

## Attitude of UNIBEN Students Towards Facebook Usage

EKHATO, EMMANUEL ZELINJO  
Department of Mass Communication  
Delta State Polytechnic, Ogwashi-Uku  
Emmanuelekhato@gmail.com

### Abstract

*This study was anchored on the tenet of the Individual Differences, the Technology Acceptance Model (TAM), investigated attitude of UNIBEN Students towards Facebook Usage in Benin City, Edo State. The study became necessary following the assumption that Facebook usage is heavily determined by the users' attitude one way or the other. Survey design was employed with the aid of 9-items questionnaire. The sample cut across 398 students selected through simple random and purposive sampling techniques to reflect and represent all the students in UNIBEN in the 13 faculties. Data obtained were analyzed and presented with frequency table, simple percentage and mean scores. The study found that students use Facebook for variety of reasons depending on their disposition such as to make new friend, to keep in touch with friends and family, to get / read / listen to news, to entertain self, to post update about self, to post update about event and happenings around them, to send\receive messages, and to post\share picture and videos. The frequency of Facebook usage among the students was very high as majority of students spend ample of time (much time) on Facebook. Also it was revealed that the Attitude of the students towards Facebook Usage was very encouraging and highly positive. Therefore, the study Concluded that Facebook has indeed change the face and phase of communication globally. It was recommended that tertiary institutions in Nigeria should continue to encourage their students to embrace Facebook positively so as to enhance their social relationship among other things*

**Keywords:** Attitude, Facebook, Students, Social Media, Towards, Usage

### Introduction

The speed of Internet has changed the way people receive information. It combines the immediacy of broadcast with the in-depth coverage of newspapers making it perfect sources for news and weather information. Even with the multimedia excitement of the web, Electronic mail (email) is the most frequently used application of the Internet. Many people, who have access to the Internet at school, home and at work place use the Internet for no other purpose than to send and to receive mail. It's not just friends and co-workers that are receiving email. Wherever you look, the web is providing email addresses. This has made communication between the strangers easier than ever. Chatting is one of the more popular activities on the Internet- people can talk to anyone across the world.

Introduction of social media networking sites [Facebook] has facilitated communication. Social media are web-sites where users can create a profile and connect that profile to others to form an explicit personal network. Social media and the internet are some of the major wonders and transformation that the information and communications technology (ICT)/ New Media brought. With the help of the internet which is the connecting rod/heartbeat of ICT and computers or a Smartphone's/mobile phones, social media have taken information and communication perspective to entirely different angles never imagined.

Facebook is one commonly used social media. It has become a very great tool for internet users. Comscore data mine (2012) notes that the social media / social networking sites were considered the most popular phenomenal in the World Wide Web (www) engagement. Almost one in every five minutes spent online is spent on Facebook. Facebook like all other social media is a software program or application downloaded or inbuilt into smartphones/mobile phones and computers that must be connected to the internet with user interface facilities at the disposal of a cognitive user's satisfaction Olise (2012). Facebook is an American online social media and social networking service company with it's based in Menlo Park California. It was founded on February 4<sup>th</sup> 2004 by Mark Zuckerberg along with fellow Harvard college students and roommate, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Christ Hughes are founder of Facebook.

Facebook has encouraged and accorded amongst young people and students the needed collaboration, sharing, interaction, cooperation, socialization, wide reach out and speed. Facebook has 2.989 billion users as at 2023 (Facebook) in line with this Lanhart, Purcell and Zickuhr (2012) claimed that Facebook is the most popular social

network used by students, and it enables students to share photograph, write-ups, videos and personal / business information and join groups of similar interests and ideology moreover Facebook enables students and humans in general to create, post, link and comments on its contents therefore making the site the most visited especially by young students.

Through Facebook, people can use networks of online friends and group memberships to keep in touch with current friends, reconnect with old friends or create real life friendships through similar interests or groups. Besides establishing important social relationships, Facebook members can share their interests with other like-minded members by joining groups and forums.

Some networking can also help members find a job or establish business contacts. It is pertinent to note that technology has many positive aspects but, in the wrong hands, it can become dangerous. Livingstone (2008) opine that for students and youths, the online realm may be adopted enthusiastically because it represents their space, visible to the peer group more than to adult surveillance, an exciting yet relatively safe opportunity to conduct the social psychological task of adolescence – to construct, experiment with and present a reflexive project of the self in a social context, as well as, for some, for flouting communicative norms and other risk-taking behaviors. Technology brought about social media [Facebook] which is a valuable tool but is somewhat misused by today's youths [students]. The basic forms that the students use to access Facebook are Smartphone's/mobile phones, computers and the Internet which have brought about major changes in student's lifestyle.

Facebook offers students with new and interesting means of staying connected, making friends, reading news, staying updated and even getting entertained. Yet, this platform has the potential to affect students' grades, social skills, time management in both negative and positive ways. Facebook has been proven by many studies to be a major source of distraction. Nevertheless, Facebook open a whole new technological world for students for a whole number of uses. Previous studies have considered what students use Facebook for and its effect on their academic performance. But there is a paucity of record looking at UNIBEN students' attitude towards the use of Facebook in Benin City. It therefore becomes imperative to ascertain the attitude of UNIBEN students' towards Facebook usage in Benin City

More so, Debatun (2009) note that students life without Facebook is almost unthinkable, since its inception in 2004, this popular social network service has quickly become both a basic tools for and a mirror of social interaction, personal identity and network building among students. Facebook deeply penetrates user's everyday life and as a persuasive technology tend becomes invisible once they are widely adopted, ubiquitous and taken for granted. Wouldn't this influence student' attitudes towards technology in some way? Therefore, this study examines the attitudes of UNIBEN students towards their Facebook usage, as it has emerged as an issue for empirical investigation.

This study tends to find out the frequency of Facebook usage among UNIBEN Students as well as establish the various use of Facebook by UNIBEN Students. Based on the objective above, the following research questions were formulated by the researcher

- a. What is the frequency of Facebook usage among UNIBEN Students?
- b. What are the various uses of Facebook by UNIBEN students?

The management of University of Benin (UNIBEN) would find the outcome of this study very useful in ascertaining student's disposition towards the usage of Facebook. As the 21<sup>st</sup> century communication wonder it will help UNIBEN management in deployment of new technologies on campus and how best to use Facebook for academic purpose.

Nigeria government at all levels and the Nigeria University commission (NUC) would also find the outcome of this study beneficial as it will serve as empirical evidence with data on the attitude of students towards Facebook usage.

The scope of this study is limited to the attitude of UNIBEN students towards Facebook usage in Benin City Edo State. The study is limited to UNIBEN students because students have been considered as heavy users of Facebook generally and UNIBEN students are not exception. Succinctly UNIBEN has long joined host of other tertiary institutions that encourage the use of ICT/new media/new technologies such as internet, computers and Smartphone's/mobile phones in which are media for Facebook for most academic activities and financial transaction.

## Conceptual Framework

### The Evolution/Development of Facebook

Facemash is the predecessor of Facebook and it was written in July 2003, and launched on October 24, 2003, by Mark Elliot Zuckerberg, a 17years undergraduate while attending Harvard University as a sophomore. He wrote the software for the Facemash website when he was in his second year of college. The website was set up as a type of "hot or not" game for Harvard students. The website allowed visitors to compare two female student pictures side-by-side and let them decide who was hot or not. According to The Harvard Crimson(2004) Facemash used "photos compiled from the online Facebook of nine houses, placing two next to each other at a time and asking users to choose the "hotter" person" (Lucke, 2007). Facemash attracted 450 visitors and 22,000 photo-views in its first four hours online. To accomplish this Zuckerberg hacked in to the protected areas of Harvard computer network and copied the houses private dormitory10 images. Harvard at as at then did not have student's facebook (a directory with photos and basic information) although individual houses have their own paper facebook.

The site was quickly forwarded to several campus group list-servers, but was shut down a few days later by the Harvard administration. Zuckerberg faced expulsion and was charged by the administration with breach of security, violating copyrights, and violating individual privacy.

Ultimately, the charges were dropped. Zuckerberg expanded on this initial project that semester by creating a social study tool ahead of an art history final exam. He uploaded all art images to a website, each of which was featured with a corresponding comments section, then shared the site with classmates, and people started sharing notes. In same vain kaplan (2003) asserts that 500 Augustan images were actually uploaded with one image per page alongside comments section, But later changing to The Facebook , on the following semester Mark Zuckerberg started writing code for a new website in January , 2004 and on February 4, 2004 launched the facebook .The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and gradually most universities in the United States and Canada, corporations, and by September 2006, to everyone with a valid email address along with an age requirement of being 13 and older

A "facebook" is a student directory featuring photos and basic information. In 2003, there were no universal online face books at Harvard, with only paper sheets distributed and private online directories. Zuckerberg told the Harvard Crimson that "Everyone's been talking a lot about a universal face book within Harvard. ... I think it's kind of silly that it would take the University a couple of years to get around to it. I can do it better than they can, and I can do it in a week." In January 2004, Zuckerberg began writing code for a new website, known as "The Facebook", with the inspiration coming from an editorial in the Harvard Crimson about Facemash, stating that "It is clear that the technology needed to create a centralized Website is readily available ... the benefits are many." Zuckerberg met with Harvard student Eduardo Saverin, and each of them agreed to invest \$1,000 in the site. On February 4, 2004, Zuckerberg launched it under the name of "The Facebook", originally located at thefacebook.com.

Zuckerberg also stated his intention to create a universal website that can connect people around the university. According to his roommate, Dustin Moskovitz, "When Mark finished the site, he told a couple of friends ... then one of them suggested putting it on the Kirkland House online mailing list, which was ... three hundred people." Moskovitz continued to say that, "By the end of the night, we were ... actively watching the registration process. Within twenty-four hours, we had somewhere between twelve hundred and fifteen hundred registrants."

Just six days after the launch of the site, three Harvard University seniors, Cameron Winklevoss, Tyler Winklevoss, and Divya Narendra, accused Zuckerberg of intentionally misleading them into believing that he would help them build a social network called HarvardConnection.com, but instead using their idea to build a competing product. Zuckerberg knew about the investigation so he used TheFacebook.com to find members in the site who identified themselves as members of the Crimson. He examined a history of failed logins to see if any of the Crimson members have ever entered an incorrect password into TheFacebook.com. In the cases in which they had failed to log in, Zuckerberg tried to use them to access the Crimson members' Harvard email accounts, and he was successful in accessing two of them. In the end, three Crimson members filed a lawsuit against Zuckerberg which was later settled, as cited by micheal Gérynbaun in Harvard crimson June 10, (2004.)

Membership was initially restricted to students of Harvard University. Within the first month, more than half the undergraduate population at Harvard was registered on the service. Zuckerberg was joined in the promotion of the site by Saverin (business aspects), Dustin Moskovitz (programmer), Andrew McCollum (graphic artist), and Chris Hughes. In March 2004, Facebook expanded to Stanford, Columbia, and Yale. This expansion continued when it opened to all Ivy League and Boston-area schools. It gradually reached most universities in the United States and Canada. Facebook was incorporated in the summer of 2004, and the entrepreneur Sean Parker, who had been informally advising Zuckerberg, became the company's president. In June 2004, Facebook moved its base of operations to Palo Alto, California. The company dropped 'The' from its name after purchasing the domain namefacebook.com in 2005 for \$200,000. (www.businessinsider.com)

Facebook launched a high school version in September 2005, which Zuckerberg called the next logical step. At that time, high school networks required an invitation to join. Facebook later expanded membership eligibility to employees of several companies, including Apple Inc. and Microsoft. By October 1, 2005, Facebook expanded to twenty-one universities in the United Kingdom and others around the world. On the 11<sup>th</sup> of December, 2005, universities in Australia and New Zealand were added to the Facebook network, bringing its size to 2,000+ colleges and 25,000 + high schools throughout the United States, Canada, Mexico, the United Kingdom, Australia, New Zealand, and Ireland. Facebook was then opened on September 26, 2006 to everyone aged 13 and older with a valid e-mail address.(www.wikipedia.com)

Late in 2007, Facebook had 100,000 business pages, allowing companies to attract potential customers and tell about themselves. These started as group pages, but a new concept called company pages was planned. In October 2008, Facebook announced that it would set up its international headquarters in Dublin, Ireland. In 2010, Facebook began to invite users to become beta testers after passing a question-and-answer-based selection process, and a set of Facebook Engineering Puzzles where users would solve computational problems which gave them an opportunity to be hired by Facebook. As of February 2011, Facebook had become the largest online photo host, being cited by Facebook application and online photo aggregator Pixable as expecting to have 100 billion photos by summer 2011. As of October 2011, over 350 million users accessed Facebook through their mobile phones, accounting for 33% of all Facebook traffic.

With the rapid growth in the field of online social networks, Facebook is one of the top social networking sites, quickly gaining on more space in terms of total users and tariff. According to Facebook's Press Room, the social networking site currently has more than a billion monthly active users and 618 million daily active users (Facebook facts, 2013). Facebook presents a unique marketing opportunity for businesses through the creation of Facebook business pages. Facebook is just one part of web 2.0 technology. Web 2.0 or social networking tools, have changed the way people access manage and exchange knowledge, as well as the way they connect and interact. This change was led to the emergence of different learning styles, especially among students on the other hand, educators believe that social networking tools offer flexible and dynamic learning opportunities that are often more appealing and engaging than traditional learning arrangement (Heid, Fischer's and Kugemann,2009). Facebook is almost universally used among higher education students, these students consider Facebook as their main social media choice and therefore spend a great part of their time using Facebook on a day to day living (Ellefsen, 2015) students, on the other hand spend a considerable amount of time actively on Facebook, Wiley and Sission (2006) in their study reported that 91% of college students use Facebook: Students use Facebook to enhance communication among friends and family, to make plans with one another and to maintain social contact outside their day to day face-to-face conversation.

### **Facebook Features and Functions**

To enter into the Facebook network, at first user needs to create the profile with valid email address, user name, password, gender and date of birth. After creating profile, new user can add friends and exchange messages. By adding a friend, you and that person are connected virtually now. Facebook offers several features like chats, photo sharing, video sharing, automatic notifications when a user updates his or her profile and users can create or join groups according to their interests etc. In your profile you can also fill your contact detail, your personal

information for example your marital status, favorite books, shows, movies, teams and you can also provide your education and work details.

### **Facebook Applications**

The main application of Facebook is its own feature which I have discussed below. Furthermore Facebook is a combination of these features offered by Facebook Company and third party software development industry. For instance news feed, timeline, games, instant messaging, shopping lists usually categorized as third party software's. There are hundreds of applications that have been offered on Facebook pages, user can install any application.

### **Search**

There are two main search options on Facebook page, firstly, it is a general search facilitating user to search people, places and things (pages, groups and apps) connected with Facebook, secondly, other search provide the friends search (Find Friends) with in your own friends network. Basically Facebook search permit you to search anyone in the entire Facebook network, as long as user did not impose any security on their public Facebook profile detail. Facebook uses Bing search engine for his external searches and you can sort the search results by people, places, groups and pages.

### **News Feed**

That is considered to be the most viewed Facebook page among Facebook users. News feed is kind of alternative home page (Wall) in which users can see the constantly updating activities of their friends and groups. The aim of the News Feed pages is to bring together and highlight the users activities in one page like profile change, birthday, upcoming events, photo and video sharing. User's conversations and comments on the News Feed can be seen by others users if there is no security. Users can also restrict his posting on Facebook by using security options. In addition to postings by other users, the Wall also displays other events that happened to the user's profile. Above all, it's a key component of the Facebook experience, providing users with a snapshot of what's happening in their social circles Constine, J. (2016, September 6)

### **Timeline**

Timeline is a new type of dynamic page display in which user can see the categorizations of his posting history. User can experience the Timeline through scrolling his own profile page or other users profile pages. This feature includes status updates, photo, videos and locations you have visited. Recent Facebook profile design is divided into two columns, line draw in the middle presenting the period of time. Surfing the Facebook Profile of any user photos, videos, and posts will automatically be in the time stream depending on period of time in which they were created or uploaded. Like the Wall and News Feed, users can set privacy settings on Timeline to restrict other users to see their profile and post history. Fox (2012)

### **Facebook Photos and videos**

This feature facilitates users to create, upload, and delete online photos, videos and albums. It is also quite frequently used feature of the Facebook which can be accessed from main page of the user profile. By the time of writing this thesis 300 million photos are being uploaded daily on Facebook.

### **Events**

Event is the announcement of the program going to happen in the future. Facebook provides the opportunity to create and launch the event for others Facebook users to keep them inform. For event generation user needs to fill the required detail like event name, location, event type, time and date. According to the security options set for the event, it can be public or private. The users who have been not invited for the event cannot view the event page or event announcement on their Facebook pages.

### **Groups**

Groups provide a closed space for small groups of people to communicate about shared interests. Creating and administrating the group is similar to a blog. Every Facebook user can create a group and he can add or permit the other interested user to join the group. Members can receive notifications by default and view each other posting within the group. Group members can participate in chats, upload photos to shared albums, collaborate 22 on group docs and invite members who are friends to group events.

### **Pages & Like**

This feature is quite commercial and popular among the business and celebrities. Page allows real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created

and managed by official representatives. Page information and posts are public and generally available to everyone on Facebook. Anyone can like a page to become connected with it and get News Feed updates. There is no limit to how many people can like a Page. Page admins can share posts under the Page's name. Page posts appear in the feeds of people who like the Page and their friends.

### **Notifications**

It is basically the popup messages which appear right top of the Facebook page to inform about most recent activity affecting your profile. Most common examples are if some friends comment on your photo or share something on his wall then you will get notification about that activity. A user can control the notification through notification settings options. Notification is one of the unique features of Facebook which is directly connected with human curiosity nature. It might be difficult for curious Facebook users to hold themselves without checking newly received notifications. (www.businessinsider.com)

### **Facebook messenger**

Commonly known as messenger, it's an all in one messaging application and platform that enables users to instantly reach out to people in their live and receive feedback simultaneously. Originally it was developed as Facebook chat in 2008, revamped its messaging service in 2010 and subsequently released standalone ios. And android apps in 2011 for mobile phone and over the years release messenger apps for various operating system. Users can send messages and exchange photos, videos, stickers, audios, and files. It supports voice and video calling. Apple inc (2018, july 6)

### **Relevance of Facebook to Students in Nigeria**

Facebook is an online social networking service, whose, name from the colloquial name for the book given to students at the beginning of the academic year by some university administration in the united states to help students get know each other. Today, it has developed to the level of students not just getting to know each other but has become an application for loads of benefit.

Due to huge popularity of online social network sites around the globe now researchers are exploring the phenomena with enthusiasm. Particularly Facebook invasion upon the students are now becoming the big challenge for educators and experts to deal with. However results also shown that for Facebook users, the most importance are searching for "friends" and looking friend of friend profiles.(www.oreilly.com)

The following are some of the importance of facebook to Nigerian students most especially UNIBEN (University of Benin) students.

**Social Uses:** Students use Facebook for variety of social reasons to include entertainment, chatting to keep in touch with old friends and making new friends, sharing funny video, building professional contact and just generally feeling the gap. With Facebook, students would be able to keep friends and family very close. Complementing this, Tsai (2012) found out that most support on a social medium like Facebook support both the maintenance of existing social tie and the formation of new connection.

**Educational importance:** Facebook is used by students to support informal learning practices with interactions and communication and facilitating delivery of education, (Mazman and Uslevel, 2011). While using Facebook, students have access to interact with students from other institutions studying the same course, this helps them in broadening their knowledge and allows for comparing of ideas and knowledge sharing, in other words it support peer to peer learning of knowledge and skills as reports have shown positive student's feedback for its integration into learning environment. Facebook also provides educational collaboration in form of team work by creating or joining groups of common interest, diverse cultural expression; the development of skills valued by employers in modern workplace (Edegoh, Asemah and Ekanem 2013). Bossch (2009) in his study found out that compared to other university sites, a large number of students prefer using Facebook to participate in groups discussions as Facebook has the potential to be used as educational tool.

### **Information Importance**

Facebook is relevant to students for information sharing and surfing. They can consult libraries, class mate, colleagues, departmental staff, lecturers, strangers from online forums. For advice on Facebook for their information updates. Most updates of friends" on Facebook provide students with up-to-date information. Little wonder, Tsai (2012) states that Facebook is on essential component of information horizons for students and users. Facebook is a portal for social networking sites users because the users are constantly participating in the production and consumption of news through this medium fascinated about its speedy spread and quick feedback.

Often times before news are aired in the traditional media radio, television, newspaper etc. it has already been put on Facebook. This has made Facebook a portent source of firsthand for motion and news indeed.

### **Sexual /Relationship Relevance**

Facebook has become very relevant tool in hands of youth and students seeking for sexual partner, marriage and even just fling or one night stands. Pauley and Tara (2008) posits that Facebook is also used for sexual attraction, because students and the young people use Facebook to get sexual partners who might not be a serious relationship but might be sexual attracted to each other. They occur most times with the type of profile picture that a person uses, that person might be attracted to that picture and would add the person, from there chatting begins between both people and they would also share pictures and video on each other's inbox. But can you get a true relationship from Facebook site? However genuine relationship can also be formed through the use of Facebook as the case may be.

Other relevance of Facebook is religious and political relevance whereby both students and circular religious leaders and political leaders use Facebook to propagate, disseminate and circulate messages to heterogeneous targeted audience and receive feedback simultaneously.

### **Attitudes and the Uses of Facebook among Students**

Facebook has a significant effect on students' life. Facebook has a potential of supplementing students' education with a secondary source that could enhance knowledge and skills among students with the target to further improve student's achievement. Musa (2015), (Kirschner and Karpinski 2010. citing Choi and Kang, 2014) in his study *Media in the Learning Process of Nigerian Students of Mass Communication*. Refers to the social significance of Facebook social networking site in the lives of university students. He found out that Facebook among university students have grown rapidly. He found out that Facebook use must be seen as "identity politics of being a student rather than enhancing front stage engagement with formal studies. This is so because most students in Nigeria now start their day with Facebook and if not put under check can engage serious academic worker lead to academic problems. The amount of time and attention students give to this social network site (Facebook) is becoming increasingly alarming because students can access their Facebook account on their mobile phones and computers. Most times even in lecture hall while lectures are going on at the detriment of their academic pursuit. It has been observed in recent times that students have unlimited access to the internet as well as the social media. Students connect with computer to send and receive information's anywhere on the globe. The manufacturing and distribution of equally sophisticated cellular phones has complicated the situation, as students no longer need to visit a cybercafé before they send and receive messages. Some schools are so equipped that there is internet connection made available within the school premises as well as in the library. Online Wikipedia and blogs are the main resource centers for students as attention have been shifted from making research in the library to overall dependence on these social platforms. It is a common thing to see a student reading in the library and putting the books aside on hearing the sound of a ping on the phone.

According to a joint study by Campus2Careers and Study Breaks on the use of mobile devices among students discovered that, an average undergraduate spend 3.6 hours a day with their cell phones and smartphones, while spending less time with computers, TV's, handheld gaming devices and e-readers.

Though there have been many social, economic, and environmental factors that have added to the pressure of university students in the past ten years, the drop-out rate for students is still a major national problem (Bowen, 2008). Current statistics show that university students in Nigeria are under increased pressure due to higher academic standards in other countries, and it has become more important than ever for educators to encourage graduation and further education (Bowen, 2008). However, with more and more students being preoccupied with social media networks and technological social lives, how will this affect their studies? It is estimated that even those students who do graduate high school, one out of three does not have possess the knowledge and skills that would lead him or her to the next level, such as college or an advanced trade school (Bowen, 2008). The top academic areas that many school professionals are concerned about are English and advanced literacy. Today's teens navigate a fast-paced technological landscape, engaging in various forms of communication simultaneously. For instance, they may be on a social networking site (SNS), talking on the phone, sending instant messages, and emailing—all at once (Williams, 2009). While this multitasking may enhance typing speed and multitasking skills, it can also lead to breakdowns in communication (Williams, 2009).

Over the past decade, literacy rates have declined, prompting educators to seek strategies to improve fundamental skills like reading, writing, speaking, and critical thinking (Wise, 2009). As Wise (2009) emphasizes, literacy is fundamental to student achievement, regardless of grade level (p. 373). Educators question whether tertiary education students can effectively follow curricula in subjects such as English or Language Arts without relying on multitasking and technology (Williams, 2009).

### **The Frequency of Facebook Usage Among Students**

Facebook is a fast growing phenomenal in Nigeria and has become increasingly prevalent by the day. Owing to the fact that Facebook has become an integral part of student's life (Ismail C, Eyup Y, and Ishmail S. 2015). A study conducted by Ophusand Abbitt (2009), found that 73.6% of respondents use Facebook multiple times per day, 21.8% of respondents use Facebook daily, 1.8% respondents use Facebook weekly, 1.8% respondents use Facebook monthly, 0.9% of respondents has never used Facebook. Similarly, O'Brien (2011), conducted a study and found out that 0.7% respondents access Facebook once a week, 2.6% once a day, 7.8% two times a day, 12.4% three times a day, 19.6% four times a day, 13.7% five times a day, 35.3% six times a day, 6.6% more than six times a day, and 1.3% other. Another study conducted by Edogoh, Asemah, and Ekanem (2013), also found that students spend ample time on Facebook. The study shows that 7% of the respondents (n = 20) expose themselves to Facebook one hour daily, 22% (n = 64) expose themselves 2-3 hours every day and 71% (n = 210) respondents stay on Facebook for up to 4 hours and above daily. This shows that the frequency of students' exposure to Facebook is quite high.

In related studies, it is found that students spend from 10-121 minutes daily on Facebook (Ismail, Eyup, and Ismail, 2015). From the findings of this study, it is evident that the popularity and acceptance of Facebook by students cannot be over emphasized. Facebook is indeed an integral part of students' life as clearly shown by the frequency of their usage of the social media. Other researchers have successfully made observations that the extent of cognitive absorption is an essential determinant of the frequency and duration of Facebook use among students. On the internet (Facebook), students engage in a variety of activities some of which may be potentially addictive. (kuss and Griffiths, 2011). The widespread popularity of Facebook on the internet raises concerns, especially considering the growing amount of time students devote to online activities. Specifically, undergraduates allocate a significant portion of their time to Facebook.

### **Factors Responsible for Students' Attitude towards the Use of Facebook**

Users of Facebook are generally motivated by similar factors which are both internal and external in nature depending on their geographical location. These factors, as suggested by Amarasinghe (2010) include altruism, curiosity, and sense of efficacy, pleasure of sharing reciprocity, affiliation, power, collaboration, reward and recognition. However, the factors affecting the attitude of students on the usage of Facebook would be grouped under two broad terms namely:

**Internal Factors:** The internal factors are inherent; these are inner strengths and weakness that can influence the attitude of Facebook users. They are factors that are in an individual or user of Facebook that is capable of affecting user's attitude. The internal factors that affect student's attitude towards Facebook are age, gender, religious beliefs, marital status, character / personality etc. Gender is one potent internal factor that can affect student's attitude towards Facebook. Cha (2010), writes in this regard that traditionally, innovation diffusion literature suggests that males are more likely to adopt a new technology earlier than females and the adoption of Facebook is no exception. Male dominance in internet usage was, however, overturned by Shanaz (2010), which reports indicates that more females used Facebook than their male counterparts particularly in Malaysian universities and Facebook was the most popular site among female students aged (24-30) eighteen to thirty years old. From the findings above, it shows that gender is a major factor that determines Facebook usage by students. Age as a factor, often time affects student attitude in this frequency of how they use Facebook. Some studies have discovered that younger students use the Facebook more frequently than older students. This invariably means that age of a student is an internal factor that can affect attitude of students toward Facebook usage.

**External Factors:** External factors are influences outside an individual that affects attitudes of Facebook users. It is often associated with the features that are therein in the technology. These external factors that affect student's attitude toward Facebook are privacy concerns, affordability (cost) and learning about others. Privacy concerns are one major factor that affects users' attitude towards Facebook. Considering the inherent characteristics of



social networking website, privacy is presumably a critical issue to those who use the media. A vast amount of identifiable personal information such as full names, school, photo, email address is available on Facebook. In addition, disclosing some personal information is necessary to network on such sites. Unfortunately, some users may not feel comfortable posting most of the personal information on Facebook and this may affect the attitude towards Facebook.

Another external factor is the affordability of Facebook. Facebook can be used at a free or very low cost. It is a cost effective yet comprehensive tool for collaboration, sharing, interaction, communication amongst other benefit. No wonder there are almost nine three (3) billion users of Facebook. The affordability of Facebook can motivate a positive attitude towards Facebook.

### **Problems That Affect the Use of Facebook among Students in Nigeria**

Facebook sites have no way to verify that people are who they are or who they claim to be, leaving people susceptible to solicitation from online pillages who are able to mask their true identities. People are free to create new accounts people still use Facebook for scamming other people and that photos and text can be retrieved even after deletion. Anderson (2005) explains that, when personal details are shared on Facebook even when deleted, they can still be retrieved and this is detrimental to their image in future. It also entices people to spend more time online and less time interacting face-to-face with people. These affect their relationship with people around them. Facebook can cause personality brain disorder in children such as inability to have real conversations, limited attentions spans a need for instant gratifications.

### **Theoretical Framework**

Theories are crucial to any empirical research, they provide the landscape of analysis and hypothesis testing, which are aimed at predicting phenomenal relevant to any research work. This study is anchored on the Individual Differences theory, Technology Acceptance Model (TAM)/ theory, Media Dependency theory and The Principles of Social Penetration Theory (SPT).

**Individual Differences Theory:** The individual differences theory propounded by Melvin De Fleur in 1970 holds that members of the mass media react to the same media messages in different ways based on their needs, values, beliefs and attitudes Anaeto, S., Onabanjo, O., S., and Usifeso (2008) (Onosu, James E., 2010). The individual differences theory was considered applicable to this study because the tenets of the theory were upheld in the course of this study.

The relationship of the theory to this study is that UNIBEN students who have Facebook account are seen as member of Facebook, who utilizes Facebook based on their disposition; age, gender and course of study among others things are what affect their attitude towards the use of Facebook. This is based on the fact that the psychological make-up of UNIBEN student differ and therefore, their needs, values, beliefs and attitudes towards of Facebook differs from student to students.

**Technology Acceptance Model (TAM)/Theory:** The Technology Acceptance Model (TAM) is another theory that is relevant to this study. Theory was propounded by Fred Davies and Richard Bagozzi (Davis, 1989; Bagozzi and Warsaw (1992) as cited in Olise (2013) the theory borders on the ease of use and usefulness of new technologies such as Facebook. The principles behind this theory is that people use new technologies such as mobile phones, smart phones, Ipad and computers among others to explore Facebook and other social media platforms because they consider its useful. The relationship to the study therefore lies on the ease at which Facebook is utilized by UNIBEN students and its usefulness is based on the cognitive attitude of the users towards it. Just as this theory advocates, this study, which bothers on the attitude of UNIBEN students towards the usage of Facebook, promotes the usefulness and ease of using new technologies to explore Facebook depending on the students attitude. (Olise and Perekeme, 2015). he model's basic proposition is that an individual's attitude towards a new technology design system is a function of the perception of the degree of advantages that accrues from using the technology is without stress, or its "ease of uses" (Davis, 1993 cited in Shittu, 2013).

Furthermore, Shittu, (2013) postulates that attitude, perceives usefulness and ease of use directly determine whether the individual will use the technology. The popularity and increased usage of Facebook by student shows the extent to which new technologies has be accepted greatly by student and other users (UNIBEN students). This has been made possible and easy with the proliferation of mobile phone especially smartphones which has made browsing the internet easy and fast.

### **Appraisal of Empirical Studies**

A number of researchers have conducted empirical research on the Appraisal of Attitude of students towards Facebook usage. This section reviews works of such scholars as they relate to this current study.

The empirical works reviewed are: Patrick, S., & James, A. I. (2018). Perception and Attitude towards the Use of Social Media Network among Benue State University Undergraduates. The study of Patrick and James (2018) examined the perception and attitude towards the use of social media network among Benue State University. The study employed the survey research design to investigate how each variable influence social media network and their joint influence.

In this study, it was found that Social media network negatively and positively influence academic performance of undergraduates depending on one's perception and attitude. On the other hand, social media network enhances greater social interaction via electronic media for greater access to information and creating a sense of belonging to users. Nowadays, the new generation spends more time surfing the net for communication via social media network in their daily lives for social purposes. This can be seen to support a range of applications which display qualities associated with educational technologies for e-learning process which is use at University level for communication, participation, interactivity and collaboration. Interestingly, the level of participation, interaction and collaboration within the students and lecturers has also increased with the use of social media network tools in e-learning. The social media by their nature have the capabilities of educating, informing, entertaining and inflaming the audience with high speed across the wide world

The findings of this study reveals that perception independently predicted the use of social media network. Attitude did not independently predict the use of social media network. Perception and attitude jointly predicted the use of social media network among Benue State University undergraduates. Based on the findings, therefore the study recommended that students' use of social media network should not be seen as a crime or social vices. Nevertheless, the use of social media during productive hours like lectures, exams, can be avoided so as to concentrate more on their studies. Undergraduates should also be weary of the dangers associated with the use of social media such as, cyber-crime impersonation, job scam, defrauding amongst others.

This study of Patrick and James (2018) is related to this research in that both studies used the survey design research method. While the work of Patrick and James (2018) looks at the Perception and Attitude towards the Use of Social Media Network among Benue State University Undergraduates, this study streamlines its scope by examining only the attitude of University of Benin Students towards Facebook usage.

### **Research Methodology**

The survey design was used for this study. The population for this study was drawn from the students of the various Faculties and Departments that constitute the University of Benin UNIBEN. There are 13 faculties in University of Benin and they comprise of both male and female students. From the official website of the University of Benin ([www.uniben.edu.ng](http://www.uniben.edu.ng))(2019), it was revealed that the total number of students in the institution stood at 75,000 as at the 2018/2019 academic session. Therefore the population of the study was 398. The sample size for this study was 398. This figure emanates from the total population of students in UNIBEN. The sample size of 398 was also deduced from the sample size determination formula proposed by Taro Yamane. The sampling techniques employed in the collection of data were the simple random sampling and the purposive techniques. The research instrument for collecting data for this study was questionnaire. Questionnaire refers to a list of items or statements designed to generate data in a survey in order to achieve objective, answer research questions and validate or reject hypothesis if any. The instrument for this study was administered to 398 (Three hundred and ninety eight) University of Benin students, which constituted of all the faculties in the University. The faculties are Agriculture, Art, Education, Engineering, Environmental Sciences, Law, Life science, School of Basic Medical Sciences, Pharmacy, School of Dentistry, Physical Science, Social Science and School of Medicine A draft copy of questionnaire was given to my supervisor in the Department of Mass Communication. Copies of the questionnaire were given to my lecturer with the objectives of the study and research questions. The method employed by the research for the collection of this study data, was the person – to – person approach with the aid of one (1) research assistant to reach out to the 398 respondents in the 13 faculties of the University of Benin. The data collected and collated for this study were analyzed and presented with the aids of frequency Tables, Simple Percentages and Mean scores descriptive statistics. Also, mean score was used to show the level of which the

respondents Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) to the statement relating to the objectives of this study.

**Data Presentation and Analysis**

**Table 1: Gender distribution of respondents**

Gender of Respondents	Frequency of Response	Percentage of Response (%)
Male	251	63 %
Female	147	37 %
Total	398	100 %

**Source: Field survey, 2024**

Table 1 shows 251 (63%) of the respondents were male and 147 (37%) of the respondents were females. This table shows that a greater percentage of the sample is males.

**Table 2: Age Distribution of Respondents**

Age Range	Frequency of Response	Percentage of Response (%)
15-22 years	197	49.50
23-29 years	196	49.20
30-36 years	5	1.30
Total	398	100

**Source: Field survey, 2024**

Data on table 2 shows that 197 (50%) of the respondents were within the age brackets of 15 - 22 years. 196 respondents were within ages of 23-29, 5 respondents within age bracket 30-36.

**Table 3: Marital Distribution of Respondents**

Marital Status	Frequency of Response	Percentage of Response (%)
Single	375	94.2 %
Married	23	5.8 %
Separated	--	-
Divorced	--	-
Total	398	100%

**Source: Field Survey, 2024**

Table 3 Show three hundred and seventy five (375) representing 92.2% of the response are single. Twenty three (23) representing 5.8% of the respondents are married and none of the respondents is separated or divorced. The table shows that a greater percentage of the Sample is single.

**Table 4: Marital Distribution of Respondents**

Religion of respondents	Frequency of Response	Percentage of Response (%)
African Traditional religion ATR	3	0.75 %
Christian	372	93.47
Muslim	23	5.77 %
total	398	99.99 = 100

**Source: Field Survey, 2024.**

Table 4 shows 3 (0.75%) of the respondents are African Traditional religion ATR 372 (93.47%) of the respondents are Christians and 23 (5.77%) are Muslim. This table shows that a greater percentage of the samples are Christians

**Table 5: Distribution of Respondents per Faculty**

Faculty	Frequency of Response	Percentage of Response
Agriculture	30	7.5
Education	30	7.5
Engineering	30	7.5
Pharmacy	30	7.5
School of Dentistry	30	7.5
School of Basic Medical Science	30	7.5
Arts	38	10.0

Physical Science	30	7.5
Social Science	30	7.5
Environmental Science	30	7.5
Life Science	30	7.5
Management Science	30	7.5
Law	30	7.5
Total	398	100

Source: Field Survey, 2024.

The above table gives a breakdown of the population of UNIBEN students based on their faculties, in Benin City, Edo State.

**Presentation and Analysis of Questionnaire Based on the other Items on the Questionnaire**

**Table 6: Frequency of Facebook Usage Among UNIBEN Students.**

Item	Frequency	SA	A	D	SD	Total	*	Decision
	Values	4	3	2	1			
i.	Use Facebook every minute	0 0 0%	8 24 2.0%	90 180 22.6%	300 300 75.4%	398 504/398 100%	1.27	Rejected
ii.	Use Facebook every 30 minute	200 800 50.3%	100 300 25.1%	90 180 22.6%	8 8 2.0%	398 1288/398 100%	3.24	Accepted
iii.	Use Facebook every hour	250 1000 62.8%	98 296 24.6%	48 96 12.1%	2 2 0.5%	398 1394/398 100%	3.50	Accepted
iv	Use Facebook every day	300 1200 75.4%	90 270 22.6%	6 10 1.5%	2 3 0.5%	398 1483/398 100%	3.73	Accepted
v.	Use Facebook when you are less busy	343 1376 86.2%	44 129 11.1%	8 16 2%	2 2 0.5%	398 1523/398 100%	3.83	Accepted
vi.	Use Facebook as long as you get notification	180 720 45.2%	89 267 22.4%	48 96 12.1%	81 81 20.3%	398 1164/398 100%	2.92	Accepted
vii.	Use Facebook every week	12 48 3.0%	46 138 11.6%	139 278 34.9%	201 201 50.5%	398 665/398 100%	1.67	Rejected
viii.	Use Facebook every fortnight	0 0 0%	7 21 1.7%	189 378 47.5%	202 202 50.8%	398 601/398 100%	1.51	Rejected
ix	Use of facebook on monthly bases	0 0 0%	12 36 3.0%	184 368 46.2%	202 202 50.8%	398 606/398 100%	1.52	Rejected

Source: Field Survey, 2024

Table 6 shows that majority of UNIBEN students that has Facebook account, uses it regularly; therefore the Frequency of Facebook usage among UNIBEN students is high as shown from the data above. 343 respondents strongly agrees to Using Facebook when less busy, 300 respondents strongly agrees to using Facebook everyday, 250 respondents strongly agree to use Facebook every hour while 200 respondents strongly agree that they use Facebook every 30 minutes, 180 respondents strongly agrees that they use Facebook as long a you get notification. However items rejected are the following, 1.27 percent that 0 respondents strongly agree to Use Facebook every minute.1.67 percent that 12 respondents strongly agree to Use Facebook every week. 1.51 percent that 0

respondents strongly agree to Use Facebook every fortnight 1.52 percent that 0 respondents strongly agree to use social media on monthly bases.

**Uses of Facebook By Uniben Students**

**Table 7: Uses of Facebook by UNIBEN students.**

Item	USES	SA	A	D	SD	Total	X	Decision
	Values	4	3	2	1			
i.	Use Facebook to make new friends	97 388 24.4%	130 390 32.6%	120 240 30.2%	51 51 12.8%	398 1069/398 100%	2.69	Accepted
ii.	To keep in touch with friends and family	127 512 32%	99 291, 24.8%	89, 178 22.4%	83, 83, 20.8%	398, 1064/398 100%	2.67	Accepted
iii.	To get / read / listen to news	169, 676 42.5%	108, 324, 21.6%	71, 142, 17.8%	50 50. 8%	398, 1192/398 100%	2.99	Accepted
iv.	To entertain yourself	132, 528, 33.2%	100, 300, 25%	83, 166 .9%	83, 83, 19.8%	398, 1077/398 100%	2.70	Accepted
v.	To carry out research	50 200 12.6%	98 394 24.6%	100 200 25.1%	150 150 37.7%	398 844/398	2.12	Rejected
vi.	To participate in group discuss with class mates and teachers	83, 332 20.8%	89 267 22.4%	99 198 24.8%	127 127 32%	398, /398, 100%	2.32	Rejected
vii.	To post update about yourself	113, 452, 27.1%	130, 390, 28.9%	96, 192, 22.9%	59, 59, 21.1%	398, 1093/398, 100%	2.75	Accepted
viii.	To advertise	100, 400 25%	91, 273, 23%	112, 224, 28%	95, 95, 24.%	398, 988/398, 100%	2.49	Rejected
ix.	To get sexual partner	83, 332 20.8%	89 267 22.4%	99 198 24.8%	127 127 32%	398, /398, 100%	2.32	Rejected
x.	To post update about event and happenings around you	279 1120 70.1%	101 300 25.4%	12 24 3.0%	6 6 1.5%	398 1450 100%	3.64	Accepted
xi.	To establish business relationship and purchase goods	30, 120 15.%	60, 180 24.%	132, 264 28.%	176, 176, 33%	398, 828/398 100%	2.16	Rejected
xii.	To scam	99, 396 28.3%	90, 270, 25%	113, 226, 22.6%	96, 96, 24.1%	398, 988/398, 100%	2.48	Rejected

**Source: Field survey, 2019**

Data on Table 7 indicates that UNIBEN students use Facebook for variety of reasons depending on their disposition. The study also in Table 7 reveals the uses of Facebook by UNIBEN students are as follows, 2.69 percent of respondents use Facebook to make new friend. 2.67 percent of respondents use Facebook to keep in touch with friends and family. 2.99 percent of respondents use Facebook to get / read / listen to news. 2.70 percent of respondents use Facebook to entertain self. 2.75 percent of respondents use Facebook to post update about self.

3.64 percent of respondents use Facebook to post update about event and happenings around them. . All these uses are significant, as they had Means scores above the 2.50 criterion means for this study thus they are accepted. However, some items were rejected as they had means scores below the criterion mean for the study. The uses rejected are 2.32 percent of respondents that use Facebook to participate in group discuss with class mates and teachers. 2.12 percent of respondents use Facebook to carry out research. 2.49 percent of respondents that use Facebook to get sexual partner. 2.32 percent of respondents that use Facebook to advertise. 2.16 percent of respondents that use Facebook to establish business relationship and purchase goods. 2.48 percent of respondents that use Facebook to scam.

**Table 8: Students attitude towards Facebook usage.**

Item	Details	SA	A	D	SD	Total	*	Decision
		Value	4	3	2			
i.	Content of Facebook appeals to you	190, 760 48.3%	180, 540, 45.2%	10, 20 2.5%	18, 18 4.5%	398, 1338/398 100%	3.36	Accepted
ii.	Posting on Facebook irritates/ annoys you	60, 240 15.3%	96, 288 24.3%	112, 220 28.3%	130, 130, 33%	398, 886/398 100%	2.22	Rejected
iii.	You love to always use Facebook	279 1120 70.1%	101 300 25.4%	12 24 3.0%	6 6 1.5%	398 1450 100%	3.64	Accepted
iv.	Content of Facebook appeals to your level of understanding	198, 792 49.7%	110, 330 27.6%	51, 102 12.8%	39, 39, 9.8%	398 1263/398 100%	3.17	Accepted
v.	Can't stay without Facebook	113, 452, 27.1%	130, 390, 28.9%	96, 192, 22.9%	59, 59, 21.1%	398, 1093/398 , 100%	2.75	Accepted
vi.	While using Facebook, you are able to block out most other distraction	113, 452 28.3%	99, 297, 25%	90, 180, 22.6%	96, 96, 24.1%	398, 1025/398 , 100%	2.58	Accepted
vii.	You find Facebook useful	200 800 50.3%	180 540 45.2%	10 20 2.5%	8 8 2%	398 1368/398	3.44	accepted
viii.	You feel depress and anxious whenever you use Facebook	30, 120 15.3%	60, 180 24.3%	132, 264 28.3%	176, 176, 33%	398, 828/398 100%	2.16	rejected

**Source: Field Survey, 2019**

Data on table 8 indicated UNIBEN students have a very high positive attitude towards Facebook. This means that UNIBEN students do consider Facebook usage as having great influence on them. Therefore attitude of students towards Facebook usage in Benin City is very positive.

The table shows that the attitude of students towards Facebook usage in UNIBEN is positive and accepted. The total percentage of Respondents that the content of Facebook appeals to is 3.36%. The total percentage of

Respondents that loves to always use Facebook is 3.64%. The total percentage of respondents that the content of Facebook appeals to their level of understanding is 3.17%. The total percentage of respondents that can't stay without Facebook is 2.75%. The total percentage of Respondents that find Facebook useful is 3.44%. These attitude (influence) are significant, as they had Means scores above the 2.50 criterion means for this study. However, two items were rejected as they had means scores below the criterion mean for the study. The attitude rejected are the total percentage of Respondents that states that Posting on Facebook irritates/ annoys them [ $\ast=2.22$ ] and the total percentage of Respondents that feel depress and anxious whenever they use Facebook [ $\ast=2.16$ ]. This shows that the attitude of students towards Facebook usage in UNIBEN is high and very positive because most variables had means scores above the acceptance zone and are accepted.

**Table 9: Factors responsible for student's attitude towards Facebook usage.**

Item	Details	SA	A	D	SD	Total	*	Decision
	Value	4	3	2	1			
i.	Your level of understanding of the content on Facebook	190, 760 48.8%	180, 540, 45.2%	10, 20 2.5%	18, 18 4.5%	398, 1338/398 100%	3.36	Accepted
ii.	Your love for the platform	279 1120 70.1%	101 300 25.4%	12 24 3.0%	6 6 1.5%	398 1450/398 100%	3.64	Accepted
iii.	Gender	113, 452 28.3%	99, 297, 25%	90, 180, 22.6%	96, 96, 24.1 %	398, 1025/398 100%	2.58	Accepted
v.	Age	200 800 50.3%	180 540 45.2%	12 24 3%	6 6 1.5%	398 1370/398 100%	3.44	accepted
vi.	Religion	60, 240 15.5%	96, 288 24.5%	112, 220 28.5%	130, 130, 33%	398, 886/398 100%	2.22	Rejected
vii.	Financial ability	100, 400 25%	91, 273, 23%	112, 224, 28%	95, 95, 24.5%	398, 988/398, 100%	2.49	rejected
viii.	Busy schedule	83, 332 20.8%	89 267 22.4%	99 198 24.8%	127 127 32%	398, /398, 100%	2.32	rejected

**Source: Field survey, 2024**

Table 9 shows that some factors are responsible for the attitude of UNIBEN students towards Facebook usage in Benin City. From table 9 above reveals that the factor responsible for the attitude towards Facebook usage in UNIBEN is base on the following; "Your level of understanding of the content on Facebook" 3.36 percent, "Your love for the platform" 3.64 percent, "Gender" 2.58 percent, "Age" 3.44 percent, these, however are above the mean score cut-off point which is 2.50 criterion mean for the study. Thus the decision is accepted.

However, some items were rejected as they had means scores below the criterion mean for the study. The rejected factors responsible for the attitude towards Facebook usage in UNIBEN are “Religion” 2.22 percent, “Financial ability” 2.49 percent, “Busy schedule” 2.32 percent. This shows that a lot of variable are considered as factors responsible for the attitude of UNIBEN students towards Facebook usage in Benin City of which majority is accepted.

### **Discussion of Findings**

In other to ensure that aims of this study were achieved, the four research questions posed to guide the study were answered with the aid of the data generated from the questionnaire.

#### **Research Question 1: What is the Frequency of Facebook Usage among Uniben Students?**

The frequency of Facebook usage among UNIBEN students is high and majority of UNIBEN students that have Facebook account use it regularly; therefore UNIBEN students spend ample of time (much time) on Facebook these among other times are spent on Facebook. They use Facebook when they are less busy, use Facebook every day, use Facebook every hour, they use Facebook every 30 minutes, use Facebook as long as you get notification. However items were rejected as no respondents strongly agree to Use Facebook every minute, only 12 respondents strongly agree to Use Facebook every week, no respondents strongly agree to Use Facebook every fortnight, no respondent strongly agree to use social media on monthly bases. This finding agrees with the findings of Ishmailetal (2015) which reveals that Facebook has become an integral part of student’s life as clearly shown by the frequency of UNIBEN student’s usage of the platform (FACEBOOK). In same vain Ifanyi-Obi et al (2014), in their study which revel that students login to their Facebook account daily. Other researchers have successfully made observations that the extent of cognitive absorption is an essential determinant of the frequency and duration of Facebook use among students. This shows that the frequency of students’ exposure to Facebook is quite high.

#### **Research Question 2: What are the various Uses of Facebook by Uniben Students?**

UNIBEN students use Facebook for variety of reasons depending on their disposition. The various uses of Facebook were majorly to make new friends, to keep in touch with friends and family, to get / read / listen to news, to entertain self, to post update about self, to post update about event and happenings around them, to send\receive messages, and to post\share picture and videos. All these uses are significant, as they had Means scores above the 2.50 criterion means for this study thus they are accepted. These findings collaborate with the study of Musa A.S,(2015) citing (Choi and Kang 2014) which refers to the social significance of Facebook social networking site in the life of university students, he found out that Facebook use must have been seen as “identity politics” of being a student rather than enhancing front stage engagement with formal studies.

However, it is hardly used to conduct research or to gather information for Educational purposes. Facebook is less used to participate in group discuss with class mates and teachers. Facebook is slightly less used to get sexual partner, Facebook is rarely used to advertise. Facebook is hardly used by UNIBEN Students to establish business relationship and purchase goods. In the same vain the use Facebook to scam was gaining ground, this also were rejected as they had means scores below the criterion mean for the study. This is in consonance with Itodo (2011) which posits that there seem to be an alarming rate of Facebook obsession among students today; a trend that could affect their academic, social and spiritual lives negatively if not properly controlled. More so, Ogedegbe (2012) observed that some students are always busy “Facebooking”, while lectures are on. From the submission of these findings, it can be deduced that majority of students use Facebook to achieve variety of purpose as listed above.

#### **Research Question 3: What is the Attitude of Students Towards Facebook Usage in Uniben?**

The Attitude of UNIBEN Students Towards Facebook Usage is very encouraging and highly positive attitude. This means that UNIBEN students do consider Facebook usage as having great influence on them. This is because the content of Facebook appeals to them, they always loves to use Facebook, the content of Facebook appeals to their level of understanding, they can’t stay without Facebook and find Facebook useful. These attitude (influence) are significant, as they had Means scores above the 2.50 criterion means for this study.

However, two items were rejected as they had means scores below the criterion mean for the study. The attitude rejected were the few users that states that Posting on Facebook irritates/ annoys them and very few respondents



that feel depressed and anxious whenever they use Facebook. This shows that the Attitude of UNIBEN students towards Facebook Usage is very encouraging and highly positive attitude because most variables had means scores above the acceptance zone and are accepted. This discovery is in line with Patrick and James (2018) and Omer (2012), findings from their studies reveals that students have a very positive attitude towards Facebook activities as a supplementary to curriculum.

#### **Research Question 4: What Factors are Responsible for the Attitude Of Uniben Students Towards Facebook?**

The factors majorly responsible for the positive attitude of UNIBEN students towards Facebook is your level of understanding of the content on Facebook, your love for the platform, Gender and Age. These factors are above the mean score cut-off point which is 2.50 criterion mean for the study. Thus the decision is accepted.

However, some items were rejected as they had means scores below the criterion mean for the study. The rejected factors that were not responsible for the attitude towards Facebook usage in UNIBEN are Religion, Financial ability, Busy schedule. That is why Wilson (2005) argues that there is need for Nigeria as a Nation to modernize her communication infrastructures to keep pace with global trend. Also in line with the view of Griffin (2012), this focuses on how the intimacies between people and among people develop irrespective of gender, religion faculties and other demographic differences.

Consequently, the answers provided for research question four solve and identify the variable that are considered as factors responsible for the positive attitude of UNIBEN students towards Facebook usage in Benin City were majorly Your level of understanding of the content on Facebook, Your love for the platform, Gender and Age.

#### **Summary, Conclusion and Recommendations**

This section focuses on the summary of the study, conclusion recommendation, contribution to body of knowledge and suggestion for further studies

##### **Summary**

The study examines the attitude of UNIBEN students towards facebook usage in Benin city, Edo state. The faculties covered were Agriculture, Arts, Education, Engineering, Environmental Science, Law, Life Science, Management Science, School of Basic Medical Science, School of Dentistry, Social Science, Pharmacy, and Physical Science. Students were selected for this study because they are very conversant with facebook, smart phones, computers and internet. Invariable the purposive sampling technique and random sampling techniques were used for this study. The choice of purposive sampling was informed to enable researcher select the students based on their uniqueness, in relation to the study while random sampling technique was used so as to ensure that any student on the population participated in the study. The questionnaire was the main research instrument.

Hence 398 questionnaires were distributed to students in the thirteen (13) Faculties in UNIBEN, at the ratio 30 copies per faculty with 8 copies randomly distributed and were all retrieved. The copies of questionnaires were distributed in this manner in order to ensure that the opinions of most students in the university were sampled in this survey. Therefore the imperative objective of drawing out data / response for this study is to ascertain the frequency of Facebook usage among UNIBEN students, to establish various use of Facebook, to ascertain the attitude of UNIBEN students towards Facebook usage and factors responsible for such attitude.

The study reviewed both foreign and local literatures that are related to the study, this coupled with examining the relevant theories that constitute the fundamental frame work of the study. The study was anchored on the Individual Differences Theory, the Technology Acceptance Model (TAM) theory, the Media Dependency Theory and The Principles of Social Penetration Theory (SPT)

A total of four research questions were answered in this study and the data collected and collated in this study were presented and analyzed with the aid of a simple percentage and mean score. The simple percentage were used to analyze the respondents personal data, while the mean score was used to answer the research question and criterion mean for the study was placed at 2.50.

### Summary of the Findings

The summary of the findings for this study are :

- i. The frequency of Facebook usage among UNIBEN students very high as majority of students spend ample of time (much time) on Facebook. That is, they use Facebook when they are less busy, use Facebook every day, use Facebook every hour, they use Facebook every 30 minutes, use Facebook as long as you get notification.
- ii. The various use of Facebook by UNIBEN students are majorly for variety of reasons depending on their disposition. Reason is as follows, to make new friend. To keep in touch with friends and family. To get / read / listen to news. To entertain self. To post update about self. To post update about event and happenings around them.
- iii. The attitude of students towards Facebook usage in UNIBEN is very positive. the attitude is positive and accepted because the content of Facebook appeals to them, they loves to always use Facebook, the content of Facebook appeals to their level of understanding , they can't stay without Facebook and find Facebook useful. These attitude (influence) are significant, as students now consider Facebook addictive and an integral part of their life
- iv. The factors that is responsible for the attitude of UNIBEN students towards Facebook is majorly as follows "Your level of understanding of the content on Facebook, your love for the platform, Gender and Age".

### Conclusion

The importance and popularity of Facebook among undergraduates cannot be over-emphasized. The use of Facebook among students in higher institution in Nigeria is becoming pervasive. Facebook has continued to smear the physical boundaries between Nations of the world, going in support of Marshall McLuhan prediction of the world evolving as a global village.

Evidently, so many students have keyed into the vast capability and potentials of Facebook as this study reveals that UNIBEN students in Benin city, Edo state are exposed to Facebook and a good number of them are heavy users of Facebook. The frequency of Facebook usage among UNIBEN students very high, as majority of students spend ample of time (much time) on Facebook these among other times are spent on Facebook. They use Facebook when they are less busy, use Facebook every day, use Facebook every hour, they use Facebook every 30 minutes; use Facebook as long as you get notification.

Also findings show that UNIBEN students in Benin City, Edo state use Facebook for different purposes depending on their disposition. Reason is as follows, they use Facebook to make new friend, to keep in touch with friends and family, to get / read / listen to news, to entertain self, to post update about self, to post update about event and happenings around them, to send\receive messages, and to post\share picture and videos, however it is hardly used to conduct research or to gather information for Educational purpose despite the fact that Facebook offers so many benefits to students, based on its capacity.

More so it was also discovered that the attitude of students towards Facebook usage in UNIBEN is very positive and accepted because the content of Facebook appeals to them, they love to always use Facebook, the content of Facebook appeals to their level of understanding, they can't stay without Facebook and find Facebook useful. And The factors majorly responsible for the positive attitude of UNIBEN students towards Facebook is Your level of understanding of the content on Facebook, Your love for the platform, Gender and Age, however, Wilson (2005) argues that there is need for Nigeria as a nation to modernize her communication infrastructures to keep pace with global trend. Facebook has indeed changed the face and phases of communication globally.

### Recommendations

Based on the findings drawn from this study, the following recommendations are put forward as a way of stimulating wilder participation in the use of Facebook and attitude of students towards usage in the 21st century.

1. Students should be encouraged to use Facebook while applying caution so as to avoid being heavy users. This is because too much use of Facebook can lead to addiction which is harmful especially when used for the wrong purpose.

2. Higher institutions in Nigeria, should not relent in ensuring that they continue to integrate the good use of social media especially Facebook into their curriculum as part of teaching and learning in the classroom situation. This is because the continuous incorporation of Facebook into the learning resources of university courses may

impact upon student's satisfaction of course delivery, as they are able to integrate academic requirements with a social networking platform as they have incorporated Facebook into their everyday activities.

3. Nigeria University Commission (NUC), federal ministry of education as well as the Nigerian government should inculcate into her education policy the academic importance of social media like Facebook and deploy new technologies such as computers, smart phones and free wifi services into various universities across the country so that students would have easy and free access to social networking sites like Facebook.

4. Higher institutions of learning, lecturers, government and non-governmental organizations\agencies, as well as mobile phone network Providers in Nigeria, National Communication Commission, NCC should organize seminars and workshops to enlighten users\students on the appropriate use of Facebook and the dangers inherent in the abuse of social media platform and by so doing curtail the growing phenomenal of fake news.

### Suggestions for further studies

To expand and cover scope and areas this study did not cover, the researcher has therefore put further suggestion on future studies to be conducted on:

- i. Assessment of the Attitude of Students of Higher Institutions in South-South, Nigeria towards Facebook Usage.
- ii. Perception of Facebook by Students as Medium of Mass Communication in Edo state.
- iii. Exploring the legitimate ways to maximize profit through the usage of Facebook among undergraduates in Nigeria.
- iv. Uses and gratification of Facebook as a tool for development communication in Edo state.
- v. Need for indigenous social media alternative just as Facebook in a bid to saving Nigeria dying cultures.

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