

An Evaluation of the Impact of Social Media on Nigerian Youths

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Abstract : This paper examines the impact of social media on Nigerian Youths particularly in Nigeria. This study reviewed secondary sources data. The research adopted survey method which involves the use of questionnaire that was administered to gather primary data analysis and presentation were done with the use of tables, figures, percentages and chi-square were used to test the hypotheses formulated. The study revealed that social media consumers, especially Facebook are prone to the benefits or risks aspect of its contents. At this expense, what user derived, seeks, sought and gains from such media depend on the motive they are being used for. The study also revealed that users have the tendency to be positively influenced through heavy or over exposure to numerous contents that are damaging and harmful. This means that social media usage may be considered as good or bad. As its contents may or may not subject consumers to vulnerable use depending on what is saved from it. The study recommends that the use of Facebook should be subjected to gate keeping and monitoring in order to control the activities of users that embrace depression, bullying, sexing and sexual harassment as a way of life. Parents should close watch on their children and caution them towards cultivating the habit of over exposure to social sites so as to protect them from risks social media poses.

Keywords : evaluation, impact, social media, nigerian youths

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