

Use of Social Media Among the Agricultural Students of Tertiary Institutions in Kwara State, Nigeria

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Abstract. The study examined the use of social media among the agricultural students of tertiary institutions in Kwara State, Nigeria. One hundred and twenty agricultural students was selected in four tertiary institutions in Kwara State, Nigeria. The data collected was analysed with the use of frequency count, Percentage, Mean and Standard deviation. The result revealed that 20.8 years was the average age of the respondents. About 64.2% were male and about 91.7% gets information through social media. The average monthly money used for buying data for subscription was 1922.00 Naira and the average hours spent on social media per day was 7.38 hours. About 77.5 % of the respondents uses smart phones to access social media platforms. Facebook (93.3%) was the most frequently used social media platform. Communication/calling (87.5%) was the main motive for using social media. Social media makes communication to be faster ($\bar{x}=4.11$) was the highest ranked perception statement. High cost of data ($\bar{x}=2.64$) was the highest ranked factor affecting the use of social media. The study therefore recommends that data service providers should consider reducing the price of data and government should make policies that will be of benefits to data users.

Keywords. Use, Social Media, Agricultural Students, Tertiary Institutions, Nigeria.

1. Introduction

The provision of timely information and effective communication are important tools for any developmental effort. Social media has become a viable platform for sharing information, communication and entertainment. Social media refer to various form of content that are made available for the public [1]. Social media such as Facebook, Twitter, and YouTube have become an integral part of human life. Countless individuals globally use these applications daily for communication and other purposes. Social media are platforms where people creates content and share it for diverse purposes which include communication and business motives. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry [2]. These new platforms are believed to have specific potential for the essential functions such as provision of information on business opportunities, information on goods, information on markets outlets, advertisement of goods and communication [3].

Young People especially students have been reported to spend a significant part of their day on the use of social media for diverse purposes [4]. Social media have brought about transformation in the way students learn, act, communicate and interact with each other. The use of social media among the

students of tertiary institution would enhance their learning process and also makes it possible for students to attend lecture virtually. Considering the importance of social media to the agricultural students of tertiary institutions and the dearth of information on the use of social media among the agricultural students of tertiary institutions in Kwara State, Nigeria. Hence, there is a need to examine the use of social media among the agricultural students of tertiary institutions in Kwara State, Nigeria. The specific objectives were to:

- Identify the socio-economic characteristics of the respondents in the study area.
- Identify the social media platforms used by the respondents in the study area.
- Examine the agricultural students of tertiary institutions' perceived motive for using social media in the study area.
- Assess the agricultural students of tertiary institutions' Perception of social media in the study area.
- Determine the factors affecting the use of social media among the respondents in the study area.

2. Methodology

The study was conducted in Kwara State Nigeria. The population of the study comprised of all agricultural students in tertiary institutions in Kwara State, Nigeria. The sample procedure involved 2-stage sampling techniques. The first stage involved a purpose selection of four tertiary institutions where there were agricultural students in Kwara state Nigeria. The second stage involves a random selection 30 agricultural students from each tertiary institution (Kwara State University =30, Kwara State Polytechnic =30, Kwara State College of Education =30 and Al-Hikimal University =30).

The level of use of social media was measured on a scale of Yes and No, while Yes=1 and No=0. Any respondent that use ≥ 6 social media platforms is categorize as High User while any respondent use ≤ 5 social media platforms is categorized as Low User.

level. The perceived motive for using social media was measure on a scale of Yes and No where Yes=1 and No=0. Perception of social media was measured on a 5-point likert type scale where Strongly Disagree=1, Disagree=2, Undecided=3, Agree=4 and Strongly Disagree=5. The Factors affecting the use of social media among the respondent was measured on a 3-point likert type scale where, Not a factor=1, Less severe=2 and Highly severe=3. Descriptive statistics such as frequency counts, percentage and means were used to analyse the finding of the study.

3. Results and Discussion

3.1. Socio-Economic Characteristics of the Respondents

The result in Table 1 revealed that 20.8 years was the average age of the respondents in the study area. This implies that the respondents were relatively young and agile as they are still students. This result is similar with the findings of [5], who reported that the average age of agricultural students of tertiary institution was 22.2 years. The result in Table 1 showed 86.7 % of the respondents was still single. This is expected as they are still in school and they are relatively young in age. This result is in agreement with the findings of [5], who reported that majority of agricultural students were not married. The result in Table 1 showed that about 91.7 % of the respondents got information through social media. This implies that social media is an important source of information for the market women. About 64.2 % of the respondents uses social media daily. This infers that social media usage is high among the students. The average monthly money for buying data was 1,922, 00 Naira. The average hours spent on social media per day was 7.38 hours. The result revealed that about 77.5 % of the respondents uses smart phones to access social media platforms.

Table 1. Socio-economic characteristics of respondents.

Variables	Frequency	Percentage	Mean	Standard deviation
Age (years)			20.8 years	2.57
≤ 20	62	51.7		
21 – 25	55	45.8		
26 – 30	3	2.5		
Gender				
Male	77	64.2		
Female	43	35.8		
Marital status				
Single	104	86.7		
Married	16	13.3		
Religion				
Christianity	30	25.0		
Islam	86	71.7		
Traditional	4	3.3		
Sources of information				
Television	10	8.3		
Social media	110	91.7		
Neighbours	13	10.8		
Extension agents	0	0.0		
Radio	0	0.0		
Newspaper	9	3.3		
Frequency of use of social media				
Never	10	8.3		
Daily	77	64.2		
Weekly	22	18.3		
Monthly	11	9.2		
Money use to buy data per month			1,922, 00 Naira	1477.47
0	4	3.3		
500 – 1000	55	45.8		
1001 – 1500	12	10.0		
1501 – 2000	18	15.0		
2001 and above	31	25.8		
Hours			7.38 Hours	6.407
0	4	3.3		
1 – 12	97	80.8		
13 – 24	19	15.8		
Device use to access social media				
Smart phone	93	77.5		
Tablet	13	10.8		
Laptop	8	6.7		
Desktop	1	0.8		
Others	1	0.8		
None	4	3.3		

Source: Field Survey 2022.

3.2. Social Media Platform Used by Respondents

The results in Table 2 showed the social media platform used by respondents. The table showed that the Majority of respondents (93.3%) use Facebook, 87.5% use Whatsapp, 78.3% use both Facebook messenger and Youtube, 66.7% use Instagram, 63.3% use Telegram, 61.7% use Tik Tok, 55.8% use Snapchat, 53.3% use Twitter, and 19.2% use LinkedIn. This finding implies that Facebook, Whatsapp, Facebook messenger, and Youtube were the topmost social media platforms used by agricultural

students in Ilorin. This finding agreed with the findings of [6], who similarly found that WhatsApp, Facebook, Instagram, and YouTube were the social media platforms commonly used by students in tertiary institutions.

Table 2. Social Media Platform used by Respondents.

Social media Platforms	Frequency	Percentage
Facebook	112	93.3
Whatsapp	105	87.5
Linkedin	23	19.2
Youtube	94	78.3
Instagram	80	66.7
Facebook messenger	94	78.3
Twitter	64	53.3
Tik-Tok	74	61.7
Telegram	76	63.3
Snapchat	67	55.8

Source: Field Survey 2022.

3.3. Level of Use of Social Media

The result in Table 3 showed about 69.2 % of the respondents have high level of use of social media while about 30.8 % of the respondents have low level of use of social media. This indicates that majority of the respondents have high level of use of social media.

Table 3. Level of Use of Social Media.

Usage Level	Percentage Range	Frequency	Percentage
High	51-100	83	69.2
Low	1-50	37	30.8

Source: Field Survey 2022; Note: High= ≥ 6 social media platforms, Low= uses ≤ 5 social media platforms.

3.4. Perceived Motive of Agricultural Students to Use Social Media

The result in Table 4 showed the respondents' perceived motive of social media usage. Majority (88.3%) of the respondents connect with friends/friends, 87.5% for communication/calling motive, 85.0% for findings out news and events, 84.2% for messaging/chatting and connecting with course mate, 75.8% for sharing information on agriculture, while 67.5% for education/training and research. This finding implies that agricultural students' motives for using social were largely to connect with friends/friends, communication/calling, findings out news and events, and for messaging/chatting and connecting with course mate. [7], similarly noted that interaction with peers/classmate, share ideas and study materials are the leading advantage of social media among students in tertiary institutions. It is worthy to note that majority (67.5%) of the agricultural students also use social media for education/training and research purposes. This is in line with [8], that agricultural researchers in higher institutions explore the internet to generate and disseminate knowledge in Nigeria.

Table 4. Respondents' Perceived Motive for Using Social Media.

Motive	Frequency	Percentage
Communication/calling motive	105	87.5
Findings out news and events	102	85.0
Messaging/chatting	101	84.2
Sharing information on agric.	91	75.8
Education/training and research	81	67.5
Entertainment/fun seeking	78	65.0
Connecting with friends/friends	106	88.3

Source: Field Survey 2022.

3.5. Perception of Agricultural students on the Use of Social Media

The result in Table 5 showed the perception statements of respondents on the use of social media. Social media make communication to be faster (mean=4.11) was the highest ranked perception statement. Social media makes it possible for learning to take place at anywhere (mean=4.02), and social media makes information to reach several students at the same time at different locations (mean=3.99). This result shows that agricultural students acknowledge the importance of social media as a platform for faster learning and communication.

Table 5. Perception of Agricultural Students on the Use of Social Media.

Perception Statement	SD	D	U	A	SA	Mean (SD)	Reank
Use of social media promotes academic activities	1(0.8)	15(12.5)	21(17.5)	65(54.2)	18(15.0)	3.70(.904)	9
Use of social media motivates students to learn	6(5.0)	9(7.5)	20(16.7)	57(47.5)	28(23.3)	3.77(1.051)	6
Social media help to bring about positive change towards agriculture	6(5.0)	11(9.2)	16(13.3)	68(56.7)	19(15.8)	3.69(1.011)	10
Using social media strengthens the student-lectures relationship.	5(4.2)	6(5.0)	26(21.7)	70(58.3)	13(10.8)	3.67(.892)	11
Social media provides all the information needed by the students	16(13.3)	20(16.7)	15(12.5)	63(52.5)	6(5.0)	3.19(1.183)	15
Social media is useful only for students from wealthy background	29(24.2)	39(32.5)	12(10.0)	27(22.5)	13(10.8)	2.63(1.353)	18
Social media usage causes distraction to students	4(3.3)	1(0.8)	38(31.7)	52(43.3)	25(20.8)	3.78(.902)	5
Use of social media for taking lectures limits the students' academic performance	12(10.0)	17(14.2)	27(22.5)	50(41.7)	14(11.7)	3.31(1.158)	14
Social media usage is costly	22(18.3)	5(4.2)	20(16.7)	51(42.5)	22(18.3)	3.38(1.342)	13
Social media sometimes gives inaccurate and false information	2(1.7)	4(3.3)	26(21.7)	59(49.2)	29(24.2)	3.91(.860)	4
Social media enhance the relationship among students	6(5.0)	21(17.5)	20(16.7)	44(36.7)	29(24.2)	3.57(1.179)	12
Social media make communication to be faster	0	6(5.0)	21(17.5)	47(39.2)	46(38.3)	4.11(.868)	1
Social media makes it possible for learning to take place at anywhere	0	10(8.3)	22(18.3)	44(36.7)	44(36.7)	4.02(.944)	2
Social media usage exposes students to social vices/fraudulent activities	10(8.3)	1(0.8)	21(17.5)	64(53.3)	24(20.0)	3.76(1.053)	7
Social media is useful for highly intelligent students only	34(28.3)	21(17.5)	24(20.0)	27(22.5)	14(11.7)	2.72(1.391)	17
Social media exposes students to several academic and career opportunity	11(9.2)	1(0.8)	24(20.0)	58(48.3)	26(21.7)	3.73(1.100)	8
Use of social media requires special training	14(11.7)	35(29.2)	28(23.3)	22(18.3)	21(17.5)	3.01(1.287)	16
Social media makes information to reach several students at the same time at different locations	10(8.3)	5(4.2)	7(5.8)	52(43.3)	46(38.3)	3.99(1.170)	3

Sources : Field Survey 2022.

3.6. Factors Affecting the Use of Social Media Among Agricultural Students

The result in Table 6 showed the factors affecting the use of social media. High cost of data (mean=2.64) was the highest ranked factor, Irregular supply of electricity (mean=2.49), and high cost of internet enable phone (mean=2.46). The result revealed that high cost of data, irregular supply of electricity and high cost of internet enable phone were the most severe factors affecting the use of social media among the students.

Table 6. Factors affecting the Use of Social Media.

Factors	Not a factor	Less severe	Highly severe	Mean	Rank
High cost of data	8(6.7)	27(22.5)	85(70.8)	2.64(.605)	1
No internet reception in some areas	17(14.2)	46(38.3)	57(47.5)	2.33(.714)	5
Language barriers	37(30.8)	42(35.0)	41(34.2)	2.03(.809)	10
Poor internet connection	14(11.7)	51(42.5)	55(45.8)	2.34(.680)	4
Irregular supply of electricity	5(4.2)	51(42.5)	64(53.3)	2.49(.580)	2
Inadequate technical know-how on the use of social media	19(15.8)	60(50.0)	41(34.2)	2.18(.686)	8
Availability of false information on social media	13(10.8)	56(46.7)	51(42.5)	2.32(.661)	6
High cost of internet enable phone	7(5.8)	51(42.5)	62(51.7)	2.46(.607)	3
High level of illiteracy	24(20.0)	39(32.5)	57(47.5)	2.28(.777)	7
Strenuous/stressful tasks involved in business activities	27(22.5)	49(40.8)	44(36.7)	2.14(.759)	9

Sources: Field Survey 2022.

Conclusion

Based on the findings of this study, the study concluded that Agricultural students in Kwara state, Nigeria are dominated by male youths. Majority of the agricultural students in tertiary institutions uses social media. Facebook, Whatsapp, Facebook messenger and Youtube were the leading social medial platforms used by agricultural students in tertiary institutions in Ilorin. Agricultural students' motives for using social were largely to connect with friends/friends, communication/calling, findings out news and events, and for messaging/chatting and connecting with course mate. Social media makes communication faster was the highest ranked perception statement. The severe factors affecting the use of social media to include high cost of data, irregular supply of electricity and high cost of internet enable phone.

Recommendations

Based on these findings, the following recommendations can be made:

- High cost of data is one of the severe factors affecting the use of social media among agricultural students in tertiary institutions. This study recommends that data service providers should consider cutting the price of data. Government can also set up policy to checkmate prices and reduce the exuberant amount been placed on the sales of data in Nigeria.
- On irregular supply of electricity, concern agencies and stakeholders ensure the regular electricity is restored in Nigeria
- Regarding high cost of internet enable phone, government should encourage the local production of Android phone that will be affordable to students in tertiary institutions.

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