

Social Media Utilisation and Addiction among Students in Nigerian Universities

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Abstract : This study investigates social media utilisation and addiction among students in Nigerian universities. Three hundred and twenty seven (327) students were randomly selected across five selected universities in Nigeria but only 215 provided useful responses for the study. The study revealed regular use of social media for the purpose of communicating and connecting with friends only while Picassa, Twitter, Flickr, Youtube, MySpace, Blogger, LinkedIn and LibraryThing were found to top the list of social media being used on regular basis by the students. The level of social media addiction among the students was found to be low. A significant difference was established between undergraduate and postgraduate students' utilization of social media as the undergraduate students were found to utilise social media more than the postgraduate students. However, no significant difference was found in the level of addiction to social media between the undergraduate and postgraduate students.

Keywords : social media utilisation, social media addiction, Nigerian students, universities

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