.com (2003): It was launched after e-universe employees with Friendster, who saw its potential and mimicked the more popular features of the social networking sites. MySpace became the most popular social networking website in the United States in 2006. The 100th million accounts were created on August 9, 2006.

Facebook.com (2004): It is the most popular social networking website hosting 350 million users globally. It was founded by Mark Zuckerberg who studied at Harvard University. The original concept of Facebook came from the colloquial name for books given out at the start of the academic year by universities to help students get to know one another better. Facebook is an online site, which requires users to register themselves and create a personal profile. A valid email address is the only requirement to join Facebook. Users can search for anyone on Facebook and view the users' photo, but by default, can only see profiles and photo albums of other users in their own network. Within a profile, users can share interest, list work and education history, post photos, and publish notes by posting on "the wall." A news feed section

shows all actions such as photo/profile changes and wall posts of other users that have been added as “friends”; tagging the names of other users in photos enables those photos to also show up on the profiles of the “tagged individuals.”

Bebo.com (2005): It is an acronym for “blog early, blog often.” It is similar to other networking sites and the site has two specific modules: a comment section and a list of user friends. The site claims 40 million users.

Twitter.com (2006): It is a social networking website that enables its users to send and read messages known as “tweets.” Tweets are text-based post of up to 140 characters displayed on the author’s profile page, delivered to the author’s profile page and are delivered to the author’s subscribers known as followers. It is sometimes described as the “sms of internet” and is very popular with about 5 million users.

Google.com/buzz (2010): It is the newest social networking site designed to integrate the Google’s web-based programme, G-mail. Shared links and messages show up in the user’s inbox. Buzz focuses on integrating photos, videos and links as part of the “conversation” aspects of Gmail. Alongside these open services, other social networking websites were launched to support niche demographic before expanding to a broader audience.

43 Things (2000): It is a social networking website that targets goal-setting. Members are interlinked by the goals they are going after and the goals they have completed.

Broadcaster (2000): It centre on video, allowing people upload their own video clips and engage in video chats with other members and send video email. It came also in 2000.

Blank planet (1999): It is one of the oldest social networks and the most popular special interest social networking site. Blank planet caters for African-Americans.

Care2 (1998): It is also called green living, offers email blogging, shopping admore, all centered on those wishing to live a green life.

Dodge ball (2002): It aims at mobile users. Dodge ball interacts with mobile users to send text messages to friends alerting them that someone is online.

Flixster (2007): It came with the tagline, "stop watching bad movies." Flixster combines social networking with movie reviews.

Last Fm (2004): It prides itself as a social music site and allows members to create their own radio station that learns what the person likes and suggests new music, based on interest. One can listen to radio stations of friends and other members.

Linkedin (2003): It is a business-oriented social network. Members invite people to connect instead of friends. LinkedIn is a contact management system as well as social network and has a question and-answer section which is similar to Yahoo! Answers.

Meetup (2006): It is a social network with an event organization theme. It allows members to organize anything from political rallies to spontaneous bar hopping.

Reunion (1999): It is targeted at finding lost friends, family and old class mates. It is one of the social networking websites that require payment for premium features usually found for free on other websites.

Take part (2006): It is a social networking website dedicated to social activism. It was established by participant media, the company behind such films as *Syriana* and *An Inconvenient Truth*.

Wayn (2003) is an acronym for "Where are you Now". In 2003, it became a social networking website aimed at travellers.

Hi5 (2003): It has a large database of video since 2003 and one can add to his/her profile. Hi5 allows users to also add their own music and share same. One can organize his friends into friend folders to keep

them separate from family or acquaintances and keep photos organized for ease of access.

Orkut (2004): It is a social networking site where one can meet new friends and keep in touch with them by adding them to one's friends' list or joining the same communities as them. There are lots of different communities in Orkut that one can join, so one can find friends who share the same qualities.

Plurk (2001): It is a mini blogging social networking site. All the posts of all the people you are following can be found on your profile timeline. Photos and videos can be added to your posts and direct messages can be done too.

Instagram: It is a picture, image and video sharing site launched around the year 2010 and it now boasts of over 100 million subscribers worldwide. Interestingly, as put forward by (Uwem, Enobong and Nsikan, 2013), there are many Nigerian-oriented sites which cater specifically for Nigerians. They include:

(i) **Nairaland.com:** It is also called "giant ,that till now" no Nigerian site has been able to push "Nairaland" aside since its establishment in 2005. Naira land was opened to Nigerian users to give them a voice at home and provide massive resources for information.

(ii) **Naijaborn:** It is a custom-built social network service that creates a searchable, detailed, user-generated database for the global Nigeria Community since 2009. It is a site which is used by many Nigerians and where their creative works are displayed. It features profiles of active members, a public user-generated blog, status update features and a place for users to upload music, arts and other media forms from their experiences. Technically, Naijaborn is a platform that strives to index Nigerian talents worldwide and make it easily accessible to the world.

(iii) **Webtrendsng.com:** It is a web trend tracking and analysis website, focused on keeping tabs on happenings around the worldwide web as they relate to Nigeria. It provides Nigerians (individuals/businesses) with information they can use. Webtrendsng conducts daily research

for users' insightful information that will help them to understand the web better and how it can be used to their advantage. Since its launch in 2009, webtrendsng.com has been able to shape the Nigerian internet space with the right information.

(iv) **Gbooza:** It is a Nigerian news social network which is a free, multifunctional portal and platform for Nigerians and friends of Nigerians to connect worldwide. It is for all who are interested in social networking, unity, peace, friendship and progress of Nigerians and the world. Users can post information about events, festivals, seminars, concerts, parties and workshops to the event calendar, news and other information are posted on "my page" forum of this networking site. Gbooza is also a complete educational platform for enlightenment in sports, worldwide events, national events, online movies, business, jobs and news on the other user's forum or blogs. This site was created in 2010.

(v) **Timmynaija:** It is a Nigerian site created in 2005 and aims to bring Nigerians together for mainly networking purposes. Timmynaija features daily Nigerian news interviews, reviews, multi-media and a fast growing community of users. It has been delivering daily news alerts to Nigerian music industry, hip hop lovers, two-way pagers, cell-phones and email addresses.(vi)

(vi) **Nigerian Channel:** It allows users to meet, connect and interact with other Nigerians anywhere in the world. It was established in 2010. It connects users with their friends and families, helps users to make new friends and build relationships. Nigerian Channel enables users to easily share photos, videos, events, interests and memories with friends, families and Nigerian community groups.

(vii) **ONaijapals:** It is one of Africa's largest online social networking and entertainment communities which enable users to meet new people. It provides updates on Nigerian entertainment and metro news, gist, opinions, latest music, Nollywood movies, confessions and interactive discussion forum. Naijapal came into existence in 2007.

(viii) Nigeraconnect.com: It is the number one entertainment site for Nigerians in the Diaspora. It has a setup radio/TV for the users to link the homeland with news features, talk shows and commentaries. It was created by Marshall Anakwo in 2008.

(ix)Gnaija: It connects users to people around them. It allows them to make friends, say what is on their mind, create a group or join existing ones, chat with other members, add blogs, comment on businesses, events and so on. Not only can users update their Gnaija “my page” status, the application used on Gnaija allows members to update their Facebook and twitter status with a single click. The site was established in 2009.

Theoretical Framework

The theoretical foundations of this paper are the Diffusion of innovation theory developed by E.M Rogers in 1962 and Uses and Gratifications theory propounded by Elihu Katz, Jay Blumler and Micahel Gurevitch in 1974.

Diffusion of Innovation Theory

Diffusion of Innovation Theory (DOI) developed by E. M. Rogers in 1962, is one of the oldest social science theories. It originated in communication to explain how over time an idea or product gains momentum, and diffuses (spread) through a specific population or social system doing something differently from what they had previously been. The key adoption is that the person must perceive the idea, behaviour or product as new or innovative. It is through this that diffusion is possible. Diffusion is the process of spreading a given idea or practice over time, via specifiable channels, through a social structure such as Neighborhoods (Katz et al, 1963) in (Ajike and Nwakoby, 2016). According to Katz et al, the diffusion of innovations process records that for a new idea or innovation to diffuse, there must be Awareness stage, Interest stage, Evaluation stage, and Trial and adoption stage. However, Different types of innovations require different kinds of adoption units. Bittner (1984) recognizes that the media can lead someone into getting aware of the existence of an item. From there he gets interested in, makes attempt to evaluate it, and gives it a trial touch before making up his mind to acquire it.

The diffusion of innovation theory by Rogers (1983) was set to examine how new ideas are spread among people through media. It is a theory that seeks to explain how, why and at what rate new ideas and technology spread through cultures. Adoption of a new idea, behaviour, or product does not happen simultaneously in a social system, rather it is a process whereby some people are more apt to adopt the innovation than others. Everett Rogers, a Professor of rural sociology popularized the theory in his 1962 book: Diffusion of innovation. The categories of adopters are innovators, early adopters, early majority, late majority and laggards (Rogers, 1962). Goodhart et al (1975) and Barwise et al (1982) in (Ajike and Nwakoby, 2016) think that a great deal of media use is actually habitual and unselective. It relates to the usefulness of the media and to what extent it can affect man.

Uses and Gratifications Theory

The Uses and Gratifications Theory also called Needs and Gratifications Theory is a model that focuses on why people use certain media rather than on the content. Uses and Gratifications theory was propounded by Elihu Katz, Jay Blumler and Micahel Gurevitch in 1974. According to Daniel (2010), the uses and gratifications model posits that audience members have certain needs or drives that are satisfied by using both non-media and media sources. This approach focuses on what people do with the media rather than what the media do to people.

Social Media Penetration in Nigeria as at 2016

The 2016 Internet Statistics revealed that Nigeria is among the ten countries with the highly Internet users in the world holding the seventh position starting from:

Top Ten Countries with the Most Internet Users

The top ten countries with most number of internet users are: China; India; United States of America; Brazil; Japan; Russia; Nigeria; Indonesia; Germany and Mexico.

Nigeria with a population of about 186,879,760 and 97,210,000 Internet users revealed that about 52% of our population use the Internet. Facebook have up to 16 million users in Nigeria meaning that about 8.6% of Nigerians are on Facebook. Nigeria has more internet users than the UK, while Egypt is the second in Africa and Kenya third.

Facebook: This is the second most visited by Nigerians where people make friends and communicate socially with others. There are up to 16 million users in Nigeria.

YouTube: This is a video sharing website because of the contribution of mobile ISPs (internet service providers) in Nigeria and the NCC (Nigeria Communication Commission) by providing broadband internet service to people almost everywhere. Globacom recently offered subscribers 10 gigabytes of data at just ₦ 2500 with a validity of one month for individuals and businesses.

Jumia and Konga: It is an Online shopping which revealed that Nigerians really purchase devices and electronics online. The pervasive local social media platforms in Nigeria are:

Naij, Linda Ikeji's Blog and Vanguard: It spread news and gist among Nigerians. This has reduced the purchase of printed newspapers.

Wikipedia: There are articles in the Wikipedia, which reduced the cost of visiting libraries in Nigeria as Nigerians visit Wikipedia for articles about what they want to know about places, people, history and many other things. It is an information source for many Nigerian students, businesses, politicians and every other person. More than million articles have been created on Wikipedia in English Language.

Nairaland: This forum is owned by an industrious Nigeria-born Seun Osewa. His website is featured among the most visited websites in Nigeria. More than 1.6 million members and 3.1 million topics have been created. Nairaland Forum is the most interactive forum site in Nigeria. ([webclick.com.ng/nigeria-internet-statistics-nigerians-online/retrieved 4/6/2017](http://webclick.com.ng/nigeria-internet-statistics-nigerians-online/retrieved%204/6/2017))

The Benefits of Social Media Use in Nigeria

Social media offer great benefits in our nation. Research has proven that people from virtually all walks of life in Nigeria make use of the social media to connect, enhance their businesses, broadcast news, relax and it has promoted political participation. Ikpe and Olise (2010) have observed that "social media are new communication

technologies... which are used as channels of information dissemination to heterogeneous audiences without the constraints of time, space or distance". With the social media, one can conveniently send or receive information to or from anyone and at any time irrespective of geographical location. Soola (1998:87) described the new media (social media) as communication technologies with "impressive array of sophistication, increasing efficiency, reliability, speed, accuracy, cheapness, portability and ubiquity made possible by microprocessors". The devices of social media currently serve as easy, quick and reliable sources of information. Soola (1998:86) observed that social media "provides near limitless possibilities of increasing the quantity and enhancing the quality, speed and availability of information in a complex but increasingly interdependent world..." Through the use of social media, people are kept up dated on issues or events taking place anywhere in Nigeria on a minute interval. This is particularly possible because these social websites are interactively accessible with mobile phones. The use of WhatsApp and Facebook on phones for instance, makes this easier, as one can send either images or snapped shots alongside information on the most current event or issues as the case may be, on minute interval. News and events alongside with pictures are mostly being circulated all over Nigeria, within a twinkle of an eye, through social networks and mostly by WhatsApp, users who are probably present at scenes of occurrences. Apart from this, social media serves as easy source of information for academic purpose. For instance, there are a lot of articles on Wikipedia that students can make use of to do researches. I have used it among other collaborative and content communities too. Besides, there was a time that a lecturer gave our class rep a resource material to share with us. What he simply did was to upload it on the WhatsApp platform and we all downloaded on our phones and PCs and even printed later on. Additionally, social media have contributed immensely to the enhancement of social bonds and relationships among citizens. According to Adaja and Ayodele (2013:65) "the potentials of the new media are seamless and boundless in terms of interactions, interrelationships, and information sharing and exchanges".

In the same vein, Nche (2012:20) has noted that, the fundamental aim of social media sites is to enhance communication through the act of socialising. These sites enable users to interactively

communicate, share images, audios and videos with friends online. They offer users opportunities to meet lost friends, make new ones, meet family members who might be in different locations and generally stay connected. Hence, social bonds and relationship are maintained and enhanced. With the social media in Nigeria, people communicate, keep in touch, through sharing experiences, pictures, audio, videos and all manner of information, without having to see each face to face. (Nnamonu, 2013). Social media also contribute to the enhancement of work efficiency in the office and business centres. Ikpe and Olise (2010) have observed that social media “possess the capability to increase work efficiency and speed as well as reduce cost”. Likewise, Umekachikelu (2013) noted that social media have “improved efficiency, as many tasks, intellectual and otherwise can now be completed within a shorter time frames and with less error”. Some of the social media sites that aid in businesses include LinkedIn, company loop, Do My Stuff, and so on, while the “Business wiki” are employed in carrying office tasks. It has been noted earlier that social media offer great and seemingly limitless benefits. Social media by their very nature have been drivers of social change, organizational and national development in Nigeria. Adaja and Ayodele, (2013:70). Generally, the benefits of using social network according to Zwart et al 2011, Conolly, 2011, Rosen, 2011, include: encouraging greater social interaction through electronic media, providing greater access to information and information sources, encouraging creativity among individuals and groups, creating a sense of belonging among users of common social media tools, providing more choices to promote engagement among different individuals and groups, reducing barriers to group interaction and communication such as distance and socio-economic status; and increasing the technological competency level of users of social media. All these have been what Nigeria has witnessed since the advent of the social media.

Uji (2015) in her research work: ‘Social Media and the Mobilization of Youths for Socio-Political Participation in Nigeria’ found out that the social media have changed the landscape of citizenship and leadership, mass mobilization, governance and politics, and the way people can hold their leaders accountable. Youths, who engage actively in social media, have moved from the level of just entertainment and interaction with family and friends, to that of involving actively in issues

relation to politics, governance, leadership, corruption and security. The social media's inherent potentials provide for great freedom of expression, submission of ideas, surveillance of the political/governance sphere to identify those who are being involved in negative acts, and through public outcry, expose them. Many times, outcry against public officeholders has led to such cases being investigated and offenders sanctioned in different ways. Another important finding from her research is the fact that though many people can get involved online in socio-political issues, it is only a fraction that may actually go on to get involved in live demonstrations or activities. However, that does not change the fact that the internet has remained a powerful tool for political participation.

Drawbacks of Social Media Use in Nigeria

Potential drawbacks identified with the use of social media include: risks of psychological disorders and health problems such as anxiety, depression, poor eating habits, and lack of physical exercise; increasingly short attention spans and subverted higher-order reasoning skills like concentration, persistence, and analytical reasoning among frequent users of social sites, a tendency to over-estimate one's ability to multitask and manage projects, seeing technology as a substitute for the analytical reasoning process (Zwart et al 2011). (Ajike and Nwakoby, 2016) expanded these negative effects of social media sites as follows:

Risk of addiction: It has been shown that many students make extensive use of social media sites which has actually led to addiction to these sites. Throughout their day, they feel to post something on their pages or check others' post because it has become an important part of their lives.

Risk of Isolation: Extreme use of social media sites has reduced the level of human interaction. This is because interaction on the social sites with other people has become effortless and people isolate their lives behind their online identities. These sites have reduced face to face communication and meetings through its online meetings thus, the flavor of physical meeting, togetherness and interactions among people are getting lost.

Negative effect on productivity: Not only have face to face communication among people get lost, there is also a negative effect of this loss on businesses. Recently, most businesses connect and communicate with their clients through the social media, this also brings a distraction to employees who instead of checking on their clients via their social sites, would prefer to checkout on what their friends have posted on their sites, thereby using the time for work for pleasure (Ajike and Nwakoby, 2016). Furthermore, social media sites have been abused as they have promoted the peddling of rumors and spread of erroneous and untrue comments as well as information about government policies, lifestyle of celebrities and public figures and happenings in Nigeria. Due to the fact that these sites have given everyone the privilege of being content creators and developers, sometimes news are disseminated without any form of censoring and gate keeping. What this does at times is to incite unnecessary fear in the minds of Nigerians. Earlier this year, some people through the social media had declared that President Buhari died at the London hospital. The whole nation went agog with this news for some time, until the old media confirmed that the message was false. In the same vein, (Onah and Nche, 2014) in their work:

The Moral Implications of Social Media

Phenomenon in Nigeria' posit that the social media have given rise to the following issues:

Sexual promiscuity; Internet crime; Indecent dressing and sexual harassment; loss of sense of sacredness of human life and neighborliness; Impatience and quick syndrome.

Conclusion

Social networking or Social media has undeniably become an essential part of our daily endeavors and over all existence in Nigeria. Practically all sectors of the society make use of the internet for a variety of things. The social media has completely changed the face of social interaction, business relationship, political participation, entertainment, education, mass communication and every other sector in Nigeria. They have contributed in making our voice, opinions and contents acknowledged in the global sphere, thereby making us active participants in the global community. This paper has attempted to discuss the nature and

meaning of social media, looked into social networking in Nigeria, used the diffusion of innovations theory and uses and gratification theory as the basis, espoused the level of social media penetration in Nigeria, discussed the advantages of social media in Nigeria as well as some of the dangers they pose. Attempt was also made to recommend some ways through which the social media can continually be a source of 'blessing' and not a 'curse' to our nation.

Recommendations on Ways through Which the Social Media Can Be Better Harnessed in Nigeria

According to Ojo (2019) Social media have absolutely come to stay in Nigeria and since its benefits relatively outweigh its risks, there are some steps that can be taken by the government, policy executors, media stakeholders, social media entrepreneurs and citizens of Nigeria, to make the social media more productive in our country.

1. The Nigerian government should come up with a body that will be saddled with regulating, controlling and monitoring social media use while formulating policies that will guide them. This will definitely curb the unreliable usage of the social media by some citizens.
2. Service providers should strive to improve their network so as to reduce the frustration experienced by people when assessing the social media sites. They should also make effort to extend their reach to the remote parts of the country for all and sundry to gain access.
3. Service providers, as their contribution to national development, should also reduce the cost of access to enable more Nigerians register on social networking sites. The high tariffs sometimes discourage active users from assessing social media platforms.
4. Parents should consciously contribute to the building of a morally viable Nigerian society by instilling strong moral values into their children right from their homes which is the larger society. This will curb the level of moral decadence that has been aggravated by the coming of social media in the country.
5. Nigerians should avoid the obsession and abuse of the social media sites, but instead should moderately utilize the array of benefits which they offer. People, both leaders and citizens,

need to adopt or have appreciable levels of internet skills, in order to benefit from it, and avoid the consequences that may arise from ignorance.

6. The traditional media like the television and radio broadcast as well as newspapers should through their routine activities discourage the abuse of social media in the country. This can be done through the organization of a discourse on the phenomenon of social media, or through advertisements and publication of write-ups of this nature.

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