

Knowledge and Utilization of Social Media by Students of Nuhu Bamalli Polytechnic, Zaria, Nigeria

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Abstract

This study examined the level of awareness and utilization of social media by HND II students of Mass Communication in Nuhu Bamalli Polytechnic, Zaria. Social Media are online communication systems with complex techniques that enable interactivity, sharing, conversation and linkages by users. The development of ICT and GSM technology in Nigeria has made social media very popular among students of tertiary institutions. The study employed the survey method of communication research. It found out that the students acquire knowledge of Social Media through course mates, friends and conventional mass media. In addition, the utilization is influenced by the perceived social status and enlightenment level of the students. The paper also argues that social media affect the academic performance of the students both positively and negatively. The paper concludes that governments and managements of tertiary institutions should provide adequate guidance on access and enlightenment to students about the potentials of social media. It further recommends that students should strike a balance between using

Social Media and the pursuit of academic excellence.

Keywords: Social Media, Knowledge, Utilization, Students and Education