

Social Media, Maintenance and Creation of Social Relationships amongst Hausa Youths in Zaria

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Abstract

The Twenty First Century ushered in digital satellite technology which deeply influenced the communication arena by transgressing borders and barriers thereby making it one of the most important and unavoidable areas of human existence. This new technology enhanced the emergence of various communication equipment regarded as the Information and Communication Technologies (ICTs) or New Media. In Nigeria today, Social Media have gained acceptance especially among youths with a large percentage of them using at least one of them as a major communication channel. This paper seeks to examine the extent to which social media influence social relationships among Hausa youths who are its major users. The findings show that exposure and use of social media amongst Hausa youths in Zaria is high. The paper concludes that despite the fact that social media are used for keeping in touch with family and friends, kinship ties suffer in favour of online, romantic and platonic relationships. The paper argues that parents should delay the exposure of their children to the world of social networking and make efforts to strengthen their real life relationships, coupled with orienting them on the dangers lurking in over reliance on social media

for satisfaction of their socialization need.

Keywords: Social media, Hausa, Youth, Social relationships, Kinship, Friendship