

# **TOWARDS ENHANCING SOCIAL NETWORK SITES ON NIGERIAN MUSIC PRACTICAL TRAINING: A YOUTUBE PERSPECTIVE**

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## **Introduction**

The proliferation of and influences in social networks usage on global economy have brought about different kinds of developments and different trends into day to day activities of human kinds, especially digital economic lives of the world. Factually, digital economy as a global market and a new normal has perfectly positioned itself as the present and future of the world's economy. Furthermore, various economic, education, social, political sectors have been restructured due to this global networking shift. Education sectors (classroom teachings), entertainments (content promotions) even medical sectors have been hugely affected.

However, effects of social networks in classrooms teaching were not too obviously noticed and patronized over the years until year 2020 when the world's physical economic lives were shut down as a result of the emergence of the deadly Covid-19 and its various variants. There ensued the world's tragic lockdown. The ironical outcome of this cruel experiences created challenging and positive results by forcing the world to cultivate new trending system of living (new normal) in communications, teachings, medical advancements and businesses management and so on. In fact, the social, political, economic, cultural and academic lives of the world were pursued until late 2020 especially in Nigeria when the lockdown was suspended. Surprisingly, the usage of social networks became a predominant solution during the Covie-19 lockdown in the world. Many daily human activities of

A. O. Ademola & A. P. Omagu: *Towards Enhancing Social Network Sites on Nigerian...* man / woman were influenced either positively or negatively as a result of their pro-activeness or otherwise towards the new trends.

This new trend in world's economic and community development x-rayed and birthed many unforeseen effects both positives and negatives such as virtual classrooms trainings, meetings, marketing, business transactions, events, exposures and transactions accessible to one at the comfort of his/her home, especially in Nigeria. Its other influences led to a low patronage in the demand for physical trainings in many practical programs in various sectors as well as, reduction in numbers of staff employed.

Music teaching before the lockdown consisted mainly of physical trainings, especially in Nigeria education. As a result of the world new normal, both teachers and students were faced with different challenges of how to continue with the educational systems of the country that was being halted. This, brought to the fore many questions such as; how do we go about our teachings? how do we handle the practical aspects of the learning?; which social networking sites or platforms fully support practical classes?; how many teachers and students could operate the social network sites and platforms? In providing answers to these and many other besetting questions, life had to be moved to the social networking space.

### **Social Networking and Network**

Social networking simply put, means amplification or enhancement of social relationships. In other world, it is the bridging of communication gaps between two or more relatives, getting closer to the public and creating a consistent and mutual familiarity with individuals. Social connections between two or more people is best maintained when two or more people are consistently in communicating with each other or one another. It can also be described as bridging of communication gaps within a group of people or community either through local or advanced mediums of connections.

Adams (2016), posited that one of these is the willingness of users to embrace Social Networking Service (SNS) as a means of communication and social networking in everyday life. The increasing dependence on technology for basic communication also highlights the importance of analyzing how SNS are affecting

A. O. Ademola & A. P. Omagu: *Towards Enhancing Social Network Sites on Nigerian...* daily processes. According to Adams (2016), sites like Facebook, Friendster and LinkedIn are influencing the way SNS users establish, maintain and cultivate a range of social relationships, from close friendships to casual acquaintances (p.2). With the usages of SNS, many goals and breakthroughs have been achieved and recorded through positive and consistent communications among people. Though, not all social networking usually results into positive achievements or results, as abuses are inevitable.

Social network deals with the involvement of internet and social media's platforms for its networking and communication. (*Olusesan et al, 2014*), reported that 'social media are believed to be media that are used for social interaction, using highly accessible and scalable communication techniques. And they are created differently for unique purposes. Adams (2016), affirmed that social network, 'alternatively referred to as a virtual community or profile site, is a website on the Internet that brings people together in a central location to talk, share ideas and interests, or make new friends' (p.6). Notably, all social network sites are basically created for peculiar roles under networking which include; Facebook, Instagram, Google classroom, YouTube, 2go, WhatsApp, LinkedIn and so on. The purposes of all these sites vary from one to the other. Some are for chatting, posting of pictures, video meetings, business networking, fun centers, friend's hangouts, match making, virtual classrooms, business meetings and lots more. Obviously, these social network sites without exaggeration have immensely contributed to the growth and developments of the global market. They played, numerous impacts on Nigeria's socio-political, cultural, security, economic and education systems.

Some of the negative impacts of the SNS on certain countries' growths include; exposure to the foreign cultures and traditions, which are now been copied and referred to as new trends over our local traditions, amplification of moral decadences, retrenchment of workers from factories as a result of the highly programmed sites that are replacing human duties at offices. As Adams (2016) posits, 'There is a deviation, distraction and divided attention between social networking activities and education, businesses and job at workplace. It is observed that students and workers devote more attention to social networking sites than they do to their studies and job respectively' (p.3).

## **Aroko: A Traditional Social Networking System in Nigeria**

Before the emergence of social networks, it was factual that every culture had its own means of communication, expression and transmission of messages and opinions from one place to the other or to the members of the community. Ajetunmobi (2014), states that:

*'Apart from the use of verbal and body language, objects like fire, drum, gong, ostrich feather, honey, white cloth, oil, pepper, cowries shell, iron implement, crab, and fish, among others were used in the early period and some are still in use as media of communication'.*

Traditional social networking in ancient period was well-locally practiced. These conventional practices were the mediums used to sustain and preserve many traditions and administrations of communities. Among the indigenous Yoruba people, for instance, there has been another huge media called *aroko* (message symbol). *Aroko* is one of the dominantly and perfectly used media of communication mediums between two or more people, communities, warriors, nobles, *ifa* (Yoruba divinity enquirer) priests, apprentice and lovers. Though, the receiver here had to be endowed with the wisdom of interpreting the coded message embedded in the *aroko*, which are usually coded with different kinds of objects, natural vegetables and so on.

About *aroko*, Ajetunmobi (2014), posits that 'one important aspect of knowledge and communication civilization in Yoruba (an African) Society, which has not been given due academic attention, is what Olomola (1984) describes as *aroko*: an indigenous Yoruba semiotic device. *Aroko* is a form of Yoruba non-verbal communication using objects and materials in varied numbers, colours or combinations with meanings understood only by members of the palace society or culturally educated members of the Yoruba society.

*Aroko* could be regarded as Yoruba hieroglyphics or African symbolic letters. The origin of this knowledge and traditional information technology (TIT) is little known. Traditions relate that the use of *aroko* developed as a result of intercommunity and socio-political interactions, which necessitated a new method of communicating official secrets. Since its use is peculiar to the royal and spiritually educated class of the society, it must have developed with political centralization among the Yoruba in pre-colonial times. *Aroko* developed as a form of traditional

A. O. Ademola & A. P. Omagu: *Towards Enhancing Social Network Sites on Nigerian... Yoruba diplomatic language.* Today, *aroko's* relevance as a means of political communication and social engineering is seen in its use among the priestly class and palace society. The use of *aroko* among the Yoruba touches nearly every aspect of human relations depending on the social class, purpose and how secure other media of communication are. *Aroko* is widely used in transacting crucial economic, social, political, religious and intellectual activities.

In fact, in some parts of the Nigeria like; Oyo, Nupe land, special birds like; *Awoko* (mocking birds), *Aiyekoto* (Parrot), *Eiyele* (Pigeon), *Ibaka* (canary bird), *Orofo* (wide Pigeon) were majorly used as information carriers from the sender to the recipient and home message deliveries. The messages to be delivered are usually tied to the legs of the bird by the sender and when the bird got the recipient, he/she removed the message (symbol) from the leg of the bird. Though, this was not as common and popular as the *aroko* due to its technicalities.

*Aroko* also has its ways of coding like we have on social media platforms in the contemporary world, where different abbreviations and emoji's are used for communication. But such traditional networking mediums or practices were only active, known, understood, consistent with and relevant to the geographical boundaries where they were accepted but not to the world. This is so because of the various materials and objects used in coding the messages were locally fashioned, organized and gathered. So, if one fails to understand the traditional meaning of some materials, such person may fail to really interpret *aroko* meaningfully.

### **Effects of Social Network Sites on Nigeria Education Systems**

As it is, the traditional communication media have not flexible enough to connect the masses together in a country let alone being adequate in connecting the world together. But luckily, a global medium of networking was introduced around the 1990's through the usage of social network sites. As reported by Liu & Ying (2010), that Early social networking on the World Wide Web began in the form of generalized online communities such as Theglobe.com (1994), Geocities (1994) and Tripod.com (1995) (p.750). Since then, it has brought about positive connections, successes, exposures and countless achievements in all sectors of many countries' administrative system such as banking, marketing, advertisement,

A. O. Ademola & A. P. Omagu: *Towards Enhancing Social Network Sites on Nigerian... architectural, sports, economy, politics, entertainments, marriages and education.* As reported by Adams (2016), that 'Social networking has become an everyday part of many peoples' lives as evidenced by the huge user communities. Some communities even exceed the population of large countries, for example Facebook has over 400 million active users in countries like Nigeria, Ghana, Togo, Liberia etc'(p.1). Effects of social network sites on education system can be categorized positively and negatively as opined by Shabnoor & Siddiqui (2016),

### Positive Effect of Social Media on Education

1. Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments.
2. Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.
3. Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them
4. It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.
5. The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity

### Negative effect of Social Media on Education

1. The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom
2. One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites
3. In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side
4. Because of social media students lose their ability to engage themselves for face to face communication
5. Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure. (p.72)

However, other effects identified are;

### Negative Effects

1. Students becoming Facebook and Instagram addicts.
2. Unrestricted exposures to different forms of immoralities.
3. Increase in the levels of cybercrimes committed by students.
4. Criticism and imposition of foreign cultures on Nigeria's.
5. Discouragement of students from studies and
6. Discouragement in buying textbooks.

### Positive Effects

1. Making research easier for the students.
2. It speedily aids researches by having access to different resource materials needed.
3. It enhances self-development without waiting for people to help.
4. It helps many students to be self-reliant and have confidence in themselves.
5. It reduces the risk levels of accident in teacher's mobility.

## **Social Network Site as Enhancement to Music Practical Training**

Before now, many educators and students used to perceive that engaging in practical trainings through social network sites is a dream that can never come through in Nigeria. Such perception were based on many factors and challenges such as; slowing of data strength, lack of better phones and laptops, little experiences in the operations of the sites and lack of technical know-how on the virtual teaching processes. Here, a need is to discuss some reasons why the trending social network sites should be regarded and patronized as contexts for music education in Nigeria.

1. Exposure to more processes and methods of trainings: Reliance on the abilities of the trainer is of great importance as he/she is perceived as the alpha and omega of the training, but with the help of social media exposures, one will be privileged to more methods and processes of training as against one man's idea of training.
2. Easy access to different resource materials and tutorials: With the help of social network sites, students have been exposed to lots of materials to enhance their learning experiences, especially in music practical trainings where tutorial videos are needed for better experience and ideas. More than 1000 tutorial

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- videos can be downloaded on YouTube for self-development and promotion. With proper handling of the useful network sites like Google and YouTube, there are inexhaustible video tutorials for training and downloading of other written materials or music score sheets.
3. It is economical: Music training sessions on social network sites are not as expensive as physical ones as a result of zero mobility charges and other logistic charges that may be involved.
  4. It is effective: Virtual practical class is as reliable as the physical one in the sense that one can easily be confirming the effectiveness of the trainings while it is on-going. Social network sites as the global fellowship centers provide different reliable answers to any question asked. Though, there are lots of junks on it.
  5. Time consciousness: Virtual practical classes are very timely and precise. This is because, before the session begins, the requirements for the training would have earlier been told to the student. And the class session would have been scheduled to the actual training duration. As a result of this, one can have 100% timing management.
  6. It is professional: For the fact that one is a professional virtual music practical instructor, it means that such person can professionally be employed or hired from any part of the world as same social network sites like; Zoom, Google classroom, Facebook, Instagram and others are used by everybody.
  7. Prevention from life risks: From the current and obvious situation of insecurities in the country, there has been massive shift from physical classes to virtual. Apart from the above, people exposures and orientation towards virtual classes are now on high speed, thus regarding social network sites as alternatives to several practical trainings due to the gathered results and comments from those who had earlier experienced it. Factually, it is evident that virtual session has been highly impactful, effective and preventive from the life risks.
  8. Enhances skill development: Apart from the learning experiences gained through every virtual classes, it also develops one's skill on better ways to handle the sites, monetize ones contents on through the site and network with other like minds on the platform.
  9. Virtual classroom: Furthermore on the early statement that there are several social network sites with different purposes, Zoom, Instagram, YouTube, WhatsApp, Google classroom even Telegram are sites specifically created for



A. O. Ademola & A. P. Omagu: *Towards Enhancing Social Network Sites on Nigerian...* series of meetings, seminars, teachings and networking. Here, all that is needed is either a phone number or one can just click a link to the virtual training session with little knowledge about the tools on the site platform.

### **YouTube as Music Practical Training Platform**

YouTube is a platform majorly created for video posting, commenting, live streaming of events and subscription. It is one of the most popular social network site in the world with uncountable users and posted contents. On the YouTube, one can get more than enough answers for any requested video. It is at the forefront of content monetization for its users. What is just needed is for the user to have up to 10,000 subscribers. Thus, YouTube as a platform has created livelihood for many youths, connected different people to another and it is also serving as a learning center for people, both at the local and international grounds. Dorothy (2013), findings indicates that:

*'...the integration of information technology in learning and teaching the performing arts can be done using YouTube. In the context of teaching and learning, YouTube is used as a video repository to assist both lecturers and students. At the same, innovation and creativity among lecturers and students can be triggered'. (p.1124)*

To teach on the YouTube platform, one has to take proper note of the below tips;

1. Conversant with YouTube as its commends are much;
2. Must have quality video camera or phone;
3. Subscribe to an active data;
4. Proper technical planning of the class (where and how to place the camera);
5. Preparation of lesson plan;
6. The class must be held in a quiet space;
7. Arrangement of the musical instruments or instructional aids before the class commences;
8. Be professional throughout the class;

Though, YouTube may not be as efficient as Zoom for classroom teaching but it is perfect for any video oriented class which may later lead into monetization.

## **Conclusion**

In conclusion, it is pertinent for us to note that current trend in music education is not all about changing of teaching methods, school rules, education reformation, upgrading of teachers' certificate but with full adoption of social network sites as teaching platforms. This is a way to alternate some physical classes that may want to poise unwanted challenges or risks to the life of the students. This paper traces in brief, the implications of social networking on communication between people and communities right from the ancient time till the emergence of social network sites. Which is now shaping and contributing to the future of Nigeria's education system. It also amplifies the adoption of social networks sites as a reliable and economical teaching platforms for music practical trainings. Current trend in Nigerian music education is the adoption of social network sites to alternate and aid the usual face-to-face teaching.

## **Recommendations**

Since this present era has been tagged digital age where social networks are regarded, treated as pace setters and determinant of the smooth relationship between communities and people, the following recommendations are therefore suggested;

1. Training and retraining should be given to teachers of music at all levels of education on how to efficiently operate YouTube and other social network sites.
2. Workshops should be organized in schools for teachers on how to properly plan a virtual music practical class.
3. Government and stakeholders should invest into equipping music laboratory with good musical instruments and technological devices that are compliant with virtual teaching.
4. Sensitization of students on how to blend the virtual with the physical classes to achieve a productive learning through the platform.

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