

New Media Usage for Communication and Self Concept among Journalism and Mass Communication Students in Oyo State, Nigeria

Muyiwa Popoola

Senior Lecturer of Journalism and Mass Communication

Department of Communication and Media Studies

Ajayi Crowther University, P.M.B. 1066, Oyo

Oyo State, Nigeria

E Mail: popsonbaba@yahoo.com

whereispopson@gmail.com

whereismuyiwa@yahoo.com

ABSTRACT

New and social media are gaining popularity as forms of communication which are popularising the concept of citizen journalism. A substantial number of researches have been conducted on the usage of new and social media for communication and self concept. However there has been a perceived dearth of studies on the communication use of these media by Journalism and Mass Communication students. Thus, the study was carried out to examine social media use among undergraduates and how it affects communication with others, and undergraduates' self-concept. Survey method of research was used to elicit information from undergraduates of two selected private universities in Oyo State - Ajayi Crowther University and Lead City University. The sample drawn for the study was 150 respondents. Questionnaire was given to each respondent to obtain information about personal use of social media, communication skills with friends and family, and effects on self-concept, with a view to ascertaining the use of social media networks for personal communication. The findings indicated that almost all the undergraduates are using some form of social networking websites. Respondents in this study indicated that the websites they use mostly are Facebook, Twitter and Black Berry Messenger. Communicating with friends and family on social media sites was very common among undergraduates in this study. It was also discovered that the benefit of the social media was a determining factor for selecting the choice of social media the undergraduates use, while also majority of the respondents use their choices of social media because they are easy and relatively cheap to use as communication media. The study therefore recommends that websites designers should design their sites such that the sites would attract users and consequently encourage the use of such media for responsible journalistic tipsterism. Furthermore, considering the wide usage of the social media by university undergraduates, further studies should be conducted with focus on how to make the most responsible use of the social media in the practice of socially responsible journalism.

Key words: New and Social Media Usage, Communication, Self Concept, Networking Sites

Introduction and Statement of Problem

The New Media, as described by Wikipedia, refers to on- demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content, while social media is referred to as means of interactions among people in which they create, share, exchange and comment content among themselves in virtual communities and network.

McQuail (2005:39-40), states that in respect of the emergence of any new medium, "we can at least recognise the claim of the internet (and World Wide Web) to be considered as a medium in its own right on the ground of its now extensive diffusion". The expression 'new media' has been in use since the 1960s and has had to encompass an expanding and diversifying set of applied communication technologies. Lievrouw and Livingstone in McQuail (2005:38) point out the difficulty of saying what the 'new media' comprises. They choose to define them in a composite way, linking information communication technologies (ICT) with their associated social contexts, bringing together the three elements: technology artefacts and devices, activities, practices and uses, and social arrangements and organizations that form around devices and practices. They define new media based on the essential features which are concerned with; the main ones which seem to be: their interconnectedness, their accessibility to individual users as sender and/or receivers, their interactivity, their multiplicity of use and open-ended character, and their ubiquity and delocatedness'.

According to Neuman, cited in Croteau and Hoynes (2003:332), "we are witnessing the evolution of a universal interconnected network of audio, video, and electronic text communications that will blur the distinction between interpersonal and mass communication". The New Media refers to various technologies that have emerged or seen rapid growth on a global scale during the latter part of the 20th century and into the new

millennium. Most people who have an internet connection are already aware of some of the major types of new media, which includes social networking sites such as Facebook and Twitter, as well as blogs and video sharing sites such as Youtube. New Media has also greatly advanced cellular communications in the last twenty years, through applications that connect with the internet and other technologies. As New Media is constantly evolving to connect as many different platforms and people as possible, one of its most defining characteristics is interactivity.

Nueman, cited in Dominick (2009:67) defines the new media as communication technologies that enable or facilitate user-to-user interactivity and interactivity between user and information, such as Internet replaces the "one-to-many" model of traditional mass communication with the possibility of a "many-to-many" web of communication. Any individual with the appropriate technology can now produce his or her online media and include images, text, and sound about whatever he or she chooses. So, the new media with technology convergence, shifts the model of mass communication, and radically shapes the ways people interact and communicate with one another. Crosbie (2002) in Dominick (2009:68) describes three different kinds of communication media. He sees interpersonal media as "one to one", mass media as "one too many", and finally New Media as individual media or "many to many".

The Internet has been described in literature as providing the most needed technological enablement for the new media use. The internet is a wildly-successful, rapidly-growing global digital library, built on a remarkable flexible communication technology. The Internet digital library offers a variety of services used to create, browse, access, search, view and communicate information on a diverse set of topics ranging from the results of scientific experiments to discussions of recreational activities. Information in the Internet digital library can be recorded in memos, organised into hypermedia documents, or stored in textual documents. In addition, information accessible through the digital library can consist of data, including audio and video that is gathered, communicated, and delivered instantly without being stored. Furthermore, because the service has been integrated and cross-referenced, a user can move from the information on one computer to information on another computer and from one access service to another. Douglas (2006:76)

According to Dominick (2009:156), "the influence of the Internet is widespread; it reaches both the technical field of computer communication and society at large, as we have an increasing use of online tools to accomplish information acquisition and dissemination, electronic commerce, and community operation. The Internet is a global system of interconnected computer networks that use the standard Internet protocol suite (TCP/IP) to serve billion users worldwide. It is a network of networks that consist of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic, wireless and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web(WWW) and the infrastructure to support email Wikipedia(2013).

A grossly inseparable concomitant of the new media are the social media. In existing literature and scholarly works, and attempt to differentiate between the two amounts to semantics. Social Media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks Douglas (2006). Andreas Kaplan and Haenlein define social media as 'a group of internet-based applications that build on the ideological and technological foundations of web2.0, and that allow creation and exchange of user-generated content. Furthermore, Social Media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. It introduces substantial and pervasive changes to communication between organisations, communities and individuals. Social Media differentiates from traditional/industrial media in many aspects such as quality, reach, frequency, usability, immediacy and permanence. Social Media are media that enhance interaction between people. It overcomes the challenge of distance, time and space, it has reduced the world into a small community where it is possible to reach one another without any form of distraction. Social Media are elements of the new media Douglas (2006).

Media is means of communication, and there are various means of communication information, such as newspaper or radio. Social Media is also a means of communicating, but it allows interaction among users. Social media may also make it easier for users to monitor activities of people they have not seen in a while as well as reconnecting with new and old friends (Quan-Haase & Young 2010:67). Social media fulfils different communication needs for different users. Interactions through the computer facilitate communication by allowing users to keep in touch with family and friends in a convenient way, to learn about social events, and to find out about activities of other users. The gratification received from this social information helps users feel

that they were a part of a peer network of knowing what was going on about events and activities (Quan-Haase et al., 2010)

According to Douglas, Social Media refers to any media shared online like videos, music, photos, news, text, information, among others. Social Networking sites allow users to keep track of their existing interpersonal relationships and form new ones. Social Networking sites enable people to stay abreast of one's own network of friends and organisations via one website. In September 2006, "one in every 20 Internet visits went to one of the top 20 social networks. Social media networks offer a straightforward way to converse with peers and get peer feedback, as well, which may influence a young adult's self-esteem (Pempek et al., 2008). Social network sites help fulfill communication needs and wants. It is a convenient method of communication and provides the ability to stay connected with friends and family, but on the users own rate and time Users can manage their interactions within their own schedule by choosing when they want to read and respond. The internet communication is a solitary activity usually done alone. However, it is efficient because it is a one-to-many method of communication that allows users to quickly spread information. Different types of Social Media include collaborative projects such as Wikipedia, Blog, Google which are being used as search engines. Social networking sites like Facebook, Twitter, Myspace, Yahoo Messenger, BlackBerry Messenger (BBM), Google Talk, WhatsApp and many more Douglas (2006).

The usage of new and social media among undergraduates is becoming an indispensable tool for communication and self concept. For some time now, several studies have been conducted on how undergraduates have been making use of the social media networking sites. Some have tried to look into its relationship with their academic performance, some with the way and manner in which it affects their interaction with other, while some are concerned about finding out how it affects their use of library for academic purpose.

A study was sponsored by UNESCO in 2003 titled "the usage of internet among Nigerian undergraduates", a case study of Obafemi Awolowo University, Ile-Ife, Nigeria. Questionnaire was used to elicit information from the postgraduate's students at the university. Some of these students were also junior academic staff in training positions, making this group the most active in academic research. One hundred questionnaires were randomly administered on the participants during a research awareness work shop organised for them by the university postgraduate school. Seventy three (73) copies of questionnaire were returned at the end of the working session, representing a 73 percent response rate. These responses were then analysed using the SPSS statistical package. It was discovered that postgraduate's students do not use the internet as a source of research materials. Cybercafé had the highest score in access location to the Internet due to its proximity. It was also discovered that most of the respondents make use of the email Internet facility than searching for research materials, course materials and online courses.

In 2012, Sokoya and his colleagues conducted a research on "Establishing connections and networking: The role of social media in Agricultural research in Nigeria" This study examined whether agricultural researchers in Nigeria use social media as a means of networking and collaboration in their endeavours as researchers in the agricultural industry. The study was conducted among agricultural researchers in six agricultural research institutes and a University of Agriculture in south-west Nigeria. Questionnaire was the main instrument of data collection. 140 copies of the questionnaire were administered to the target audience and 101(72%) copies were returned and used for the study. The findings reveal that majority of the respondents are middle aged, while the most used social media among agricultural researchers in Nigeria is Facebook. Their major reason for using social media is to establish connection with their professional colleagues. The major benefit derived from using social media is exposure to the latest skills and knowledge in their profession.

Also, Abdulraheem (2013) carried out a study titled, "University Students' Use of Social Networks Sites and Their Relation with Some Variables." One Hundred and Twenty copies of questionnaire were distributed to a sample of 120 undergraduate students who participated in the study. The instrument contains "yes" or "no" questions, multiple choice questions, and questions using a Likert-type scale. The results show that students use SNSs for social matters more than for academic purposes, there is no difference in using social networks sites between female students and male students, students with smart mobile phones use SNSs more than those with normal mobiles. Facebook was the most used site. There is no significant difference in students' use of SNSs due to students GPA. More than fifty percent of students sample spent two hours or more than two hours per day.

Baym, Zhang, and Lin (2004) studied social interactions of college students across all media. Their results indicated that 64% prefer face-to-face interaction, 18.4% prefer the telephone, and only 16.1% prefer the internet for making social contacts. The internet interactions reported showed that e-mail was by far the most dominant form of contact, followed by chat and instant-messaging (Baym et al., 2004). Of the 51 participants in the study,

49 reported conducting their social life contacts through at least two, and often three, methods on any given day (Baym et al., 2004).

Another study was conducted by a student researcher Chuck Martin (2011) at The Whittemore School of Business and Economics at the University Of New Hampshire (UNH). The study was carried out to determine whether there is a correlation between heavy usage of social media and grades. The study also was undertaken to determine how much time students actively use social media and if there has been an increase or decrease in usage over time. The researcher defined light users of social media as usage fewer than 31 minutes per day. Heavy usage was defined as usage exceeding 61 minutes per day. The researchers defined high grades as A's, and A's and B's and lower grades as B's and lower. It was found that there is no correlation between the amount of time students spend using social media and their grades. Grades followed similar distributions for all colleges, with the majority of students earning A's and B's. The study found no correlation between heavy social media usage and grades. There was no significant difference in grades between those considered to be heavy users of social media and those considered to be light users. For example, 63 percent of heavy users received high grades, compared to 65 percent of light users. Researchers found similar results with lower grades. While 37 percent of heavy users of social media received what were defined as lower grades, 35 percent of light users received fell into that same category. There also was no correlation between grades and the social media platform used. For example, almost the same number of heavy and light users of both Facebook and YouTube received the same category of high and low grades. The study showed that more students use Facebook and YouTube than any other social media platform. Blogs, Twitter, MySpace, and LinkedIn had significantly lower amounts of student users. Students from the business school had the highest percentage of users of blogs, Twitter, and LinkedIn while liberal arts student were the highest percentage of MySpace users.

In a study on the use of social media for improving students' adjustment to college" conducted by David and others in 2011 in Michigan State University, the reseachers looked at the role of social media in improving the students' adjustment to college. The research population was extracted from the first year students of the Midwestern University. A total of 265 incoming students completed both a pre-test survey prior to their arrival on campus and a follow-up survey during their first two weeks at college. The researchesr discovered that site usage increased students' perceptions that they would have a diverse social support network during their first semester at college, even when controlling for other potent predictors.

In all these studies, the relationship between new and social media usage on one hand and communication and self concept on the other hand, has not been adequately highlighted. This study therefore focuses on the chatting networking sites which include Facebook, Twitter, BlackBerry Messenger, WhatsApp and Blogger, for communication and self concept among Journalism and Mass Communication Students of two private Universities in Oyo, Oyo State, Nigeria.

Research Questions

1. To what extent are university undergraduates in Oyo, Oyo State aware of New and Social Media?
2. To what extent do the undergraduates make use of the New and Social Media?
3. What gratifications do the undergraduates get from using the New and Social Media?

Objectives of Study

The purpose of this research is to find out if undergraduates are aware of New and Social Media networking sites. It will determine the gratifications they derive from using the social media and the medium they use to access the sites. It is also important to ascertain the extent to which undergraduates rely on this social media for the purpose of interaction and communication generally. The research will also help to ascertain the benefits derived by undergraduates.

Methodology

The research method employed for this study was survey and in-depth interview. These research instruments were perceived to be the most suitable methods for deriving relevant answers to the research questions. According to Gbolagunte and Popoola (2003:37) the survey technique is the most commonly used instrument among behavioural scientists. This approach involves drawing up a set of questions on various subjects or on various aspect of a subject to which selected members of a population are requested to react. The questions constitute what is known as questionnaire or research instrument. The members of the population who are selected scientifically and later asked answers to these questions are called a sample.

The in-depth interview merely extends and formalizes everyday conversation. This type of data collection is different from the structured or standardized interview, where the respondent receives questions with fixed response categories. The in-depth interview is discursive and allows the researcher and respondent latitude to explore an issue within the framework of guided conversation Crabtree and others (1992). An in-depth interview is an open-ended, discovery-oriented method that is well suited for describing both program processes and outcomes from the perspective of the target audience or key stakeholder. The goal of the interview is to deeply explore the respondent's point of view, feelings and perspectives. In-depth interviews can be used to obtain preliminary information that can be used to develop more concrete quantitative surveys.

The population of the study consisted of Journalism and Mass Communication students of two private Universities in Oyo, Oyo State, Nigeria - Ajayi Crowther University and Leadcity University. A total number of 150 copies of a questionnaire were administered to final year students in both universities. In order to have equal number of respondents in each of the universities, purposive sampling technique was used to select elements of the sample size. Purposive sample includes subjects or elements selected for specific characteristics or qualities, while eliminating those who fail to meet these criteria. The data collection instruments that were used for this study were questionnaire and personal interview. A questionnaire is a vital instrument that enables a researcher obtain information from the respondent about their opinions, perceptions, feelings about a particular topic or subject. This is a form containing prepared questions to which every respondent is expected to give answers.

Presentation, Analysis and Discussion of Findings

Here, the data collected is presented and analysed, while the findings are discussed accordingly. A total number of 150 copies of questionnaire were administered to final year students in Ajayi Crowther University and Leadcity University. Out of the 150, 135 copies were returned giving a response rate of 90%, the remaining 15 were not returned by the respondents. Descriptive statistics was used in analysing the data gotten through the questionnaire..Also, an in-depth interview was conducted with a total number of 40 respondents drawn from the 135 respondents that filled the questionnaire, 20 from both Universities.

TABLE 1: GENDER DISTRIBUTION OF RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	49	36.3	36.3	36.3
FEMALE	86	63.7	63.7	100.0
Total	135	100.0	100.0	

The Table 1 above shows that out of the 135 of the sample, 49 (36.3%) of the respondents were males, while the remaining 86 (63.3%) were females. This indicates that there were more female respondents than male respondents.

TABLE 2: AGE DISTRIBUTION OF RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 16-20	17	12.6	12.6	12.6
21-25	93	68.9	68.9	81.5
26-30	22	16.3	16.3	97.8
30 AND ABOVE	3	2.2	2.2	100.0
Total	135	100.0	100.0	

Table above indicates that 17 (12.6%) of the respondents were between the age bracket of 16-20, followed by those that were between the ages of 21-25 years, representing 93 (68.9%) of the sample. Also, 22 (16.3%) of the

respondents were between the ages of 26-30 years, while 3 are in the age bracket of 30 and above, representing (2.2%) of the sample.

TABLE 3: SCHOOL DISTRIBUTION OF RESPONDENTS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid AJAYI CROWTHER UNIVERSITY	66	48.9	48.9	48.9
LEADCITY UNIVERSITY	69	51.1	51.1	100.0
Total	135	100.0	100.0	

As showed in Table 3 above, 66 (48.9%) of the respondents were Ajayi Crowther University students, while the remaining 69 (51.1%) were Leadcity University students.

Research Questions

TABLE 4: ARE YOU AWARE OF ANY NEW AND SOCIAL NETWORKING SITES ON THE INTERNET?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	133	98.5	98.5	98.5
NO	2	1.5	1.5	100.0
Total	135	100.0	100.0	

This Table indicates that 133 respondents, (98.5%) of the sample said “YES”, which affirms that they are aware of the new and social networking sites on the Internet, while 2 respondents, 1.5% of the sample said “NO”.

TABLE 5: IF YES, WHICH FORM OF THE NEW AND SOCIAL NETWORKING SITES ARE YOU AWARE OF?

SOCIAL NETWORKING SITES	FREQUENCIES	PERCENTAGE
FACEBOOK	106	78.5%
TWITTER	97	71.9%
WHATSAPP	99	73.3%
BLACKBERRY MESSENGER	105	77.8%
BLOGGER	60	44.4%
BADDO	17	12.6%
NIMBUZZ	7	5.2%
INSTAGRAM	20	14.8%
EBAY	1	0.7%
HI5	5	3.7%
NETLOG	3	2.2%
KIK	2	1.5%
2GO	10	7.4%
YAHOO MESSENGER	1	0.7%
NAIJAPALS	2	1.5%
N9JA HOOK UP	2	1.5%
KEEP	2	1.5%
MOZART	1	0.7%
MIG33	1	0.7%
WAPTRICK	1	0.7%
SMOOTHIE	1	0.7%
MYSFACE	2	1.5%
NAIRALAND.COM	1	0.7%
MULTILOAD.COM	1	0.7%
PATH	1	0.7%
TRAILMOI	1	0.7%
SKYPE	3	2.2%
WECHAT	1	0.7%
YAHOO MAIL	1	0.7%
GMAIL	1	0.7%
FACETIME	1	0.7%
KEEK	9	6.7%
TUMBLER	1	0.7%
TOTAL	566	

As showed in Table 5, all the respondents claim to know at least one of the social networking sites. 106 (78.5%) respondents are aware of Facebook, 105 (77.8%) are aware of BlackBerry Messenger, 99 (73.3%) are aware of whatsapp, 97 (71.9%) are aware of Twitter, 60 (44.4%) 20 (14.8%), Instagram, 17 (12.6%) Baddo. This implies that Fcaebook is the most popular social media networking sites among undergraduates in both Universities.

TABLE 6: WHICH FORM OF NEW AND SOCIAL MEDIA NETWORKING DO YOU USE?

SOCIAL MEDIA NETWORKING SITES	FREQUENCIES	PERCENTAGES
FACEBOOK	93	68.9%
TWITTER	80	59.3%
WHATSAPP	84	62.2%
BLACKBERRY	93	68.9%
BLOGGER	31	23.0%
PATH	2	1.5%
INSTAGRAM	9	6.7%
2GO	5	3.7%
SMOOTHIE	1	0.7%
BADDO	7	5.2%
NIMBUZZ	3	2.2%
NETLOG	1	0.7%
HIS	2	1.5%
NAIRAPALS	3	2.2%
MOZART	1	0.7%
KEEP	1	0.7%
NAIJA HOOK UP	1	0.7%
KEEK	2	1.5%
SKYPE	2	1.5%
GMAIL	1	0.7%
YAHOOMAIL	1	0.7%
KIK	1	0.7%
TOTAL	425	

As shown, all respondents have accounts with at least one of the social networking sites. This shows that they are not just aware of the existence of the new and social media networking sites, they actually make use of the sites. The result shows that 93 respondents (68.9%) are on Facebook and BlackBerry Messenger, implying that they are the most commonly used social media followed by WhatsApp, 84(62.2%), Twitter, 80 (59.3%) and Blogger 31 (23.0%).

TABLE 7: HOW OFTEN DO YOU USE THEM?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MOST OFTEN	57	42.2	42.2	42.2
VERY OFTEN	54	40.0	40.0	82.2
OFTEN	17	12.6	12.6	94.8
RARELY OFTEN	6	4.4	4.4	99.3
RARELY	1	.7	.7	100.0
Total	135	100.0	100.0	

This table indicates that 57(42.2%) of the respondents' of the total percentage responded to "MOST OFTEN" while 54(40.0%) of the total percentage responded to "VERY OFTEN". Also 17(12.6%) responded to "OFTEN" and 6 (4.4%) responded to "RARELY OFTEN".

TABLE 8: WHICH OF THE FOLLOWING MODE DO YOU USE TO ACCESS THE SELECTED NEW AND SOCIAL MEDIA NETWORKING SITES?

MODE	FREQUENCIES	PERCENTAGE
MOBILE PHONE	124	91.9%
LAPTOP WITH MODEM/WIFI	44	32.6%
CYBER CAFÉ	6	4.4%
TOTAL	174	

In this Table, majority of the respondents access the selected social media sites they subscribe to with their mobile phone. 124(91.9%) of the sample affirm that they use mobile phone while 44(32.6%) make use of laptop and only 6(4.4%) make use of the cyber cafe.

TABLE 9: WHICH FORM OF THE NEW AND SOCIAL NETWORKING SITES DO YOU UPDATE THE MOST?

SOCIAL NETWORKING SITES	FREQUENCIES	PERCENTAGE
FACEBOOK	57	42.2%
TWITTER	59	43.7%
WHATSAPP	46	35.1%
BLACKBERRY	88	65.2%
BLOGGER	13	9.6%
INSTAGRAM	5	3.7%
KEEK	1	0.7%
KIK	1	0.7%
SKYPE	1	0.7%
2GO	4	3.0%
NAIJAPALS	1	0.7%
NETLOG	1	0.7%
NIMBUZZ	1	0.7%
SMOOTHIE	1	0.7%
BADDO	1	0.7%
TOTAL	280	

This data reveals the frequency of the most updated social networking sites in preference to others. A total of 88(65.5%) respondents affirm that the social networking site they update most is BlackBerry while 59(43.7%) respondents claim they update Twitter and 57(42.2%) Facebook, Also, 46(35.1%) WhatsApp and 13(9.6%) blogger, followed by Instagram with 5(3.7%) respondents, next is 2GO with 4(3.0%) respondents while others recorded 1(0.7%) respondent.

TABLE 10: WHY DO YOU USE NEW AND SOCIAL MEDIA NETWORKING SITES?

PURPOSE	FREQUENCIES	PERCENTAGES
FOR ACADEMIC/ RESEARCH PURPOSE	74	54.8%
INTERACTION WITH FRIENDS	97	71.9%
ENTERTAINMENT	65	48.1%
TOTAL	236	

This Table shows that all the respondents have a purpose, at least one, for using these social media networking sites, but the reasons for using them vary from one respondent to another. 74(54.8%) respondents make use of social media networking sites for academic or research purpose while 97(71.9%) respondents make use of the social media to interact with friends and 65(48.1%) make use of the social media for entertainment purpose..

TABLE11: DO YOU USE NEW AND SOCIAL MEDIA NETWORKINGSITES THAN SEARCH ENGINE WEBSITE?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	107	79.3	79.3	79.3
NO	28	20.7	20.7	100.0
Total	135	100.0	100.0	

This Table shows that majority of the respondents' 107(79.3%) of the sample affirm that they make use of new and social media networking sites more than search engine websites, while 28 respondents, (20.7%) of the sample said "NO".

IN-DEPTH INTERVIEW

The purpose of this interview is to support the information provided by the respondents in the questionnaire and which has been analysed quantitatively. It was discovered that indepth interview, being a qualitative approach, offered the respondents the opportunity to provide extensive answers to some questions that were germane to the study but which were not included in the questionnaire. The objective of the interview was to get more information on other uses of the social media by the undergraduates, apart from the options provided for the respondents' in the questionnaire. In the questionnaire given to the respondents, three options were giving to students on why they use the new and social networking site, for academic/research purpose, interaction with friends and entertainment. Other information about the use of the social media includes business, news information, games and fashion trends.

A total number of 30 respondents were interviewed from both schools and they were selected randomly from the 135 respondents that filled the questionnaire. The interview was conducted in an attempt to find out the benefits derived from new and social media usage and the influence the usage has on undergraduates.

1. What new and social media networking sites do you use?

1. **Oyeniya Mercy (Ajayi Crowther University, 400level):**
Blackberry Messenger, Facebook and Twitter.
2. **Solape Ojo (Leadcity University):**
Twitter, Facebook, Badoo and Instagram.
3. **Obatola Titilope (Ajayi Crowther University, 400level):**
Facebook and Blackberry.
4. **Zeenat Adetula (Leadcity University):**
Instagram, Facebook, WhatsApp and Twitter.
5. **Imodu Hepzibah (Ajayi Crowther University, 400level):**
Facebook and Whatsapp.
6. **Owobu Mary (Leadcity University, 400level):**
Facebook, Twitter and BlackBerry Messenger.
7. **Mojisola Fagade (Ajayi Crowther University, 400level):**
Facebook, Twitter and Instagram.
8. **Aje Temitope (Leadcity University, 400level):**
Twitter and Skype.
9. **Sunday Friday Ameh (Ajayi Crowther University, 400level):**
Facebook, Badoo, Whatsapp, BlackBerry Messenger.
10. **Taiwo Olukiran (Leadcity University, 400level):**
Facebook, Twitter and BlackBerry

Majority of the respondents claim to use more than one social media networking sites, some of them had at least two maximum four. The popular social media networking sites mentioned were Facebook, Twitter, BlackBerry Messenger, WhatsApp, Badoo, Instagram, Skype, Naijapals. Facebook had the highest user, followed by Twitter then BlackBerry Messenger, Instagram, Badoo and the least was Skype.

2. What activities do you engage on the new and social networking sites?

1. **Oyeniya Mercy (Ajayi Crowther University, 400level):**
I chat with my friends, meet new friends and learn new stuffs.
2. **Solape Ojo (Leadcity University, 400level):**
I follow up celebrities on my Twitter account, on my Facebook account I chat with my friends and search for the old ones. I also do online dating and shop online while on my Instagram I update myself on fashion trends.
3. **Obatola Titilope (Ajayi Crowther University, 400level):**
I use my Facebook account to find my old friends, meet new people and for academic purpose.
4. **Zeenat Adegbola (Leadcity University, 400level)**
I get information on the latest fashion styles; learn how to combine colours and also to get trending pictures. I follow celebrities on my Twitter and keep in touch with my friends via my Facebook and WhatsApp.
5. **Imodu Hepzibah (Ajayi Crowther University, 400level)**
I chat with my friends, play games and meet new people.
6. **Owobu Mary (Leadcity University, 400level)**
I send messages to my friends, online dating and I prefer them because they are recent and advanced. I get to market or advertise my product on my profile. I like it because it helps my business.
7. **Mojisola Fagade (Ajayi Crowther University, 400level)**

I connect with my friends on Facebook and Twitter, post pictures on my Instagram and i use it to kill boredom.

8. Aje Temitope (Leadcity University, 400level)

I connect with my friends on Twitter, read people's views and hobbies, keep in touch with both new and old friends on Facebook, I get to express myself at any time.

9. Sunday Friday Ameh (Ajayi Crowther University, 400level)

I chat with my friends, update my present mood and connect with people in anywhere in the world.

10. Taiwo Olukiran (Leadcity University, 400level):

I chat with my friends, meet new people online and it creates an avenue for me to advertise my business.

Quite a few activities were mentioned by the respondents which include: interaction, entertainment, business, information, fashion trends and games. Most of the respondents claim to interact with their friends. They claim that the networking sites create an avenue to meet new friends, meet old friends and chat with their friends online. They claim it helps them to keep in touch with their friends that are far from them. Some respondents claim that they use it as a form of entertainment by posting pictures, visiting online dating sites, follow up celebrities. A couple of them use it to promote and advertise their businesses, some claim they play game; some use them to follow up fashion trends and to get quotes, movie lines and lyrics.

3. Why do you prefer the selected social media networking sites?

1. Oyeniya Mercy (Ajayi Crowther University, 400level)

I chat with my new and old friends on my BlackBerry Messenger, Facebook and Twitter.

2. Solape Ojo (Leadcity University, 400level)

I connect with my friends on Facebook and Badoo, follow celebrities on Twitter and I update myself on fashion trends on my Instagram.

3. Obatola Titilope (Ajayi Crowther University, 400level)

I chat with my friends on Facebook and BlackBerry.

4. Zeenat Adegbola (Leadcity University, 400level)

I follow celebrities and get quotes on Twitter; I chat with my friends on Facebook and WhatsApp and post pictures on Instagram.

5. Imoudu Hepzibah (Ajayi Crowther University, 400level)

I chat with my friends on Facebook and WhatsApp.

6. Owobu Mary (Leadcity University, 400level)

I chat with friend on Facebook, Twitter and BlackBerry Messenger.

7. Mojisola Fagade (Ajayi Crowther University, 400level)

I post pictures on Instagram and I connect with my friends on Facebook and Twitter.

8. Aje Temitope (Leadcity University, 400level)

On Twitter I connect with my friends and on Skype, I enjoy the one on one communication.

9. Sunday Friday Ameh (Ajayi Crowther University, 400level)

I chat with my friends on the social media I use.

10. Taiwo Olukiran (Leadcity University, 400level)

I chat on BlackBerry, Facebook and Twitter.

Some of the respondents gave reasons for using a particular social media networking sites. For example, some claim they use facebook to find old friends, shop online and to chat with friends. Some claim they use Instagram to post pictures and to follow up fashion trends. Twitter to follow up celebrities update information.

4. What benefits do you derive from these social media networking sites?

1. Oyeniya Mercy (Ajayi Crowther University, 400level)

I get quick info and fast feedbacks.

2. Solape Ojo (Leadcity University, 400level)

- It offers a wide range of personality; it's easier to get quick information and to also know what is going on around the world.
3. **Obatola Titilope (Ajayi Crowther University, 400level)**
It's fast to communicate.
 4. **Zeenat Adegbola (Leadcity University, 400level)**
It helps advertise my business and contact my clients and know what's going around the world.
 5. **Imoudu Hepzibah (Ajayi Crowther University, 400level)**
It's convenient and feedback is fast.
 6. **Owobu Mary (Leadcity University, 400level)**
It's fast, quick feedback is guaranteed and its recent and advanced
 7. **Mojisola Fagade (Ajayi Crowther University, 400level)**
It kills boredom and it a form of entertainment.
 8. **Aje Temitope (Leadcity University, 400level)**
It's cheaper to communicate and I can express myself at anytime.
 9. **Sunday Friday Ameh (Ajayi Crowther University, 400level)**
It's easy to connect with friends and family.
 10. **Taiwo Olukiran (Ajayi Crowther University, 400level)**
It's easy to connect and it's cheap.

The popular reasons for using their preferred social media networking sites are that they are cheap, login in to them are easy, they provide opportunity for immediate feedback, among others. The social networking sites have made communication easy as process for their users. The undergraduates interviewed have attested to the ease with which they are able to communicate with one another, using the social networking sites. Furthermore, most people find it cheaper to use the social networking media because they simply subscribe once and they have access to a wide range of networking sites. Some undergraduates also assert that the social networking media help them to express themselves easily.

RESULTS

Research Question 1

To what extent are university undergraduates in Oyo, Oyo State aware of New and Social Media?

98.5% of the respondents claim to be aware of the New and Social Media networking sites on the Internet, 106% claim to use Facebook, 71.9% claim to use Twitter, 73.3% claim to use WhatsApp, 77.8% claim to use BlackBerry Messenger while 44.4% of the respondents claim to use blogger. This indicates that a high percentage of respondents are aware of New and Social Media. The data also indicates that quite a number of respondents use more than one social media. This table also indicates that more than half of the respondents use other social networking sites.

Research Question 2

To what extent do the undergraduates make use of the New and Social Media?

From the data, 42.2% of the respondents claim to use the social media MOST OFTEN and 40.0% of the respondents claim to use the social media VERY OFTEN. 12.6% of the respondents claim to use the social media OFTEN, 4.4% of the total respondents claim to use the social media rarely often while 0.7% claim to use the social media RARELY. This finding shows that undergraduate to a large extent use the new and social media extensively.

Research Question 3

What gratifications do the undergraduates get from using the New and Social Media?

From the data, 71.9% of the respondents use the new and social media to interact with friends, 54.8% of the total respondents claim to use the new and social for academic and research purpose while 48.1% use the new and social media for entertainment. This table shows that majority of the respondents make use of the new and social media basically to interact with friends. This research also gave the respondent options in which they can choose more than one option. It was discovered that most of the respondents ticked the three options and some choose the first two (for academic/research and interaction with friends and family).

DISCUSSION

The findings of this study reveal that majority of the students were using one form of the new and social media networking sites, it also discovered that most 68.9% of the students were in the age bracket of 21-25 years. The result of this study indicated that Facebook and BlackBerry Messenger were the new and social networking sites they used most with 68.9% of the students using Facebook and 68.9% using BlackBerry Messenger. This finding is at variance with the research outcome of Megan et al. (2012) that Facebook and Twitter were the most popular forms of the social media.

Respondents in this study revealed that the new and social networking sites in which they update the most was BlackBerry Messenger and Twitter. Majority of the students visit their social media networking sites most often, and this indicates that the extent to which they frequently use the sites. Quite a few reasons were given to why undergraduates were using the new and social media networking sites. The most important reasons given were that the new and social media usage provide opportunities to interact with friends, get entertained, while away time and kill boredom. These findings are supported by Sheldon (2008) who found that students use Facebook and other websites to pass time, be entertained, and maintain existing relationships with others. This result shows that majority of the undergraduates use the social media to communicate more with friends. Only a few of the students use the social media for academic or research purpose, but communication was generally common. This study also showed that the most preferred mode for accessing the social media networking sites were their mobile phones because of its convenience followed by laptop with modem and only few of them use the cyber cafe.

Conclusion

The information acquired from this research so far indicates that undergraduates are aware of the new and social media and are exposed to the various types of the new and social media that exist. Facebook, BlackBerry and Twitter appear to be the most popular social network used by undergraduates. These social networking sites provide opportunity for them to communicate and to also develop their individual self esteem. These social networking sites create diverse ways through which communication is achieved by an undergraduate. However, considering the wide usage of the social media by university undergraduates, further studies should be conducted with focus on ascertaining why undergraduates do not make use of the media for academic purposes, realizing the implications which such apathy have for their career success. Also, further empirical studies are required in this regard to advocate for use of new and social media for responsible practice of journalism in Nigeria.

REFERENCES

- Boyd, D.M. & Ellison, N.B. (2007). *Social network sites: Definition, history, and scholarship*. *Journal of Computer Mediated Communication*, 13, 210-230. doi: 10.1111/j.1083-6101.2007.00393.x. Retrieved MAY 22 2013.
- Dominick, Joseph (2009) *The Dynamics of Mass Communication Media in the Digital Age*, New York: Mc Graw Hill
- Douglas E.C., (2006). *The Internet Book. Everything you need to know about computer networking and how the Internet works*. 4th ed. Pearson Prentice Hall.
- Gbolagunte, K. And Popoola B.O. (2003) *Research Methods and precision Journalism*. Ibadan: Akacom Publications Ltd.
- Kaplan A. and Michael. H. (2010). *Users Of The World, Unite! The challenges and opportunities of social media*. Business Horizons, Vol.53.
- McQuail, D.. (2005). *Mass Communication Theory*. 5th ed. London: SAGE Publication
- Neuman, W. (1991). *The Future of the Mass Audience*. New York: Cambridge University Press
- Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). *College students' social networking experiences on facebook*. *Journal of Applied Developmental Psychology*, 30(3), 227-238. doi:10.1016/j.appdev.2008.12.010. Retrieved May 22 2013.
- Quan-Haase, A., & Young, A. L. (2010). *Uses and gratifications of social media: A comparison of facebook and instant messaging*. *Bulletin of Science, Technology & Society*, 30(5), 350-361. doi:10.1177/0270467610380009. Retrieved May 25 2013.
- Sokoya, A, Onifade, F. and Alabi, A..(2012). *Establishing Connections and Networking: The Role of Social Media in Agricultural Research in Nigeria*. <http://conference.ifla.org/ifla78>
- .Sponcil M. and Gitimu. P. (2012). *Use of social media by college students: Relationship to communication and self-concept*. *Journal of Technology Research*.
- Wikipedia http://help.yahoo.com/tutorials/ms8/mess/im_setup1.html. retrieved May 27 2013

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:
<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

