

UNIVERSITIES' SOCIABILITY IN SOCIAL MEDIA ERA: TOWARDS SUSTAINABLE UNIVERSITY EDUCATION IN NIGERIA

By

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Abstract

Universities in Nigeria are struggling to gain prominence in the world and often ranked in the lower rung of the ladder. Social media offer universities a formidable presence as they are utilized by higher ranked global universities. In this study, the sociability of universities in Nigeria is premised on how these universities use social media to enhance their presence, visibilities, engagement and interactive approaches for higher global ranking and development. Thus, this study investigated the sociability of universities in social media era for sustainable development of university education in Nigeria. The research type was an online survey method where data from Nigerian Universities Commission (NUC) were used to identify 143 accredited universities in Nigeria. Five social media sites served as the measurement scale for universities' sociability. Three research questions were raised and one research hypothesis was formulated. Percentage, and frequency counts were used to answer research questions 1 & 2 and result was presented in a bar chart. Research question 3 had corresponding hypothesis which was tested and analysed with chi-square at 0.05 critical level of significance. Findings revealed that the sociability of Nigerian universities is low and that university generation does not significantly differentiate sociability of Nigerian universities on social media. In this vein, this study recommended among others that universities need to shed the lukewarm attitude to social media use and embrace this phenomenon in order to cease the initiative and chart a beneficial course of using social media for the sustainable development of university education.

Keywords: University Education, Social Media, Sociability, Sustainable Development

Introduction

The tremendous growth of internet penetration has been witnessed across the globe, Nigeria inclusive. In 2013, the internet penetration in Nigeria was 38%, this percentage increased to 45.1% in 2015 (Okunoye & Ilori, 2016). This implies that about 76million Nigerians out of 170million population have access to the internet. Recent advancement in internet technology is synonymous with information sharing, characterised by the proliferation of web 2.0. This is also referred to as the rebirth of the internet which allows the creation and exchange of user-generated contents which depicts the current information age as the aeon of social media. The social technology tool that provides socialisation across the globe with unlimited possibilities is termed social media. This fusion of technology and social interaction for an effective socialisation process is a noticeable phenomenon of most definitions of social media. Social media is a term that have been employed to describe the information, community and collaborative features of wikis (e.g. Wikipedia), blogs (e.g. Blogger and WordPress), video hosting platforms (e.g. youtube, vimeo, vine), photo-sharing platforms (e.g. Instagram, Snapchat, Pinterest, Flickr), instant messaging platforms (e.g. Whatsapp, Blackberry Messenger), microblogs (e.g. Twitter), and social networking platforms (e.g. Facebook, Google+).

From time immemorial, sociologists identified the protagonists of social interaction, networking and their dynamism as an important part in the cyber aeon. Hence, social media is seen as more of sociology and psychology than technology (Solis, 2007). The theoretical underpinning of social media in this study can be traced to George Simmel's structural approach to social interaction which stated that society arises from the individual and the individual arises out of the association. By this, social media interactions shape social structure which in turn shapes belief, attitude, behaviour, action, outcomes of individuals. The structure, content, and functions of social media ties constitute the complete social enquiry (Bryant & Peck 2007). In centuries gone by, Aristotle proclaimed that man is a social animal who networks with others to form a human community (Pachucki, Lena, & Tepper, 2010). Social media is a characterization of the human network which in a way, have brought people and groups closer to one another, whereby linking the people within and between groups culturally.

Universities in Nigeria are struggling to gain prominence in the world and often ranked in the lower rung of the cadre as shown in Figure 1.

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Current edition
January 2017 Edition: 2017.1.1 (final)

About Us

- About Us
- Contact Us

About the Ranking

- Methodology
- Objectives
- FAQs
- Notes
- Previous editions

Resources

- Best Practices
- Links

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ranking	World Rank	University	Det.	Presence Rank*	Impact Rank*	Openness Rank*	Excellence Rank*
1	1335	University of Ibadan	30	3446	1302	1612	1715
2	1788	Covenant University Ota	30	1662	1621	1943	2685
3	1986	Obafemi Awolowo University	30	1276	2542	2519	2534
4	2613	University of Lagos	30	2005	6118	2329	2521
5	2652	University of Nigeria	30	2986	5817	1424	2805
6	2840	University of Port Harcourt	30	8692	3231	2274	3459
7	2914	University of Agriculture Abeokuta	30	2854	5429	2480	3125
8	2985	University of Ilorin	30	5467	6332	2110	2941
9	3049	Ahmadu Bello University	30	4180	8499	2557	2546
10	3214	Federal University of Technology Owerri	30	14969	2447	4016	3860
11	3507	Federal University of Technology Akure	30	4814	9897	3087	2894
12	3513	Federal University of Technology Minna	30	10700	7827	2915	3125
13	3542	University of Benin	30	5311	7705	2655	3506
14	4064	University of Abuja	30	4516	3824	3863	5228
15	4070	Afe Babalola University Ado Ekiti	30	3181	3619	1819	5778
16	4075	Ladoke Akintola University of Technology	30	3999	11254	2551	3617
17	4119	Bayero University Kano	30	16937	8789	3151	3459
18	4291	University of Jos	30	3620	10219	3672	3939
19	4306	University of Uyo	30	22465	11467	2921	2751
20	4313	Nnamdi Azikiwe University	30	10289	11286	2259	3617

Figure 1. 2016 Webometrics Ranking of Universities in Nigeria (Webometrics, 2017)

Figure 1 indicates that University of Ibadan with the 1st ranking in Nigeria is ranked 1335th university in the world. This implies that no university in Nigeria falls in the first 1000 position in the world. One factor in the world ranking of universities as shown in Webometrics (2017) is presence. Among the core mission of universities, in addition to formal training, is presence which are often enhanced through social media. The presence of universities covers level of research, knowledge transfer, and international outlook. Social media offers universities a formidable presence as higher ranked universities in the world utilize social media sites. For instance, California Institute of Technology which is the number one ranked university in the 2015-2016 World University Ranking of Times Higher Education (2017) has 344,119 likes on its facebook page, over 37,600 followers on Twitter, more than 12,000 followers on Instagram, and 48,646 subscribers on Youtube;

Furthermore, University of Oxford that is ranked 2nd in the 2015-2016 World University Ranking of Times Higher Education (2017) has 79,290 subscribers on its Youtube channel, 3,237,211 Likes on its Facebook page, over 350,000 followers on Twitter, and 314,080 followers

on LinkedIn and 177,843+ alumni; the 3rd ranked university is Stanford University and has over 218,000 followers on Instagram, 608,031 subscribers on its Youtube channel, over 499,000 followers on Twitter and 1,179,853 Likes on its Facebook page. The aforementioned illustrates the sociability level of these universities. Sociability has been described as a form of art in relating with others making conversation, exchanging information, developing interaction forms, acquiring knowledge and information by enriching one's interest and goal (Pachucki, et.al, 2010). It builds a relationship between individuals, groups, communities, associations, etc. Sociability has several dimensions, prominent ones are contact, information and communication (social media), interaction, awareness of group, creating a community (Prasad, 2014). Social media sociability not only associate users but also establishes itself as a social reality extended and adopted for various purposes.

In this study, the sociability of universities in Nigeria is premised on how these universities leverage on the availability of social media sites to enhance their presence, visibilities, engagement and interactive approaches for higher global ranking and development. As the theme for development across the globe is premised on Sustainable Development Goals (SDGs). SDGs are United Nations (UN) initiative tagged as transforming our world: the 2030 agenda which is set between 17 aspirational goals (global goals) with 169 targets between them (UN, 2016). On the 15th of September, 2015, countries across the globe under the umbrella of UN adopted a set of goals to end poverty, protect the planet and ensure prosperity for all as part of a new sustainable development agenda. A timeframe of 15years was set for the target of each of the 17 aspirational goal to be achieved. University education seeks a medium to join the fray and social media through sociability of universities provides the platform.

Putting it in context, the sociability of universities on social media may offer universities a leeway to sustain university education in Nigeria and play prominent role in realizing the goals of SDG. In this vein, this study investigated the sociability of Nigerian universities in social media age for the sustainable development of university education. Thus, the following questions were raised to guide this study:

1. How many Nigerian universities are sociable on social media sites?
2. What is the rate of sociability of Nigerian universities on social media?
3. Does university generation differentiate the sociability of Nigerian universities on social media?

A research hypothesis was formulated for this study to be tested and analysed:

H₀₁: University sponsorship does not significantly differentiate the sociability of Nigerian universities on social media

Methodology

This study used an online research design. The online methodology evolves around different phases. The first phase involves the retrieval of data from the website of National Universities Commission (NUC) which is the regulatory body of all universities in Nigeria. It revealed the year of establishment of all universities in Nigeria. This study adapted the template of Nwagwu and Agarín (2008) categorization of universities in Nigeria into five generations and re-classified these universities into three generations. The first generation universities were established with the birth of the University of Ibadan in 1962 to 1975 to meet the manpower need of post-independence, reconstruction challenges aftermath of the civil war as well as global increase in industrialization. The universities in the first generation are fully funded and owned by the federal government.

A need for a shift in orientation from broad based university education to specialized education motivated the birth of the second generation universities from 1980 to 1999, which focused on technology and agriculture. In addition, during Nigeria's second republic (1979-1983), the question of even spread of educational opportunities for all Nigerians became prominent in the political agenda of politicians, and this stimulated the birth of 19 second generation universities, which were state-owned. The third generation universities which consist of mainly private and mission universities, augmented by some newly established federal and state owned universities after 1999. It revealed that there are 13 first generation universities, 28 second generation universities and 102 third generation universities, for a total sample of 143 accredited universities for this study.

The second phase was the selection of social media sites to measure the sociability of Nigerian universities. There are numerous social media sites but five were selected on the basis of categories such as video hosting (Youtube, denoted as YT), professional (LinkedIn, denoted as LIN), microblogs (Twitter, denoted as TT), and social networking (Facebook and Google+, denoted as FB and G+ respectively). Photo-sharing sites (e.g. Instagram, Snapchat, Pinterest, Flickr) was another category in consideration but was dropped due to the minimal spread of usage among the universities. In the third phase, each university website as listed on the NUC website

was used as the only source to search for their sociability on social media. This was realised through locating social media links on these universities' websites. It should be noted that locating these social media links was not considered as confirmation of sociability but these links had to be opened to validate its activeness and ascertain against its dormancy. As Micaiah (2014) noted, the links served as a way to eliminate extraneous discrepancies and minimise margin of error. For instance, on the website of Bowen University, there are over 10 social media links including Delicious, Dig, Picasa, MySpace, Vimeo, and so on, but only 4 of the social media links, Facebook, Twitter, Youtube and Google+ were "Active" (A).

On the margin of error, this study had some limitations where some of the universities' websites were not listed (particularly, 2015 and 2016 established universities) and those listed on the NUC website were incorrect, dormant, suspended, network issues or hacked. In the case of "not listed" and "incorrect websites", this was resolved through google search for the correct and active websites (e.g. Police Academy, Kwararafa University, Wukari, Al-Hikmah University, Bells University of Technology, Benson Idahosa University). For network issues, the implication of unverifiable data persists, else, the data in this situation was ignored (e.g. Tai Solarin University of Education, Babcock University). On the issue of hacking, as at the time of research, Gombe State University and Evangel University were hacked. In another case, the links may not be hyperlinked (e.g. Macpherson University and in such situation, it is deemed "Not Active" (NA). In this study, each of the five social media sites was assigned 20% of sociability if the link is available on the university website and active. Three sets of scoring rate were used to determine the sociability level of universities in Nigeria. 0% - 39%: rated low level of sociability; 40% - 59%: average level of sociability; and 60% - 100%: rated high level of sociability. Research question one (*How many Nigerian universities are sociable on social media?*) and two (*What is the rate of sociability of Nigerian universities on social media?*) were answered with frequency counts and percentages and the results were presented in Table 1 and illustrated with a Bar Chart in Figure 2.

The full list of accredited Nigerian universities was retrieved from NUC website. Each university website as listed on the NUC website was used as the only source to search for their sociability on the five measured social media sites.

Table 1. Distribution of Nigerian Universities' Sociability on Social Media as at October 2016

			Social Media Sociability						
S/N	LIST OF UNIVERSITIES	Year	WB	FB	TW	YT	G+	LIN	Sociability
FIRST GENERATION									
1.	University of Ibadan	1948	A	52,434	5,886	95	5,092	438	100%
2.	University of Nigeria, Nsukka	1960	A	29,829	3,290	91	NA	NA	60%
3.	Ahmadu Bello University, Zaria	1962	A	3,300	342	NA	NA	NA	40%
4.	Obafemi Awolowo University, Ile-Ife	1962	A	A	A	A	A	A	80%
5.	University of Lagos	1962	A	1,097	259	43	45	NA	80%
6.	University of Benin	1970	A	23,724	905	100	49	2,030	100%
7.	Bayero University Kano	1975	A	NA	NA	NA	NA	NA	0%

Universities' Sociability in Social Media Era: Towards Sustainable University Education in Nigeria

8.	University of Calabar	197 5	A	11,76 5	68	NA	NA	NA	40%
9.	University of Ilorin	197 5	A	45,77 3	3,90 3	113	391	NA	80%
10	University of Jos	197 5	A	2,800	135	NA	45	NA	60%
11	University of Maiduguri	197 5	A	35,63 3	759	NA	NA	NA	40%
12	University of Port-Harcourt	197 5	A	56,10 6	3,59 2	8	391	NA	80%
13	Usman Dan Fodio University	197 5	A	NA	NA	NA	NA	NA	0%
SECOND GENERATION									
1.	Rivers State University of Science & Technology	197 9	A	13,72 4	350	27	NA	NA	60%
2.	Federal University of Technology, Owerri	198 0	A	18,53 4	2,29 9	NA	NA	NA	40%
3.	Ambrose Alli University, Ekpoma	198 0	A	822	NA	NA	NA	NA	20%
4.	Federal University of Technology, Akure	198 1	A	66,51 7	4,84 9	108	NA	NA	60%

5.	Modibbo Adama University of Technology, Yola	198 1	A	6,548	NA	NA	NA	NA	20%
6.	Abia State University	198 1	A	5,187	30	NA	NA	NA	40%
7.	Federal University of Technology, Minna.	198 2	A	4,574	NA	NA	NA	NA	20%
8.	Ekiti State University	198 2	A	1,672	220	NA	NA	NA	40%
9.	Enugu State University of Science and Tech., Enugu	198 2	A	2,344	182	NA	168	NA	60%
10.	Olabisi Onabanjo University Ago-Iwoye	198 2	A	7,711	NA	NA	NA	NA	20%
11.	Lagos State University, Ojo	198 3	A	2,314	93	NA	NA	NA	0%
12.	Nigerian Defence Academy, Kaduna	198 5	A	74,66 4	2,43 3	1,932	NA	NA	60%
13.	Abubakar Tafawa Balewa University, Bauchi	198 8	A	NA	NA	NA	NA	NA	0%
14.	University of Abuja, Gwagwalada	198 8	A	658	361	97	228	NA	80%

Universities' Sociability in Social Media Era: Towards Sustainable University Education in Nigeria

15.	University of Agriculture, Abeokuta	198 8	A	35,93 3	3,82 8	NA	NA	NA	40%
16.	University of Agriculture, Makurdi	198 8	A	68	NA	NA	NA	NA	40%
17.	Ladoke Akintola University of Technology, Ogbomosho	199 0	A	38,96 0	9,18 8	142	183	215	100%
18.	University of Uyo	199 1	A	1,301	NA	NA	NA	NA	20%
19.	Michael Okpara University of Agriculture, Umudike	199 2	A	NA	NA	NA	NA	NA	0%
20.	Nnamdi Azikiwe University, Awka	199 2	A	6,767	1,46 2	NA	NA	16,336	60%
21.	Benue State University, Makurdi	199 2	A	563	51	NA	14	NA	60%
22.	Delta State University, Abraka	199 2	A	NA	NA	NA	NA	NA	0%
23.	Imo State University, Owerri	199 2	A	370	NA	NA	NA	NA	20%
24.	Adekunle Ajasin University, Akungba	199 9	A	584	532	NA	NA	NA	40%

25.	Kogi State University, Anyigba	199 9	A	4,112	87	NA	NA	NA	40%
26.	Babcock University, Ilishan-Remo	199 9	A	27,34 4	1,08 1	NA	4	NA	60%
27.	Igbinedion University Okada	199 9	A	5,814	35	NA	NA	79	60%
28.	Madonna University, Okija	199 9	A	NA	NA	NA	NA	NA	0%
THIRD GENERATION									
1.	Chukwuemeka Odumegwu Ojukwu University, Anambra	200 0	A	7,422	194	NA	NA	NA	40%
2.	Ebonyi State University, Abakaliki	200 0	A	NA	NA	NA	NA	NA	0%
3.	Kano University of Science & Technology, Wudil	200 0	A	11,96 7	266	NA	NA	NA	40%
4.	Niger Delta University, Yenagoa	200 0	A	1,254	202	NA	NA	NA	40%
5.	Bowen University, Iwo	200 1	A	231	38	40	7	NA	80%
6.	National Open University of Nigeria, Lagos	200 2	A	1,188	422	NA	NA	NA	40%

Universities' Sociability in Social Media Era: Towards Sustainable University Education in Nigeria

7.	Adamawa State University	200 2	A	NA	NA	NA	NA	NA	0%
8.	Nasarawa State University, Keffi	200 2	A	1,861	1,410	NA	NA	NA	40%
9.	Benson Idahosa University, Benin City	200 2	A	3,363	2,210	26	NA	NA	60%
10.	Covenant University, Ota	200 2	A	74,903	8,934	297	146	NA	80%
11.	Pan-Atlantic University, Lagos	200 2	A	8,077	5,799	13	NA	195	80%
12.	American University of Nigeria, Yola	200 3	A	19,889	7,525	148	33	NA	80%
13.	Cross River State University of Science & Technology	200 4	A	3,328	130	NA	NA	NA	40%
14.	Gombe State University, Gombe	200 4	A	NA	NA	NA	NA	NA	0%
15.	Kaduna State University, Kaduna	200 4	A	NA	NA	NA	NA	NA	0%
16.	Ibrahim Badamasi Babangida University, Lapai	200 5	A	6,084	474	NA	NA	NA	40%

17.	Plateau State University, Bokokos	200 5	N A	NA	NA	NA	NA	NA	0%
18.	Tai Solarin University of Education, Ijebu-Ode	200 5	A	18,10 7	NA	NA	NA	NA	20%
19.	Ajayi Crowther University, Ibadan	200 5	A	3,187	436	10	NA	NA	60%
20.	Al-Hikmah University, Ilorin	200 5	A	21,67 3	117	60	NA	NA	60%
21.	Al-Qalam University, Katsina	200 5	A	NA	147	14	NA	NA	40%
22.	Bells University of Technology, Otta	200 5	A	NA	NA	0	NA	NA	20%
23.	Bingham University, New Karu	200 5	A	NA	NA	NA	NA	NA	0%
24.	Caritas University, Enugu	200 5	A	1,953	54	NA	NA	NA	40%
25.	Cetep City University, Lagos	200 5	N A	NA	NA	NA	NA	NA	0%
26.	Crawford University Igbesa	200 5	A	616	NA	NA	NA	NA	0%

Universities' Sociability in Social Media Era: Towards Sustainable University Education in Nigeria

27.	Crescent University, Abeokuta	200 5	A	3,983	132	NA	NA	27	60%
28.	Kwararafa University, Wukari	200 5	A	NA	NA	NA	NA	NA	0%
29.	Lead City University, Ibadan	200 5	A	1,061	103	NA	NA	NA	40%
30.	Novena University, Ogume	200 5	A	NA	NA	NA	NA	NA	0%
31.	Redeemer's University, Mowe	200 5	A	11,49 1	173	27	NA	NA	60%
32.	Renaissance University, Enugu	200 5	A	611	10	NA	NA	NA	40%
33.	University of Mkar, Mkar	200 5	A	NA	NA	NA	NA	NA	0%
34.	Bukar Abba Ibrahim University, Damaturu	200 6	A	5,778	94	3	NA	35	80%
35.	Kebbi State University, Kebbi	200 6	A	90	NA	NA	NA	NA	20%
36.	Osun State University, Osogbo	200 6	A	42,67 9	931	51	332	185	100%

37.	Umaru Musa Yar'Adua University, Katsina	200 6	A	1,233	139	18	47	NA	80%
38.	Joseph Ayo Babalola University, Ikeji-Arakeji	200 6	A	2,729	100	A	NA	NA	60%
39.	Federal University of Petroleum Resources, Effurun	200 7	A	NA	NA	NA	NA	NA	0%
40.	Achievers University, Owo	200 7	A	323	44	0	NA	NA	60%
41.	African University of Science & Technology, Abuja	200 7	A	NA	NA	NA	NA	NA	0%
42.	Caleb University, Lagos	200 7	A	NA	NA	NA	NA	NA	0%
43.	Fountain University, Oshogbo	200 7	A	2,758	58	9	NA	NA	60%
44.	Obong University, Obong Ntak	200 7	A	67,00 0	NA	NA	NA	NA	20%
45.	Salem University, Lokoja	200 7	A	NA	NA	NA	NA	NA	0%
46.	Tansian University, Umunya	200 7	A	552	NA	NA	NA	NA	20%

Universities' Sociability in Social Media Era: Towards Sustainable University Education in Nigeria

47.	Veritas University, Abuja	2007	A	2,077	41	NA	NA	NA	40%
48.	Wesley University of Science & Technology, Ondo	2007	A	NA	NA	NA	NA	NA	0%
49.	Western Delta University, Oghara	2007	A	1,128	NA	NA	NA	NA	20%
50.	Ondo State University of Science & Tech., Okitipupa	2008	A	NA	NA	NA	NA	NA	0%
51.	Taraba State University, Jalingo	2008	A	5,959	NA	NA	NA	NA	20%
52.	Kwara State University, Ilorin	2009	A	16,415	NA	NA	NA	NA	20%
53.	Sokoto State University, Sokoto	2009	A	893	61	NA	NA	NA	40%
54.	Afe Babalola University, Ado-Ekiti - Ekiti State	2009	A	3,902	2,321	17	NA	NA	80%
55.	Godfrey Okoye University, Ugwuomu-Nike – Enugu	2009	A	7,773	NA	NA	NA	NA	20%
56.	Nigerian-Turkish Nile University, Abuja	2009	A	5,454	408	NA	18	NA	60%

57.	Oduduwa University, Ipetumodu – Osun State	2009	A	NA	NA	NA	NA	NA	0%
58.	Paul University, Awka, Anambra State	2009	A	NA	NA	NA	NA	NA	0%
59.	Rhema University, Obeama-Asa-Rivers State	2009	A	41,392	110	NA	4	NA	60%
60.	Wellspring University, Evbuobanosa – Edo State	2009	A	1,120	18	NA	NA	NA	40%
61.	Akwa Ibom State University of Technology, Uyo	2010	A	42,670	3,212	103	NA	NA	60%
62.	Ignatius Ajuru University of Education, Rumuolumeni	2010	A	1,834	103	NA	NA	NA	40%
63.	Federal University, Dutse, Jigawa State	2011	A	6,002	233	NA	NA	326	60%
64.	Federal University, Dutsin-Ma, Katsina	2011	A	5,509	NA	NA	NA	NA	20%
65.	Federal University, Kashere, Gombe State	2011	A	NA	NA	NA	NA	NA	0%
66.	Federal University, Lafia, Nasarawa State	2011	A	3,347	NA	NA	NA	NA	20%

Universities' Sociability in Social Media Era: Towards Sustainable University Education in Nigeria

67.	Federal University, Lokoja, Kogi State	2011	A	9,778	NA	14	NA	NA	40%
68.	Federal University, Ndufu-Alike, Ebonyi State	2011	A	NA	NA	NA	NA	NA	0%
69.	Federal University, Otuoke, Bayelsa	2011	A	5,039	50	NA	NA	NA	40%
70.	Federal University, Oye-Ekiti, Ekiti State	2011	A	16,094	1,955	NA	NA	NA	40%
71.	Federal University, Wukari, Taraba State	2011	A	NA	NA	NA	NA	NA	0%
72.	Bauchi State University, Gadau	2011	A	NA	NA	NA	NA	NA	0%
73.	Adeleke University, Ede	2011	A	981	22	12	2	NA	80%
74.	Baze University, Abuja	2011	A	2,224	526	22	NA	NA	60%
75.	Landmark University, Omu-Aran	2011	A	20,479	1,408	110	93	NA	80%
76.	Samuel Adegboyega University, Ogwa	2011	A	3,528	49	1	NA	NA	60%

77.	Northwest University, Kano	201 2	A	1,345	51	NA	NA	NA	40%
78.	Technical University, Ibadan	201 2	N A	NA	NA	NA	NA	NA	0%
79.	Elizade University, Ilara-Mokin	201 2	A	3,204	294	22	NA	NA	60%
80.	Evangel University, Akaeze	201 2	A	30	NA	NA	NA	NA	20%
81.	Gregory University, Uturu	201 2	A	2,765	85	A	NA	NA	60%
82.	Macpherson, Seriki Sotayo, Ajebo	201 2	A	NA	NA	NA	NA	NA	0%
83.	Southwestern University, Oku Owa	201 2	A	NA	NA	NA	NA	NA	0%
84.	Federal University, Gashua	201 3	A	NA	NA	NA	NA	NA	0%
85.	Federal University, Birnin Kebbi	201 3	A	2,436	NA	NA	NA	NA	20%
86.	Federal University, Gusau, Zamfara State	201 3	A	7,186	NA	NA	NA	NA	20%

Universities' Sociability in Social Media Era: Towards Sustainable University Education in Nigeria

87.	The Police Academy Wudil	2013	A	NA	NA	NA	NA	NA	0%
88.	Jigawa State University	2013	A	NA	NA	NA	NA	NA	0%
89.	Ondo State University of Medical Science	2015	A	NA	NA	NA	NA	NA	0%
90.	Augustine University	2015	A	353	NA	NA	NA	NA	20%
91.	Chrisland University, Abeokuta, Ogun State	2015	A	NA	NA	NA	NA	NA	0%
92.	Christopher University, Mowe, Ogun State	2015	A	13,531	1,279	NA	NA	NA	40%
93.	Edwin Clark University, Kiagbodo	2015	A	1,170	21	NA	NA	NA	40%
94.	Hallmark University, Ijebu, Ogun State	2015	A	980	15	NA	NA	NA	40%
95.	Hezekiah University, Umudi	2015	A	1,958	27	NA	NA	NA	40%
96.	Kings University	2015	A	940	335	6	NA	NA	60%

97.	Michael & Cecilia University	201 5	A	286	22	NA	1	NA	60%
98.	Mountain Top University	201 5	A	1,396	29	NA	NA	59	60%
99.	Ritman University	201 5	A	NA	NA	NA	NA	NA	0%
100.	Summit University	201 5	A	41	176	NA	NA	2	60%
101.	Edo University, Iyamho	201 6	A	284	14	1	NA	NA	60%
102.	Eastern Palm University,Ogboko, Imo State	201 6	N A	NA	NA	NA	NA	NA	0%

Keys: Website – Web, Facebook – FB, Twitter – TT, Youtube – YT, Google+ - G+, LinkedIn – LIN, Active – A, Not Active - NA

Source: Field Survey (2016)

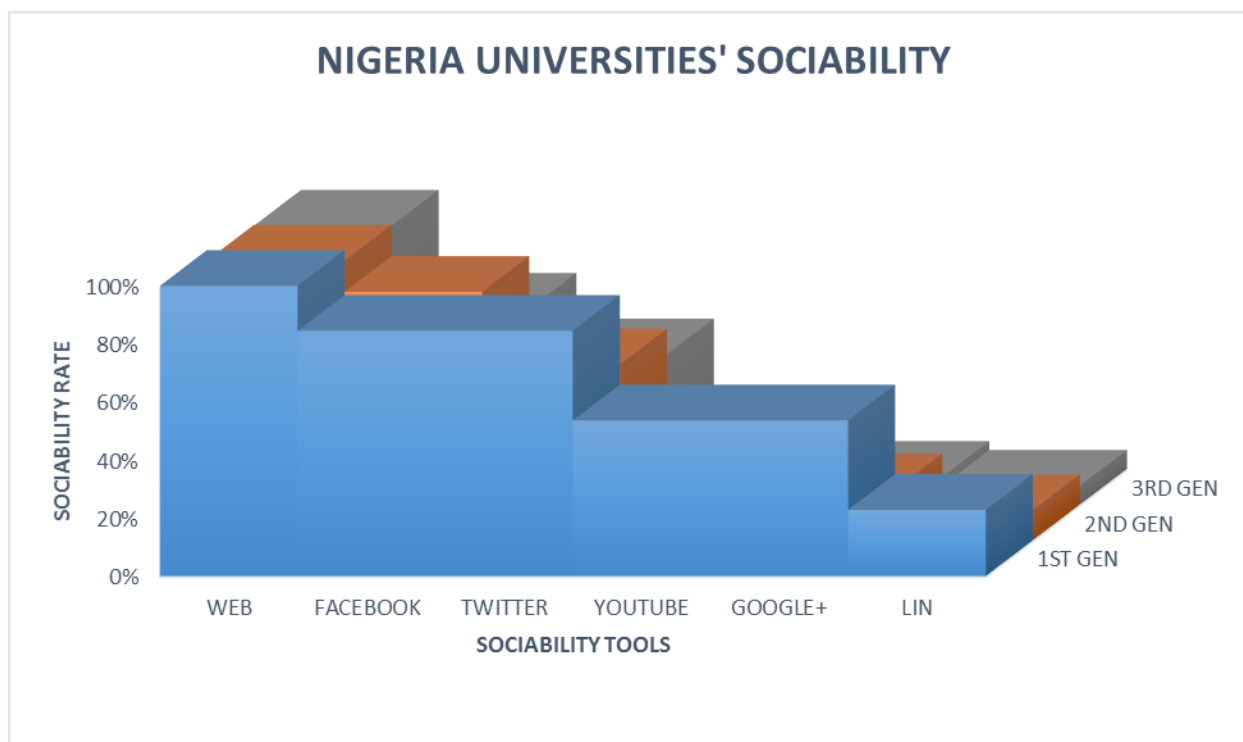


Figure 2. Rate of Nigerian Universities Sociability (*Field Survey, 2016*)

Evidence from Table 1 reveals that the 143 accredited universities (First Generation – 13, Second Generation – 28, Third Generation – 102) in Nigeria were used as sample in this study. Data presented Table 1 which was illustrated with a Bar Chart in Figure 2 show that out of 13 first generation universities, 13 (100%) have active websites, 27 (96.4%) out of 28 second generation universities have active websites and from 102 third generation universities, 98 (96.1%) have active websites. The data also reveals that 11 (84.6%) out of 13 first generation, 24 (85.7%) out of 28 second generation and 69 (67.6%) out of 102 third generation universities have active Facebook links. It further shows that 11 (84.6%) out of 13 first generation, 17 (60.7%) out of 28 second generation, and 53 (51.9%) out of 102 third generation universities are active on Twitter. On Youtube, 7 (53.8%) out of 13 first generation universities, 5 (17.8%) out of 28 second generation universities, and 27 (26.4%) out of 102 third generation universities use this video hosting social media site. In the case of Google+, 7 (53.8%) out of 13 first generation universities, 5 (17.8%) out of 28 second generation universities, and 10 (9.8%) out of 102 third generation universities use this social media site. Lastly, 3 (23.1%) out of 13 first generation universities, 3 (10.7%) out of 28 second generation universities, and 7 (6.8%) out of 102 third generation universities are active on the professional social media site, LinkedIn.

Table 1 also indicates that Covenant University, Ota had the highest number of “Likes” on Facebook (74,903), closely followed by Nigerian Army Academy, Kaduna (74,664). Ladoke Akintola University of Technology, Ogbomoso has the highest number of “Followers” (9,188) on Twitter, with Covenant University, Ota amassing 8,934 “Followers”. No university in Nigeria had 300 Youtube “Subscribers”, as Covenant University, Ota is the highest with 297 “Subscribers”. It should be added that Gregory University and Joseph Ayo Babalola University developed their own web TV where they upload videos of lectures, events and activities. Two of the 13 first generation universities (University of Benin and University of Ibadan) one (Ladoke Akintola University of Technology) of the 28 second generation universities and only one (Osun State University) of the 102 third generation universities gained 100% sociability. While 33 of the 102 third generation universities had 0% sociability. Although, Obafemi Awolowo University, Ile-Ife do not have links to the measured social media sites, still, it scored 80% sociability because it designed a talk and video web app, KEDU for lecturers and students to connect.

It is only the 1st generation universities who scored above 50% in all (Facebook - 84.6%, Twitter – 84.6%, Youtube – 53.8%, Google+ - 53.8%) but one (LinkedIn – 23.1%) social media sites. Overall, 1st generation universities scored 60% which gives them a rating of high level of sociability. For the 2nd generation universities, they scored below 50% in three (Youtube – 17.8%, Google+ - 17.8%, LinkedIn – 10.7%) social media sites, and above 50% in two (Facebook – 85.7%, Twitter – 60.7%) social media sites. In the total rating for the second generation universities, a score of 38.5% was realized which falls in the category of low level of sociability. It was only on two (Facebook – 67.5%, Twitter – 51.9%) social media sites that the 3rd generation universities rated above 50% as it scored below 50% in the other three (Youtube – 26.4%, Google+ - 9.8%, LinkedIn – 6.8%) social media sites. The total rating of the 3rd generation is 32.5% which also falls under the category of low level of sociability. The overall sociability score of the universities in Nigeria is 36.2% which falls below 40% - 59% as stated earlier, placing the rating of universities at low level of sociability. This implies that universities in Nigeria have low sociability level and only few are sociable.

Research question 3 (*Does university sponsorship differentiate the sociability of Nigerian universities on social media?*) had a corresponding hypothesis (*University sponsorship does not significantly differentiate the sociability of Nigerian universities on social media*) hence, it was tested and analysed with chi-square at 0.05 critical level of significance. The output of the analysis was presented in Table 2

Table 2. Chi-Square Analysis of Universities' Sociability on the basis of Sponsorship

Sponsorship		Social Media					df	Total	Cal. X ² Value	Cal.Sig. (2-sided)	Decision
		FB	TT	YT	G+	LIN					
First Gen	Observed	11	11	7	7	3		39			
	Expected	15.7	12.2	5.9	3.3	2.0		39.0			
Second Gen	Observed	24	17	5	5	3		54			
	Expected	21.7	16.9	8.1	4.6	2.7		54.0			
Third Gen	Observed	69	53	27	10	7	8	166	9.573	.296	Accepted
	Expected	66.7	51.9	25.0	14.1	8.3		166.0			
Total	Observed	104	81	39	22	13		259			
	Expected	104.0	81.0	39.0	22.0	13.0		259.0			

Critical Level of Significance. 0.05

Data from Table 2 unveils that the calculated X² value is 9.573 with the calculated significance of .296 computed at the critical alpha level of significance 0.05. Since the calculated significance (.296) is greater than the critical alpha level of significance (0.05), hence, the null hypothesis is therefore accepted. This implies that university generation does not significantly differentiate sociability of universities in Nigeria on social media.

Discussion of Findings

Output of analysis of this study reveals that few Nigerian universities are sociable and the sociability of Nigerian universities on social media is relatively low. This is in consonance with Botha, Farshid, and Pitt (2011) who reported that South African university brands are not distinctly positioned on social media and seem to currently have no concerted strategy for engaging its stakeholders in a particular social media. This might be likened to some universities who have developed a lukewarm approach to the use of social media which stem from the negativity of social media usage. But this may seem as short-sighted because of the rapid growth of social media and the evolving nature of social media sites. About time, universities provide an atmosphere of camaraderie that encourages teamwork and networking, and fun, rather than cut-throat competition. This atmosphere helps with recruiting the best new graduate students and also assists graduating students to land jobs with their top choice employers. Building an interactive and sociable university is an integral component of

universities' educational mission. In many ways, university education has become an extremely competitive industry. Universities are being challenged to compete to recruit and retain students, academic and non-academic staff. The public is taking a stronger interest in the need to live in an area that offers everything they need in one, walkable and organised place and universities are competing against one another to develop their campuses to better suit their students' wants.

The outcome of analysis of this study also reveals that university generation does not significantly differentiate the sociability of universities in Nigeria on social media. This finding is in line with Botha, et al (2011) who reported that university brands in South Africa do not significantly stand out as being more prominent than the others in any one or even a few social media sites. In contrast, this finding is in disagreement with Horst (2012) who observed a significant difference between larger and smaller universities in the United Kingdom. Permatasari, et.al (2013) who using Alexa Rank and Majestic Search Engine Optimization (SEO) also analysed that there are most significant differences in university ownership on the use of social media.

Implication

As societies rapidly develop into knowledge-based information economies, social media becomes a key driver of both economic competitiveness and social development. The proliferation of social media use in our everyday lives has transformed the way in which people socialise and do business and can change the way in which university education institutions communicate with stakeholders (applicants, students, staff, alumni and public). Fluency in the usage of social media should become a central pillar of university education, both implicitly in how information is shared and explicitly in preparing students for the global markets they will enter after graduation. Sociability of universities would not only sway vast amount of applicants in their university selections but also shift the developing focus of university education in the country and improve the recognition of universities across the globe.

Sociability of universities would amount to an industry change which will contribute to identifying and reinforcing of university education brand and strengthen the sustainable development of university education. The contribution of this study to knowledge is that it opened the pathway for further studies within the context of the intensity of sociability of Nigerian universities in social media aeon. Although these results may not be the last word on the tracking of universities' sociability but the findings are at least plausible on the face of it and they may be able to offer some relevant insights in a sparsely populated field of study

(relationship between social media and education). By so doing, this study suggests the following on the basis of its findings:

1. University education institutions need to shed the lukewarm attitude to social media use and embrace this phenomenon in order to cease the initiative and chart a beneficial course of using social media for the sustainable development of university education.
2. Universities who already use social media need to improve the intensity of sociability on social media to engage and interact with stakeholders.
3. Sponsors of university education institutions need to offer universities the autonomy to create qualitative engagement and interactive ambience with stakeholders.

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