



BJCD

**Volume 2 Numbers 1&2
January-December, 2012**

ISSN 2251-0389

Benue Journal of Communication and Development

A Peer Reviewed Journal

Published by
The Department of Mass Communication,
Faculty of Social Sciences,
Benue State University, Makurdi.

Editorial Board

Editor-in-Chief

Ugande, Gabriel Bundekaan PhD

Associate Editors:

Rodney Ciboh, PhD

Samson Ademagba Sambe, PhD

Tyotem Kegnku, PhD

Rev. Fr. Vitalis Torwel, PhD

Michael A. Kombol, PhD

Editorial Advisory Board

Prof. Ike Ndolo,
University of Nigeria, Nsukka

Prof. Ralph Akinfeleye,
University of Lagos, Lagos-Nigeria

Prof. Lai Oso,
Olabisi Onabanjo University, Ago-Iwoye,
Osun-Nigeria

Prof. Okpeh O. Okpeh,
Benue State University, Makurdi-Nigeria

Prof. Gerard Gyor,
Millersville University of Pennsylvania,
USA

Prof. John A. Sambe,
Benue State University, Makurdi-Nigeria

Prof. Chukwudi P. Obinne,
University of Agriculture, Makurdi-Nigeria

Prof. Adagba Okpaga,
Benue State University, Makurdi-Nigeria
Dr. Kwaghkondo Agber (Ass. Prof.),
University of Abuja, Nigeria

Dr. S. O. Idemili (Ass. Prof.),
Benue State University, Makurdi-Nigeria

Dr. Gowan Doki (Ass. Prof.),
Benue State University, Makurdi-
Nigeria

First printed in Nigeria by

West Publishers,

P.O. Box 356, Makurdi-Nigeria

westpublications@gmail.com

+234802578831

The Changing Media Landscape and the Changing Social Context of Media Use by Youths

Patrick Udende and Adisa R.M.

Department of Mass Communication

University of Ilorin, Ilorin, Nigeria

udendepatrick@yahoo.com and adisarasaqm@yahoo.com

Abstract

The transient nature of the media always offers new opportunities. Associated with the current communication technology called the internet are social networking sites, which enable people to make contact for various reasons. This article, therefore, explores the kind of relationship youths, in particular, make. A survey was carried out at the University of Ilorin, Nigeria. Sample size of 300 respondents was purposively selected on whom questionnaire was administered. The findings revealed that youths majorly use Facebook among the social sites. Also youth spend considerable time on social media maintaining old friends and making new ones. The study recommends that while engaging in cyber interaction, youths should avoid indulging in kinds of issues with potentials of eroding their societal values.

Key words: mass media, social media, social networking, youth

Introduction

Following the Gutenberg's invention of the movable type, the mass media have been undergoing a fundamental transformation. Apart from the traditional mass media comprising radio, television, newspapers and magazines, we have cinemas and books. These exist side by side with telephones and other channels that enhance exchange of information and ideas.

In the twilight of the twentieth century and the dawn of the twenty-first emerges a new form of media whose distinguishing qualities include ubiquitous news, global information access, and instantaneous interactivity (Pavlik, 2001: xi). This form of media is the internet, which according to Carey (1998:28), is the first global

communication system that is displacing a national system of communications which came into existence at the end of the nineteenth century. The internet, as Einav (2004:230) puts, is growing by at least 85 million users per year, and in many ways, represents a potentially better form of media because it can engage an increasingly alienated audience. Meanwhile, facebook alone, according to Grimmelmann (2010:3), has over four hundred million users and is still growing. Despite the benefits it offers, it presents many threats to the most cherished values and standards of society.

The ubiquitous nature of the internet is stressed by Pavlik (2001:15) that stories

told online (including via television linked to the Internet or other network-based digital technology) can make connections much more easier than in any other medium. Businesses and other social interactions are easily carried out with the facility.

At this era of digitisation, therefore, access to the internet has led to its uncanny influence on the social interactions globally. The existence of social sites has, thus, opened a new vista for people to interact. Interestingly, Lewis (2010), Okorie and Tunji (2011: 112) recognise the unique opportunities offered by the internet, when they note that the emergence of social networking sites have significantly altered today's media landscape and presents individuals with new opportunities to meet different people from different backgrounds across the globe. This is done primarily through the use of hyperlinks, or clickable pointers to other online content. Other tools for making such links or associations are still emerging. Carey (2004:189) corroborates that recently, some personal computers have provided DVD drives that can play movies and high-end personal computer (PC) games have included some video. Further, there is much more uses of communication devices like the modem, ipod, adroid, ipad, and iphone for entertainment and making relationship. If we consider the power of the ever-expanding social networking sites on the Internet like *Facebook*, *Friendster* and *MySpace*, among others, it becomes clearer that the new media is one of the greatest agents that redefine the relationship that exists among people in the 21st Century.

With the explosion in new communication technologies, people generally tap into social networks. Fundamentally, youth are often among the early adopters and obvious sustained users of these new technologies. When one examines this phenomenon of online and

cyber relationships, it becomes apparent that some inter-personal relationships have experienced a transformation with the advent of social networking sites (Okorie and Tunji, 2011: 114). What is debatable is that we can not ascertain with precision the most frequently used sites, the type and nature of new relationships created, as well as how many youth socialise through these technologies. It is on the basis of this the study seeks to ascertain the extent to which new media have led to change in relationship among youth.

Statement of the Problem

The changing media landscape has generated sustained interest about how and for what people use the media. At the moment almost everybody aspires to own at least one form of social network site or the other. If adults are signing up to social network sites intensively, it is needless to mention the youth who are notoriously keen in practicing what the media offer. This informs Magid and Collier (2007:1&2) to note that although many of us adults may not be aware of all the web's capabilities these days, rest assured that our teens are. They elaborate that "as we adults struggle to find the language that describes this phenomenon, teens are speeding ahead, making it up as they go, including the language and the tools and their uses. To them, these sites are just another tool for socialising". Through social networking sites, therefore, there exists, a kind of social relationship that goes with it. This relationship diametrically opposes what used to be with other media of communication. With the web-based technologies, people no longer make physical contact to establish new relationships neither do they visit others physically to maintain existing ones. By a simple click of the internet button, their desires are met. Since such social sites like *Okut* and *MySpace* have

universal appeal, it becomes important to determine the type of relationship youth make, site youths use most, and magnitude of their involvement.

Objectives of the Study

The objectives are to:

- 1) Determine the most frequently used social network by youths;
- 2) Determine how much time youth devote to the networking site;
- 3) Find out whether or not youth prefer online relationship to face-to-face interaction;
- 4) Ascertain the type of cyber relationship youth make;
- 5) Determine the number of youths involved in social networking.

Research Questions

- 1) What social network do youths frequently use most?
- 2) How much time do youth devote to the networking site?
- 3) Do youth prefer online relationship to face-to-face interaction?
- 4) What type of cyber relationship do youth make?
- 5) How many youths use social networking in making relationship?

Theoretical Framework

This study is anchored on Diffusion of innovation theory. Diffusion of Innovation theory provides a theoretical basis for explaining how people experiment and adopt an invention. Developed in 1962 by Everett Rogers (Clarke, 1999), its core assumption revolves around why and at what rate new ideas and technologies spread through different cultures with close reference to social media. Rogers (2003) and Orr (2003) posit that the adoption of new innovation starts with enthusiastic

innovators and early adopters and then moves to use by early and late-majority when the technology becomes more reliable.

Diffusion of innovation, according to Baskerville and Pries-Heje (2001), Fichman (2001), Robinson (2009), and Wilson (2011: 89), occurs through five steps. The five stages, according to these authors are knowledge/awareness, persuasion, decision, implementation, and confirmation.

Knowledge signals the stage an individual is first exposed to an innovation. At this stage he lacks clear cut information about the innovation, and is, therefore, not inspired to find more information about the innovation.

Persuasion: At this stage, an individual gets interested in the innovation because he forms a favourable attitude to it. He, therefore, actively seeks detail information about the innovation.

Decision: This is where an individual shows commitment to the adoption of the innovation. It is here that an individual takes the concept of the innovation and weighs its merits and demerits with a view to deciding whether to adopt it or not.

Implementation: This is the stage where an individual adopts the innovation. At this stage he does not simply determine the usefulness of the innovation, but goes an extra mile to probe for additional information about the innovation.

Confirmation: This is the final stage when an individual finally makes up his mind to continue using the innovation maximally. His decision is reinforced by positive outcomes from it.

From the foregoing, it becomes evident that there is a link between diffusion of information and cyber relationship. The new media, according to Severin and Tankard (2001), have not only grown at a rapid rate than any previous medium of communication with attendant social implication on people, but have also brought a new dimension in media use.

Nigerian youth too, have tasted and found social media worthy of use for interaction. At homes, streets, schools, offices and even on transit, youth undeniably exploit the full potentials offered by the media. Today, with social networking sites which make it permissible for youth to cultivate relationship, this assertion is not objectionable.

Conceptual Framework

Mass media refer to the means or vehicles through which messages reach a large and heterogeneous audience. They may take the form of broadcast media, as in the case of television and radio, or print media, like newspapers and magazines. Internet can also attain mass media status, and many mass media outlets maintain a web presence to take advantage of the ready availability of Internet in many regions of the world.

Media landscape describes the tools that society can draw on to communicate (WWR, 2005:20). The changing media landscape implies the evolution of mass media forms. Tankuakio (2002:5) construes this as transformation of communication media as a result of the complex interplay of social and technological innovations. In the beginning was the traditional mass media including newspapers, magazines, radio and television. With the emergence of the internet, even these traditional structures have become digitised.

Nowadays the ways people consume media differ remarkably from the way media were used in the past. With the social media, people are no longer passive consumers but active ones. Through sites like *Youtube*, *Hi-five*, *Facebook*, there are rooms for cross-fertilisation of ideas. New relationships are also made while old ones are maintained. It is on the basis of this Okorie and Tunji (2011: 112) allude that the emergence of social networking sites have significantly altered today's media

landscape and have presented individuals with new opportunities to meet different people from different backgrounds across the globe.

Youth, otherwise known as "adolescent", "kid", "young person", and "teenager", according to Pilcher (1995) is best understood as a stage of transition between childhood and adulthood. The term is often defined by varying age range. For example, while Audelo (2008), and the World Bank (2012) consider them to be under the age bracket of 15 and 24 years, the Commonwealth Youth Programme (2010) places them between the age of 15 and 29 years. On its part, the World Health Organisation (2011) has it that any member of society between the ages of 25 and 34 can be regarded as youth.

Review of Related Literature

The mass media are increasingly serving the needs of people across the globe in different ways. Moving away from the traditional mass media, *social media have been adopted from its inception by people as tools for interaction and entertainment*. With modern technology, people do not have to wait for some time before feedback is made. Various empirical studies conducted over the years leave little doubt that, given exposure, media content can and does influence youngsters' level of socialisation, beliefs, attitudes, and behaviours. Indeed, the evidence is so ample that few mass communication scholars hesitate to list social media as equal in importance to most other socialization agents like parents, schools, and churches. Few notable examples will suffice.

While writing on the impact of the media in people's everyday life, Lewis (2010) rightly observes that users of social media are no longer passive consumers. They could be creators or producers of information. Internet tools such as blogs,

YouTube, Flickr, MySpace and *Facebook* allow the average person to create content that can be shared with a worldwide audience. Dwyer (2006) cited in Lewis was more specific from his findings, which indicate that youths use social networking to help them maintain relationships with friends. Maintenance of already established virtual community through *Facebook* and *MySpace* in particular has also been acknowledged by Boyd and Ellison (2007). According to them, even bloggers, who choose to be anonymous to the broader public, are part of an identifiable circle of bloggers, who respond to each other and also meet in real life.

The interactive nature of the social media tools has transformed media messages from delayed feedback that characterised traditional mass media to facilitating instantaneous dialogue. Because teens and young adults are among the first to adopt and utilise these easily accessible tools, it is assumed that they are also among the most knowledgeable about how to employ those tools (Loretto, 2009).

Despite the fact that social sites like *LinkedIn, MySpace, Twitter* and *Facebook* are considered as favoured avenues for forming relationships, Clark (2008) looks at them differently. Citing Clark, Dominick (2011: 447) illustrates his ambivalence based on the outcome of a survey conducted in 2007 when he asserts that:

In the first place, many profiles were simply abandoned. About 20 per cent were no longer active when the analysis took place. Another 5 per cent were profiles of entertainers, politicians, or other celebrities where building relationships was secondary to their commercial purpose. Of the remaining profiles, most were seldom used. About 50 per cent of the owners had not logged in within the previous two and a half months, and 20 percent hadn't logged in for more than a year.

If the above position is accepted, it means that people generally do not utilise the social media as intensive as one would believe. Their media use is limited by what Albury (2003:108) postulates as everyday circumstances of time, budget and other personal pressures.

A fundamental fact we cannot rule out, however, is that like the handset, where people have internet services, regularly for social networking, is always connected. In most of the households Bouvard and Kurtzman (2000:1) studied, the computer was on and connected to the web whenever anyone was in the house. Accordingly, there were also many new ways that people are using the web and many changes from earlier patterns of web use. Broadly speaking, people still want information, entertainment, and communications with others through the new media.

The ways in which these appetites are satisfied have changed and other behaviours have emerged based on the characteristics of broadband web access. For instance, Carey (2004:196) found that:

When people get e-mail throughout the day, it starts to take on some of the functionality of a telephone. First, in order to know that new e-mail was coming in, many households set a tone to ring or an artificial voice to speak whenever the e-mail arrived. In this way, they could hear the tone or voice even if they were in another part of the house, much like a telephone ringing. Second, the constant availability of e-mail encouraged some to develop a relationship with others that relied on near real-time communication. That is, others learned over time that these people in broadband households would get messages almost instantly and could reply very quickly.

Taken, therefore, that youths are dutifully attached to the social media, the sites they use are tied to their daily media

practices. This agrees with the assertion made by Okorie and Tunji (2011:116) that a study conducted in the United States on social networking sites reveals that 50 per cent of young people between 12 and 17 years logged on daily to social net working sites; 22 per cent logged on to social net working sites several times per day; 26 per cent of the young people logged on to *Facebook* once a day; and 17 per cent logged on to *Facebook* three to five days per week. Most of the young people who log on these sites, Walter (2006) remarks, do so for fun, to organise parties and to find dates. This is not too different from Bickham's (2004) finding, considering the social context of media use that youth spent a higher percentage of their media use time with their friends.

We can, therefore, subscribe Bickham's (2004) conclusion that sharing media with friends is seen as an indication of healthy friendships, while co-using media with siblings is positively linked to social isolation.

Method

The survey method was employed in January, 2012 for this study. Study population was made up of students of the University of Ilorin, Nigeria. A total of 300 students were selected. The questionnaire was directly administered on the sample which was purposively selected to collect data.

The method was considered relevant to this study on its strength to help in describing the youth in terms of their demographic variables and relate this to their psychological disposition such as opinions, values, and beliefs regarding social media.

Data Analysis

Out of the 300 copies of the questionnaire administered, only 283 representing 94.3 per cent response were computed and analysed using the Statistical Package for Social Sciences, and expressed in simple percentage. This is presented as follow.

Table 1: Most Frequently used Social Site by Respondents

Response	Frequency	Percent
Twitter	13	4.6
Facebook	172	60.8
LinkedIn	34	12
MySpace	25	8.8
Hi-five	4	1.4
Others	35	12.4
Total	283	100

Source: Field survey 2012

Table 1 above shows that more than half of the respondents (172 representing 60.8 per cent) were subscribers of *Facebook* followed remotely by LinkedIn with 34 (12%) response and MySpace with 25 (8.8%) response, while Twitter and Hi-

Five had the response of 13 (4.6%) and 4 (1.4%) respectively. Others which include social sites like 2go, Badoo, Whatsapp, Ebuddy, Nimbuzz, Sisters Zone, Skype etc had 35 response representing 12.4 per cent.

Table 2: Respondents' Duration of Site Usage

Response	Frequency	Percent
Less than one year	51	18
1 - 5 years	127	44.9
More than 5 years	105	37.1
Total	283	100

Source: Field survey 2012

Table 2 above seeks to find out how long respondents have been using social sites. Data reveal that 127 (44.9) of total respondents had been using it for a period

of between one and five years. Those who had been using it for more than five years were 105 (37.1) while 51 (18) respondents had been using social sites for less than one year.

Table 3: Time Respondents Spent on Social Media

Response	Frequency	Percent
Less than one hour	21	7.4
1 – 2 hours	144	50.9
2 – 3 hours	107	37.8
More than 3 hours	11	3.9
Total	283	100

Source: Field survey 2012

As shown above, most of the respondents (144 representing 50.9 per cent) spent between one and two hours communicating, 107 (37.8) of them spent

between two and three hours while 21 (7.4) spent less than one hour. The remaining 11 (3.9), however, spent less than one hour socialising through the social media

Table 4: How frequent Respondents Use Their Sites

Response	Frequency	Percent
Daily	108	38.2
Once in a week	7	2.5
Twice in a week	12	4.2
Occasionally	156	55.1
Total	283	100

Source: Field survey 2012

Table 4 above shows that 156 (55.1%) respondents visited their sites occasionally, 108 (38.2%) visited theirs daily, while 12

(4.2%) and 7 (2.5%) of the respondents used their sites twice in a week and once in a week respectively.

Table 5: Those who majorly Constitute Respondents' Audience

Response	Frequency	Percent
Family members	10	3.5
Friends	264	93.3
Colleagues	8	2.8
Others	1	4
Total	283	100

Source: Field survey 2012

As many as 264 (93.3%) of those who interacted with respondents were friends. A negligible number of 10 (3.5%) of them were family members, while colleagues were 8

(2.8%), and others, who were either business associates or acquaintances constitute the remaining one respondent representing 4 per cent of the total response.

Table 6: Number of People Respondents Network with

Response	Frequency	Percent
Less than 50	57	20.1
50 – 100	24	8.5
100 – 500	79	27.9
More than 500	123	43.5
Total	283	100

Source: Field survey 2012

Data show that respondents, who network with more than 500 people, were 123, (43.5%) while those who interact with people between 100 and 500 were 79 (27.9%). Also respondents with less than 50 people to network with were 57 (20.1%), while respondents, who interact with people between 50 and 100, were 24 (8.5%)

Table 7: What Respondents basically do on Social Site

Response	Frequency	Percent
Chatting	49	17.3
Sharing ideas/educational purpose	189	66.8
Dating	39	13.8
Others	6	2.1
Total	283	100

Table 7 above shows that respondents, who indulge in chatting, were 49 (17.3%), those who use the platform to share ideas

and for educational purposes were 189 (66.8%), while 39 (13.8%) and 6 (2.1%) used it for dating and other ways like business transactions respectively.

Table 8: Respondents' Preference for Online Relationship vis-à-vis Face-to-face interaction

Response	Frequency	Percent
Strongly Agree	27	9.5
Agree	140	49.5
Neutral	17	6
Strongly Disagree	67	23.7
Disagree	32	11.3
Total	283	100

Source: Field survey 2012

As depicted above, 140 (49.5) and 27 (9.5) respondents agreed and strongly agreed respectively that they prefer online interaction to face-to-face interaction.

This opposes the position of 67 (23.7%) and 32 (11.3%) respondents who respectively strongly disagreed and disagreed while 17 (6.0%) respondents were neutral.

Table 9: Whether or not Social Media Enhance Respondents' relationship with Others

Response	Frequency	Percent
Strongly Agree	155	54.8
Agree	82	29
Neutral	46	16.3
Strongly Disagree	-	-
Disagree	-	-
Total	283	100

Source: Field survey 2012

Table 9 above show that 155 (54.8%) respondents strongly agreed that online interaction enhances their relationship with others. Similarly, 82 (29%) respondents answered in the affirmative that social media enhance their relationship with others, while 46 (16.3%) of them were neutral.

Discussion of Findings

Regardless of the fact that we have numerous social networking sites, most of the respondents use Facebook as their favourite platform. This is evident from data depicted on table one where 60.8 per cent are subscribers of the site. This

asserts Spinks' (2009) findings that Facebook is the top used social networking site among college students who use it in keeping up with friends, playing games, sharing photos, planning events and as an outlet for self-expression.

On how long respondents have been using their sites, data reveal that 44.9 per cent of total respondents have been using it for a period of between one and five years, and 37.1% have been using it for more than five years. Interestingly too, most of the students (50.9 per cent) spend between one and two hours interacting, just as 37.8 percent spend between two and three hours for similar purpose. Besides, 55.1 per cent visit their sites occasionally, and 38.2 per cent visit theirs daily, while 4.2 per cent and 2.5 per cent of the respondents use their sites twice in a week or once in a week respectively.

In trying to find out those who constitute the largest number respondents interact with, data on Table 5 are quite revealing. The data show that as many as 93.3 per cent of those who interact with respondents are friends, and almost half of the respondents (43.5%) network with more than 500 people. This is corroborated by Lewis (2010) who alludes that social media are used for personal use to connect with old and new friends, build on existing relationships, and gather information and community knowledge.

Table 7 which seeks to establish the purposes social media serve, depicts that while few (17.3%) respondents indulge in chatting, and a negligible number of 39 (13.8%) respondents use it for dating, as many as 189 of them representing 66.8 percent use the platform to share ideas and for educational purpose.

Expectedly, most (59%) of the respondents answered in the affirmative that they preferred online interaction to face-to-face communication. This could be due to easy access and the anonymity social networking provides for subscribers. As a corollary to the above, a greater number (83.8%) of respondents were convinced that social media enhance their relationship with others.

Conclusion

Social media are radically different from

traditional mass media. One dominant feature of the former is the opportunity of interactivity which is lacking in the latter. Nevertheless, with the emergence of the internet, there is convergence as traditional mass media can be accessed online and used in varying ways. The presence of social networking sites offers considerable opportunities for both the teeming and future youth. Youths turn attention to their computer and smartphone screens to engage in social networking more often than they do to the radio, television screen, cinema, newspaper and magazine. As it is, they are looking to social media among their top sources for news, information, and above all, entertainment and social interaction. As a result, social media are having an enormous impact on social context to which youth use them.

Recommendations

Spending longer hours on social media for fun, chatting or entertainment could be counter productive. Students in particular should be economical in their use of time and much of it be devoted to cross-fertilisation of ideas that will develop them academically.

Despite the fact that social media provide users the anonymity to freely interact with different people globally, subscribers should utilise the facility responsibly. This can be done by self-censorship of obscene language, type of clips/pictures, and other entertainment materials posted which have potentials of offending sensibilities.

Other complementary and emerging social sites like 2go, Badoo, Whatspp, Ebuddy, Nimbuzz, Sisters Zone, Skype, just to mention few, provide ample opportunity for users to just like the favoured facebook. Operators should ensure that the mechanism of using them is stress-free for greater appeal.

Further research should be conducted in a number of areas. These could be on the use of social sites in marketing, advertising, public relations etc.

References

- Albury, K. (2003). The ethics of porn on the net, In C. Lumby & E. Probyn, *Remote control: New media, new ethics*. New York: Cambridge University Press.
- Audelo, S. (2008). *Rivisiting the United Nations General Assembly special session on HIV and AIDS*. <http://www.advocateesforyouth.org/publications/460?task=view>. Downloaded on January 26, 2012.
- Baskerville, R. & Pries-Heje, J. (2001). "A multiple theory analysis of a diffusion of information technology case". *Information systems Journal*. Vol. 11. No. 3 pp181-212.
- Bickham, D.S. (2004). *The social implications of children's media use*. Retrieved from <http://gradworks.umi.com> on November 19, 2011.
- Bouvard, P. & Kurtzman, W. (2000). *The broadband revolution: How superfast internet access changes media habits in American households*. New York: The Arbitron Company and Coleman.
- Boyd, D. M. & Ellison, N. B. (2008): "Social Network Sites: Definition, History, and Scholarship", in *Journal of Computer-Mediated Communication* 13: 210-230.
- Carey, J. W. (2004). "Audience demand TV over the internet", in E. Noam., J. Groebel & D. Gerbarg *Internet Television*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc, Publishers.
- Carey, J. W. (1998). "The internet and the end of the national communications system: Uncertain predictions of an uncertain future", in *Journalism Quarterly* 75, no. 1.
- Clarke, R. (1999). *A primer in diffusion of innovation theory*. Retrieved from www.rogerclarke.com. On November 19, 2011.
- Commonwealth Youth Programme (2010). Retrieved from http://en.wikipedia.org/wiki/Commonwealth_Youth_Programme. Downloaded on January 26, 2012.
- Dominick, J. R. (2011). *The Dynamics of Mass Communication: Media in Transition* (11th Edition). New York: McGraw-Hill International Edition.
- Einav, G. (2004). "The content landscape", In E. Noam., J. Groebel & D. Gerbarg *Internet Television*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc, Publishers.
- Fichman, R. G. (2001). "The role of aggregation in the measurement of it-related organisational innovation", in *MS Quarterly* Vol. 25. No. 4. Pp 427-455
- Grimmelmann, J. (2010). "The privacy virus", in Wittkower, D.E. (ed) *Facebook and philosophy*. Chicago: Open Court Publishing.
- Lewis, B. K. (2010). "Social media and strategic communication: Attitudes and perceptions among college students", in *Public Relations Journal*. Vol. 4, No. 3. Public Relations Society of America.
- Loretto, P. (2009). *Employers seek college students to assist with social media*. Retrieved from <http://internships.about.com/b/2009/10/03/emplotersseek-college-students-to-assist-with-social-media/> Accessed on November 11, 2011.
- Magid, L. & Collier, A. (2007). *My space unravelled*. Berkeley, CA: Peachpit Press.
- Okorie, N. & Tunji, O. (2011). "Facebook and Online Relating: Computer Mediated Romantic Relationship among Young Nigerians", in *The Nigerian Journal of Communication* Vol. 9, No. 1.
- Ort, G. (2003). *Diffusion of innovations*. Retrieved from www.stanford.edu. Downloaded on November 19, 2011.
- Pavlik, J. V. (2001). *Journalism and new media*. New York: Columbia University Press.
- Pilcher, J. (1995). *Age and generation in modern Britain*. Oxford: Oxford University Press.
- Robinson, L. (2009). *A summary of diffusion of innovations*. Retrieved from www.enablingchange.com.au. Downloaded on November 19, 2011.
- Rogers, E. (2003). *Diffusion of innovations*. (5th edition). New York: Free Press.
- Severin, W. J. & Tankard, J. W. (2001). *Communication theories: Origins, methods and uses in the mass media*. (5th edition). New York: Longman.
- Spinks, D. (2009). *Ten must-try social media sites for college students*. Retrieved from <http://mashable.com/2009/04/16/social-media-colege/> on November 11, 2011.
- Tankuakio, J. (2002). *The co-evolution of economy and technology: the birth of the new economy*. Retrieved from www.tankio.com/joyce on November 19, 2011
- Walter, J. B. (2011). "Non-verbal dynamics in computer-mediated communication", In Manusor, V. & M. L. Patterson (eds.) *The*

- sage handbook of non-verbal communication*. Thousand Oaks, CA: Sage Publication.
- Wilson, J. (2011). "The use of information and communication technologies among journalism trainers and practitioners in Borno State, Nigeria", In *The Journal of the African Council for Communication Education*, Nigeria Chapter. Vol. 9, No. 1.
- Word Bank (2012). *Youth literacy rate*. Retrieved from <http://data.worldbank.org/indicator/SE.ADT.1524.LT.FE.Z> S downloaded on January 25, 2012.
- World Health Organisation (2011). *Young people: Health risks and solutions*. Retrieved from <http://www.who.int/media/centre/factsheets/fs345/en/index.html>. Downloaded on January 25, 2012.
- WWR (2005). *Media policy for the digital age*. Amsterdam: Amsterdam University Press.