An Overview of Nigerian Universities' Presence on Social Media Platforms

I. O. O. Amali

M. B. Bello

Akintola Mubarak

S. L. Tilakasiri

Abstract

This study is an online survey on the presence of Nigerian universities on social media platforms. The purpose of the paper was to examine the level of presence of Nigerian Universities on five social media platforms which include: Face book, Twitter, YouTube, LinkedIn and Google+. Three research questions were generated and one null hypothesis was formulated for this study. In the methodology, the internet served as the primary source of data, while Nigerian universities' websites were used as secondary sources. All 129 accredited Nigerian Universities by the National Universities Commission were sampled for this study. Descriptive statistics (Percentage, Mean Rating and Standard Deviation) were used to answer research questions 1 and 2 while inferential statistics (Chi-Square) was used to test and analyse the null hypothesis. Report of Micaiah (2014) on Social Media Awareness in Nigeria Education which states that Nigerian universities' presence on social media is minimal, was used as a guide; its methodology and data were also adapted for this study. The result showed that Nigerian Universities' presence on social media platforms was 19% which is below par, compared to the unprecedented social media user base among Nigerian university students. In the analysis of the hypothesis, it was revealed that university ownership does not significantly determine the presence of Nigerian universities on social media platforms. It thus recommends that universities in Nigeria should as a matter of urgency, create a central unit of social media services to manage all necessary social media activities of their institutions, and to heighten Nigerian Universities' presence on social media platforms which would create a mindset on educational goals and attainment among academics and students in Nigeria.

Keywords: Nigerian University, Higher Education, Students, Social Media, Internet

Introduction

The status of Nigerian universities evolved from the upgrading of University College Ibadan (1948) that was affiliated to University College London. It became a full-fledged University, known as University of Ibadan in 1963 (Nwagwu & Agarin 2008). Today, the nation boasts of three forms of University ownership: the Federal (40), State (39) and Private (50), making a total of 129 accredited Universities by the National Universities Commission (NUC 2014). These universities which are spread across the geo-political zones of Nigeria have provided the platforms for academic pursuits and realization of careers of Nigerian students. Students at this level of education are exposed to more advanced principles and practices of information, knowledge and skills acquisition (Ayorinde 2014).

Over the past two decades, proliferation of mobile telephones has created new channels of information that have flourished in the face of large demand across Nigeria, with an above average percentage of mobile connections (Social Bakers 2014). This is reflected in the explosion of internet users, estimated at about 28.4% of the 170 million Nigerian population (Internet World Stats 2014). Deloitte (2012) submitted that more people have been introduced to the internet in Nigeria through the use of mobile phones and other mobile internet devices. Social media has created a 'global media driven youth culture', youth in this context and in relation to this study may be otherwise referred to as students, people that are young in age and at heart (Adesemoye, n.d.). Youth as defined in the National Youth Policy (2001) is someone aged between 18 and 35 years. According to The World Factbook (2014), Nigerian youths constitute about 40% of the more than 170 million people in the country. In Nigeria, Facebook demographic statistics show that the largest age group with the most active user is 18-24years category, closely followed by 25-34years (Social Bakers 2014), both within the age category of University students, with reference to educational structure in the National Policy on Education (FGN 2004).

Social media is a virtual community where users can construct a public or semi-public profile within a bounded system, interact with real life friends and meet other people based on shared interests (Ajewole & Fasola 2012). Cann, Dimitriou and Hooley (2011) described social media as online technologies and practices that people use to share opinions, insights, experiences and perspectives. Social

media can take different forms, including text, images, audio and video through tools such as blogs, message boards, podcasts, wikis, vlogs to allow users to interact on platforms which include facebook, twitter, youtube, google+, linkedin, etc. (Cann, Dimitriou & Hooley, 2011). Valenzuela, Park and Kee (2008) argued that social media is more than just virtual communities born online but usually online community created and maintained to reflect offline relationship.

Boyd and Ellison (2007) traced the first social media platform to SixDegrees.com which was launched in 1997, allowing users to create profiles, list their friends and surf the friend's list. Interestingly, between 1997 and 2010, there were some 1.5 billion users of social media platforms in the world, with *facebook* on top of the list with over 900 million users (Ajewole & Fasola, 2012). Swartz (2014) tweeted that at least 1.35billion people now use *facebook*, nearly equals that of world most populous nation, China (1.367 million). *Google+* has 540 million, *twitter* has 255 million, *linkedin* has 187 million and *youtube* has 1billion+ active users (Digital Insights 2014).

The impact of social media on education is an important issue that has attracted educators' attention in the last decade (Junco, Helbergert & Loken 2010). Hughes (2009) revealed that university lecturers have been looking towards social media in a bid to engage and motivate their students to be more active learners. Junco, et al (2010) observed that Grosseck and Holotescu (2009), Ebner, Lienhardt, Rohs and Meyer (2010), Schroeder, Minocha and Schneider (2010) highly favoured the use of newer technology in education, and canvassed for the integration of various social media tools (such as blogs, microblogs, video-sharing sites, and social networking) into the learning process. Hughes(2009) stressed that there exists educational values in communicative approach to online discussions which are elements of social media that ensure peer feedback and link the social contexts of learning between the university and the local community. Selwyn (2009) reported that some scholars assert that social media has the capacity to radically change the educational system, to better motivate students as engaged learners rather than learners who are primarily passive observers of the educational process, as argued by some Marxists such as Ivan Illich, Louis Althusser and Madan Sarup (Haralambos & Holborn 2013).

Although some educators have embraced social media with great enthusiasm, Selwyn (2009) pointed out that the use of social media continues to be a controversial element of the digital education

landscape. Selwyn (2009) identified Brabazon's (2007) contention that some of the qualities of social media may clash with current pedagogical paradigms which may be detrimental, raising concerns on the heightened disengagement, alienation, disconnection and distraction of learners from education. This was also extended to fears within some sections of the university community that social media could lead to students being incapable to develop independent critical thought, and generally hasten the onset of what Ziegler (2007) has termed 'the mis-education of Generation M'. Thus, while limitations within the use of social media are recognised, social media is also embedded with numerous positives which can be made central, in order to mitigate and relegate the limitations if properly channeled for the right purpose.

Nigerian university community is steadily transforming into a digital environment which started out with few of these universities with active websites, the first university to have an index of web pages in Nigeria being the University of Ibadan in 1999 (Nwagwu and Agarin 2008). Amali, Bello and Hassan (2012) surveyed the University of Ilorin students' use of mobile phones in the classroom and revealed that the students are in the habit of using mobile phones for various purposes during lecture hours. Several studies have also been conducted on the purpose for using internet among Nigerian university students which showed educational, entertainment, networking, business and other purposes (Awoleye, Siyanbola and Oladipo 2008; Ani, 2010; Udende and Azeez 2010; Fasae and Aladeniyi 2012 cited in Otunla 2013). Otunla (2013) found that social media may be one of the purposes of using internet among university students. Micaiah (2014) revealed that university students belong to the largest category of social media users in Nigeria, representing 45% of Nigeria's internet population. Ezeah, Asogwa and Edogor (2013) found that the majority of university students in south-east Nigeria use social media and it reduces the time devoted to their studies.

As the Nigerian society moves towards a social media savvy enclave, there are calls to university managements to incorporate social media services into the university structure so that it will empower students to acquire skills that the current job market requires. Lade Adeyanju of Educational Technology at Obafemi Awolowo University, Ile-Ife, Osun State called on educational policy makers to encourage the use of social media at all levels in the Nigerian

educational system, adding that students will be exposed to diverse digital-media technologies and prepared for the demands of the digital media-inclined economy (The Punch 2013). There exists a dearth of empirical studies on the presence of Nigerian universities on social media platforms which prompted Komolafe Beatrice, founder of the HUGE Foundation to posit that educators and learners in Nigeria have the prospects and need to take advantage of social media as it provides the platform for collaboration and social interaction (Micaiah, 2014). As Nigerian Universities are embracing the distance learning system, which is the future of education, social media will create the atmosphere to amplify learning beyond the classroom. Komolafe added that social media will provide students the opportunity to learn from other educators outside their classroom instructors (Micaiah 2014).

The problem of this study is that Nigerian universities seem to take a backseat and watch while business, entertainment and political sectors set the pace and chart the course for social media agenda in the country. Universities across the globe are ramping up efforts to connect more with young people (who are regarded as the most wired and connected generation in human history) on social media platforms (Kelly 2012). For example, a cursory look at leading universities in the world such as Harvard, Oxford, John Hopkins, Stanford, Cambridge indicate that they have built a huge social media presence and are using the medium to connect with their students, potential applicants and the public in general (Kelly 2012). A preliminary online survey revealed that the Harvard University has 3,809,968 Facebook likes, 419,028 Twitter followers and 141,098 Youtube subscribers, while Nigeria's premier University, the University of Ibadan has 43,636 facebook likes, 3,602 twitter followers and 95 youtube subscribers. Thus, this study seeks to survey the presence of Nigerian universities on social media platforms.

Purpose of the Study

The purpose of this study is to survey the presence of Nigerian Universities on social media platforms. Specifically, the study seeks to:

1. Identify Nigerian universities' presence on social media platforms
2. Determine the level of Nigerian universities on social media platforms that would enhance academic quality

3. Show the level of Nigerian universities presence on social media platforms on the basis of university ownership

Research Questions

Central to the theme of this study are the questions outlined below:

1. Are there Nigerian universities on social media platforms?
2. What is the level of Nigerian Universities' presence on social media platforms?
3. Is university ownership a determinant of the presence of Nigerian universities on social media platforms?

Research Hypothesis

HO$_1$: University ownership does not significantly determine the presence of Nigerian universities on social media platforms.

Methodology

This study is an online survey research. Asika (2009) described online survey as one of the five general ways through which research is typically conducted using surveys. The study adapted the approach and available data gathered from Micaiah (2014) to sample all the 129 accredited universities in Nigeria. Also data from the National Universities Commission (NUC) and Google Search were used to generate the available website addresses of accredited Nigerian universities. Universities' websites are the valid ways to confirm the availability, validity, reliability and authenticity of its social media accounts, as contemporary webmasters often display social media icons on the home page of websites (Micaiah 2014). The form to eliminate extraneous discrepancies and minimize margin of error is by clicking on these social media icons to ascertain its activeness and disapprove its dormancy (Micaiah 2014). Thus, it becomes a valid and reliable medium to measure Nigerian Universities' presence on social media platforms.

Answering Research Questions

Research Question I is presented in Table I while Table II provided the answer to Research Question II, using descriptive statistics (mean rating, standard deviation and percentages). The third research question was substituted for the null hypothesis which was tested and analysed, using chi-square.

Research Question I: Are there Nigerian universities on social media platforms?

Federal — **Social Media Platforms**

S/N	LIST OF UNIVERSITIES	TW	YT	WB	G+	FB	LIN
1.	Abubakar Tafawa Balewa University, Bauchi	X	X	X	X		X
2.	Ahmadu Bello University, Zaria	None		X	None		None
3.	Bayero University Kano	X	X	X	X		
4.	Federal University, Gashua	X	X	X	X		None
5.	Federal University of Petroleum Resources, Effurun			X	X		
		X		X	X		
		X					
	None						
6.	Federal University of Technology, Akure	X	X	X	X		None
7.	Federal University of Technology, Minna.	X	X	X	X		None
8.	Federal University of Technology, Owerri	"	12,190	1,860	X	X	Two icons
9.	Federal University, Dutse, Jigawa State	4,173	48	X	X	Three icons	X
10.	Federal University, Dutsin-Ma, Katsina	"	"	X	X	X	None
11.	Federal University, Kashere, Gombe State	4,748	100	X	X	Two icons	X
12.	Federal University, Lafia, Nasarawa State	"	49	X	X	One icon	X
13.	Federal University, Lokoja, Kogi State			"		5,219	
553	Two icons	X	X				
14.	Federal University, Ndufu-Alike, Ebonyi State	"	X	X	X	None	X
15.	Federal University, Otuoke, Bayelsa	"	X	X	X	None	
16.	Federal University, Oye-Ekiti, Ekiti State	"	10,688	1,223	X	Two icons	X

103

No.	Institution								
17.	Federal University, Wukari, Taraba State	"	X	X	X	X	X	None	None
18.	Federal University, Birnin Kebbi	"	X	X	None	None			
19.	Federal University, Gusau	X	X	X	X	None	X	X	None
20.	Michael Okpara University of Agriculture, Umudike	X	X	X	X	X	X	None	
21.	Modibbo Adama University of Technology, Yola	"	4,228	123	X	X	X	Two icons	
22.	National Open University of Nigeria, Lagos	"	X	X	X	X	None	None	
23.	Nigerian Defence Academy, Kaduna	"	56,4181,305	548 (156,482)	X	X	X	Three icons	
24.	Nnamdi Azikiwe University, Awka	"	31,931	X	X	X	X	One icon	
25.	Obafemi Awolowo University, Ile-Ife	X	X	X	None	None	None		
26.	The Police Academy Wudil	"	X	X	X	None	None		
27.	University of Abuja, Gwagwalada	"	X	X	X	X	None		
28.	University of Agriculture, Abeokuta	"	35,9333,828	X	X	X	Two icons		
29.	University of Agriculture, Makurdi	"	X	X	X	X	X	None	
30.	University of Benin	"	10,804	274	X	X	X	Two icons	
31.	University of Calabar	"	4,914	68	X	X	Two icons		
32.	University of Ibadan	"	43,636	3,602 95 (31,290)	(5,092)	X	Four icons		
33.	University of Ilorin	"	24,226	1,203 21 (3,446)	X	X	Three icons		
34.	University of Jos	"	X	X	None	X	X	None	
35.	University of Maiduguri	"	21,200	312	X	X	Two icons		
36.	University of Lagos	"	X	X	X	X	None		
37.	University of Nigeria, Nsukka	"	24,493	2,366 67 (1,984)	X	X	Three icons		
38.	University of Port-Harcourt	"	26,515	2,399	5 (327)	X	X	Three icons	

S/N	Institution											Icons
39.	University of Uyo	"	X	X	X	X	None	X	X	X	X	None
40.	Usman Dan Fodio University	"	X	X	X	X	X	X	None
State												
1.	Abia State University	X	X	X	X	X	X	None	X		
2.	Adamawa State University	"	X	X	None	X	X	None		
3.	Adekunle Ajasin University, Akungba	"	X	X	X	X	X	X	None	
4.	Akwa Ibom State University of Technology, Uyo	"	X	X	X	X	X	X	None
5.	Ambrose Alli University, Ekpoma	X	X	X	None	None	X	
6.	Anambra State University of Science & Tech., Uli	"	4,947	194	X	X	X	Two icons
7.	Bauchi State University, Gadau	"	X	X	X	X	None	
8.	Benue State University, Makurdi	"	X	X	None	X	X	X	
9.	Bukar Abba Ibrahim University, Damaturu	X	X	X	X	X	None
10.	Cross River State University of Science &Technology	"	1,431	None	X	X	X	One icon
11.	Delta State University, Abraka	X	X	X	X	X	
12.	Ebonyi State University, Abakaliki	"	X	None	X	X	
13.	Ekiti State University	"	X	None	X	X	
14.	Enugu State University of Science and Tech., Enugu	"	X	X	X	X	None
15.	Gombe State University, Gombe	"	X	X	X	X	None
16.	Ibrahim Badamasi Babangida University, Lapai	"	X	X	X	None	X	
17.	Ignatius Ajuru University of Education,Rumuolumeni	"	1,834	103	X	X	X	Two icons
18.	Imo State University, Owerri	"	X	X	X	X	None
19.	Jigawa State University	"	X	X	X	None	X	
20.	Kaduna State University, Kaduna	"	X	X	None	X	X	None
21.	Kano University of Science & Technology, Wudil	"	X	X	X	None	X	
22.	Kebbi State University, Kebbi	"	X	X	X	X	None

No.	University									
23.	Kogi State University, Anyigba	X			X	X	X	X		
	None	X								
24.	Kwara State University, Ilorin	"	X	One icon			X	X	X	
25.	Ladoke Akintola University of Technology, Ogbomoso	13,490	X	X	"	28,7607,165	142 (2,944)	X	215	
	Four icons									
26.	Lagos State University, Ojo	"	X	X	X	None	X	One icon		
27.	Nasarawa State University, Keffi	"	X	790	X	X	X			
28.	Niger Delta University, Yenagoa	"	1,254	202	X	X	Two icons			
29.	Northwest University, Kano	"	7,299	15	X	X	Two icons			
30.	Olabisi Onabanjo University Ago-Iwoye	"	3,059	X	X	X	X	None		
31.	Ondo State University of Science & Tech., Okitipupa	"	X	X	X	X	None	X	X	None
32.	Osun State University, Osogbo	"	32,737693	20 (2,792)	X	185	Four icons	Four icons		
33.	Plateau State University, Bokkos	X	X	X	X	None	X			
34.	Rivers State University of Science & Technology	"	8,581	218	X	X	X	Two icons		
35.	Sokoto State University, Sokoto	"	X	X	X	None	None			
36.	Tai Solarin University of Education, Ijebu-Ode	"	19,243	X	X	X	One icon	One icon		
37.	Taraba State University, Jalingo	"	2,913	X	X	One icon	One icon			
38.	Technical University, Ibadan	X	X	X	None	None				
39.	Umaru Musa Yar'Adua University, Katsina	"	X	X	X	X	X			
	None									
Private										
1.	Achievers University, Owo	"	29	20	X	X	X	Two icons		
2.	Adeleke University, Ede	"	2,122	159	X	2	X	Four icons		
3.	Afe Babalola University, Ado-Ekiti - Ekiti State	"	2,822	189	X	X	Two icons			
4.	African University of Science & Technology, Abuja	"	X	X	None					

No.	University										
5.	Ajayi Crowther University, Ibadan "	1,718	283	(76)	X		X	Three icons		X	Three
6.	Al-Hikmah University, Ilorin						6,140 117			X	One icon
(60)	X						Three icons				
7.	Al-Qalam University, Katsina "	X		X		X	X	X	None		
8.	American University of Nigeria, Yola "	8,353	4,345		X	X	64 (6,431)	X	X	X	Three icons
9.	Babcock University, Ilishan-Remo "	4,505	285	36 (2,342)			889 (141,384)	X	X	Four icons
10.	Baze University, Abuja "	X					14 (1,751)	X	X	One icon
11.	Bells University of Technology, Otta "	X	X				X X	X	None
12.	Benson Idahosa University, Benin City "	2,482				275	15 (107) X	X	Three icons
13.	Bingham University, New Karu "	X	X	X		X	None	X	
14.	Bowen University, Iwo "	X	X			X	X X X	None	None
15.	Caleb University, Lagos "	X	X			X	None	X	
16.	Caritas University, Enugu "	1,180			45 X	X	X X	Two icons	
17.	Cetep City University, LagosX	X	X	X		X	None	X	
18.	Covenant University, Ota"	5,489					987 35 (4,367) X	X	Three icons
19.	Crawford University Igbesa "	X	X	X		X	None	X	
20.	Crescent University, Abeokuta "	2,890				X	X X X	X	One icon
21.	Elizade University, Ilara-Mokin "	3,204 294	22 (3,044)			X	X Three icons	X	
22.	Evangel University, Akaeze		X			X	X X X	X	None
23.	Fountain University, Oshogbo "	1,414	58	4 (162) X		X	X Three icons	X	
24.	Godfrey Okoye University, Ugwuomu-Nike – Enugu "	X				X	X X	X	None
25.	Gregory University, Uturu "	2,765 54	X	X		X	Two icons	X	None
26.	Igbinedion University Okada	X				X	X X X	X	None

107

No.	University											
27.	Joseph Ayo Babalola University, Ikeji-Arakeji "		1,593			62	X	X	X	X	X	Two icons
28.	Kwararafa University, Wukari "	1,368			25	X	X	X	X	X	Two icons	
29.	Landmark University, Omu-Aran "	11,701	108	9 (210)	33 (3,225)	X	X	X	X	Four icons		
30.	Lead City University, Ibadan "		X		X	X	X	X	X	None		
31.	Madonna University, Okija "	X	X	X	None	X	X	X				
32.	Macpherson, Seriki Sotayo, Ajebo "	X		X	X	X	None					
33.	Nigerian-Turkish Nile University, Abuja "	X	408	X	X	X	X	One icon				
34.	Novena University, Ogume "		X		X	X	X	None				
35.	Obong University, Obong Ntak "	30,926	X	X	X	X	One icon	X				
36.	Oduduwa University, Ipetumodu – Osun State	X	X		X	XX	None					
37.	Pan African University, Lagos "	X	X	13 (122)	X	X	One icon	X				
38.	Paul University, Awka, Anambra State "		X	X	X	X	X	None				
39.	Redeemer's University, Mowe "	X	X	X	X	None						
40.	Renaissance University, Enugu "	84 4		X	X	X	X	Two icons				
41.	Rhema University, Obeama-Asa-Rivers State "		10,642	64	X	X	1	X				

Three icons

No.	University								
42.	Salem University, Lokoja "	X		X	X	X	None		
43.	Samuel Adegboyega University, Ogwa "	X	X	X	X	None			
44.	Southwestern University, Oku Owa "	X X	X	X	X	None			
45.	Tansian University, Umunya "	X X	X	None	X	X	X		
46.	University of Mkar, Mkar "	X	X	X	X	None			
47.	Veritas University, Abuja "	1,301 22	X	Two icons	Two icons				
48.	Wellspring University, Evbuobanosa – Edo State	"	49,000	X	X				

One icon

No.	University					
49.	Wesley University of Science & Technology, Ondo "	X X	X	X	X	
	X X None					
50.	Western Delta University, Oghara "	X	X	X	None	

Source: NUC (2014) and Field Survey (2014)

Table I above presents all the accredited 129 universities in Nigeria, website availability and their presence on social media platforms. (") signifies the availability of the websites for Nigerian universities in Table 1 while (X) illustrates unavailability of websites for Nigerian Universities. As a result of the inability to access their websites, 8 of the 129 accredited Nigerian universities (Federal – 3, State – 4, and Private – 1) were deemed unavailable in this study. This implies that the eight universities automatically recorded zero presence on social media platforms, as website availability is used for assessment of Nigerian universities on social media platforms.

Contemporary webmasters always include social media icons on the home page; in some cases, some of these social media icons are dormant and indicated as none. This implies that despite the presence of these social media icons on the websites of Nigerian universities, once the icons are dormant, they are marked (X). The last column in Table 1 represents the number of social media platform icons (platforms) that are active. This implies that the icons are effectively linked or routed to the expected social media platform which is an authentication of the University's official account or presence on this social media platform.

The above Table 1 also shows that Nigerian universities have more presence on Facebook (FB) and Twitter (TW) platforms than Youtube (YT), Google+ (G+) and LinkedIn (LIN) platforms. Nigeria Defence Academy gathered the highest number of facebook (FB) likes (56,418) and youtube subscribers (548) with 156,482 views on its uploaded videos. Ladoke Akintola University of Technology gained the highest numbers of twitter followers (7,165). University of Ibadan is one of the few Nigerian universities that recorded a reasonable presence on four of the five social media platforms (Facebook – 43,636 fans; Twitter – 3,602 followers, Youtube – 95 subscribers [31,290 views] & Google+ - 5,092 views). University of Ibadan has again justified its pioneer status among Nigerian universities.

Research Question II: What is the level of Nigerian Universities' presence on social media platforms?

S/N	OWNERSHIP	NO & % OF SOCIAL MEDIA PLATFORMS						TOTAL	Mean	SD.
		Web	FB	TT	YT	G+	LIN			
1.	**Federal**	37(92.5)	18(43.9)	16(39.02)	5 (12.19)	1 (2.43)	1 (2.43)	41(33.06)	0.98	1.25
2.	**State**	35(89.7)	2(8)	12(48)	9(36)	2(8)	0(0)	25(20.16)	0.62	1.67
3.	**Private**	49(98)	23(39.66)	22(37.93)	11(18.96)	2(3.45)	0(0)	58(46.77)	1.10	1.29
	TOTAL	121 (93.8)	53 (42.74)	47 (37.90)	18(14.5)	3 (2.41)	3 (2.41)	124(19.2)	0.91	1.23

Table II: Level of Nigerian Universities' Presence on Social Media Platforms

Source: Micaiah 2014.

Table II shows the level of Nigerian universities' presence on social media platforms, categorised into Federal, State and Private ownerships. 93.8% of Nigerian universities have active websites. In the 5 social media platforms measured, none recorded an average percentage (50%), as below average percentage was recorded, with facebook presence among Nigerian universities ranking first with a percentage of 42.74%, followed by twitter (37.90%) while Google+ and LinkedIn both shared the lowest percentage with 2.41% each. State universities have the highest percentage on facebook platform (48%); the highest percentage on twitter is 39.02% for federal universities and 18.96% is the highest percentage on youtube for private universities. In summary, Table II illustrates the frequency of Nigerian universities' presence on social media platforms; the total mean rating is 0.91, with a standard deviation of 1.23. The mean rating and standard deviation of private universities with 1.10 and 1.29 seem to marginally surpass that of the federal and state universities with 0.98 and 1.25, and 0.62 & 1.67 respectively. Nigerian universities' presence on the measured social media platforms is just 19%.

Research Hypothesis

HO$_1$: University ownership does not significantly determine the presence of Nigerian universities on social media platforms

Social Media Platforms	Federal	State	Private	Total	Cal $\div^2$	df	Cal Sig.	Value Decision
No Icon Observed	23 26	25	8	74	10.684		0.220	Accepted
Expected	22.9 22.4	28.7		74.0				
One Icon Observed	2	6	7	15				
Expected	4.7 4.5	5.8		15.0				
Two Icons Observed	9	5	8	22				
Expected	6.8	6.7	8.5	22.0				
Three Icons Observed	5	0	8	13				
Expected	4.0 3.9	5.0		13.0				
Four Icons Observed	1	2		2				
				5				
Expected	1.6 1.5	1.9		5.0				
Total Observed	40 39	50		129				
Expected	40.0	39.0	50.0	129.0				

Critical level of sig. = 0.05

Table III: Chi-square Analysis of University Ownership as a Determinant of Social Media Presence of Nigerian Universities

. Table III above shows that the calculated chi-square (Cal $\div^2$) value is 10.684 with calculated significance (Cal Sig.) of 0.220 computed at critical alpha level of significance 0.05. Since the Cal. Sig. (0.220) was higher than the critical alpha level of significance (0.05) i.e.$\div^2$**cal.sig.> o.o5,** this implies that the null hypothesis is accepted. Thus, university ownership does not significantly determine the presence of Nigerian universities on social media platforms.

Summary of Findings

1. Most accredited Nigerian universities have active websites
2. Nigerian Universities have more presence on facebook, followed by twitter than other social media platforms while google+ and LinkedIn receive no recognition in State and Private owned universities
3. There is a minimal presence of Nigerian universities on social media platforms (19%) compared to the number of university students on social media (45%)
4. University ownership does not significantly determine or influence the presence of Nigerian universities on social media platforms

Discussion

Finding of this study show that most accredited Nigerian universities have active websites which is an advancement on the study of Nwagwu and Agarin (2008) that revealed few Nigerian universities have active websites. Nwagwu and Agarin (2008) identified the inactivity of links on Nigerian universities' websites but this study indicates that Nigerian universities have improved on the hosting of websites and application of several links. The second finding indicates that Nigerian universities have more presence on facebook, followed by twitter compared with other social media platforms which corroborates Micaiah (2014), Sesan (2014), Social Bakers (2014), Internet World Stat (2014), Digital Statistics (2014), and Swartz (2014) that shows the stature of facebook as the most populous social media platform in Nigeria and across the globe.

Furthermore, the third finding of the study reveals that there is a minimal presence of Nigerian universities on social media platforms compared with the number of university students on social media. Despite the huge presence of Nigerian university students on social media as pointed out by Micaiah (2014), 45% of social media users are Nigerian university students, the level of presence of Nigerian

universities on social media platforms can be termed minimal and below average. Thus, this study is in line with Mac-Ikemenjima's (2005) outline of the challenges of e-education in Nigeria. This study is bothered by the functionality of open distance learning programmes instituted in Nigerian universities without incorporating and utilizing social media platforms like youtube, skype, facebook, etc.

In conclusion, the fourth finding of this study indicates that university ownership does not significantly determine or influence the presence of universities on social media platforms. This implies that Nigerian universities, irrespective of the level of ownership, are yet to reach average usage and embrace social media platforms compared with other leading universities across the globe. For instance, all Nigerian universities, federal, state and private rarely used LinkedIn and Google+, while state and federal universities barely used Youtube as private universities have less than 20% usage

Conclusion and Recommendations

The place of social media, as a new agent of socialization and its accompanied usefulness to the education system cannot be overstated. Thus, the contribution of this study to knowledge is to broaden the mind of educators, researchers, university management, into seeking for ways Nigerian universities could improve their presence on social media platforms and refocus the mind of Nigerian students on the use of social media as a method of instruction. The implication of this study is to re-position Nigerian universities at the pinnacle of education revolution and information dissemination to serve their proper roles as drivers for national development. By this, Nigerian universities must shed the toga of lassiez-faire stance on social media and acknowledge the prominence of social media in the consciousness of university students. Thus, this paper makes the following recommendations:

1. Universities in Nigeria should as a matter of urgency, create a central unit of Social Media service to manage all necessary social media activities of their institutions
2. Experts in Social Media and University administration should be appointed to manage social media activities at the Central management level, faculties and departments
3. Nigerian Universities' management should organize periodic workshops to train academic staff in the use of social media to facilitate effective methods of instruction

4. Universities in Nigeria should incorporate social media platforms into the curriculum of instruction to end isolation of Nigerian academic staff and students from the global academic community

5. Social Media must be included as part of the assets of National Virtual Digital Library under the supervision of National Universities Commission (NUC)

6. Also, the National Open University of Nigeria (NOUN) which is the hub of open distance learning in Nigeria should integrate social media platforms as one of the mediums of course delivery

7. That Nigerian Universities should increase their capacities on social media platforms, engage students, academic and non-academic staff, parents and the public

8. Social Media should be used by Nigerian Universities as a vehicle to expand access to education at cheaper rates

9. Nigerian Universities need to collaborate with both International and Nigeria-based education support services on social media platforms to advance the cause of education

10. Researchers should see this as an opportunity to open the floodgate of studies on social media and Nigerian universities

REFERENCES

Adesemoye, S. A. (n.d.). New media: Connecting or alienating the Nigerian youths? Retrieved from www.wjec.ru.ac.za/index. php?option/new-media-connecting-or-alienating-the-nigerian-youths.pdf.

Ajewole, O. O. & Fasola, O. S. (2012). A study of social network addiction among youths in Nigeria. *Journal of Social Science and Policy Review*, 4. Retrieved from http://www.cenresinpub. org/pub/September%20Edition%202012?JSSPR/Page%2062-71_969_.pdf.

Amali, I. O. O., Bello, M. B. & Hassan, I. (2012). A survey of university of Ilorin students' use of mobile phones in lecture rooms and its implications in education for Nigeria development. *Journal of Education and Practice,* 3,10,1-6.

Ani, O. E. (2010). Internet access and use: A study of undergraduate students in three Nigerian universities. *Electronic Library*, 28,4,555-567. Retrieved fromhttp://www.emeraldinsight.com/ journals.htm?articleid=1878368.

Asika, N. (2009). Research methodology in the behavioural sciences. Lagos: Longman Nigeria Plc.

Awoleye, O. M., Siyanbola, W. O., & Oladipo, O. F. (2008). Adoption assessment of internet usage amongst undergraduates in Nigeria universities: A case study approach. *Journal of Technology Management and Innovation*, 3,1. Retrieved from http://www.jotmi.org.

Ayorinde, S. K. (2014). Sociology of education: With focus on nigerian societies for undergraduate and post-graduate students. Kwara, Nigeria: Bluescore Consulting Books.

Boyd, D. M. & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication,* 13,210-230.

Brabazon, T. (2007). The university of google. Aldershot: Ashgate. University of Leicester: Research Information Network. Retrieved from

Cann, A., Dimitriou, K. & Hooley, T. (2011). Social media: A guide for researchers. University of Leicester: Research Information Network. Retrieved from http://www.rin.ac.uk/system/files/attachments/social_media_guide_for_screen_0.pdf

Deloitte (2012). Social media in Africa. Johannesburg: Frontier Advisory. Retrieved from http://www.deloitte.com/assets/Dcom-SouthAfrica/Local%20Assets/Documents/TMT_Social_Media.pdf.

Digital Insights (2014). Social media stats 2014: Infographics. Retrieved from www.mediabistro.com/alltwitter/files/2014/06/social-media-statistics-2014_b57746

Ezeah, G. H., Asogwa, C. E., Edogor, I. O. (2013). Social media use among students of universities in south-east Nigeria. *IOSR Journal of Humanities and Social Sciences (IOSR-JHSS)*, 16,3,23-32.

Fasae, J. K. & Aladeniyi, F. R. (2012). Internet use by students of faculty of science in two Nigerian universities. *Library Philosophy and Practice*. Retrieved from http://unllib.uni.edu/LPP/.

Haralambos, M. & Holborn, M. (2013). Sociology Themes and Perspectives (8th Ed.) London: Harper Collins Publishers Ltd.

Internet World Stats (2014). The internet coaching library. Retrieved from http://www.internetworldstats.com/africa.htm.

Junco, R., Helbergert, G., & Loken, E. (2010). The effect of twitter on college student engagement and grades. *Journal of Computer Assisted Learning*, 27,2,119-132. Retrieved from http://research. kinasevych.ca/2011/10/junco-heiberger-loken-2011-the-effect-of-twitter-on-college-student-engagement-and-grades/.

Kelly, S. M. (2012). Top 10 social media savvy universities [study]. Australia: Mashable. Retrieved from http://mashable. com/2012/03/30/universities-social-media-savvy/

Mac-Ikemenjima, D. (2005). e-Education in Nigeria: Challenges and prospects. 8th UN ICT Task Force Meeting, Dublin, Ireland, April 13-14.

Micaiah, W. (2014). Social media awareness in Nigeria education. Retrieved from http://www.slideshare.net/statisense/social-media-awareness-in-nigeria-education

National Universities Commission (2014). List of Nigerian universities and years founded. Retrieved from www.nuc.edu.ng.

National Youth Policy (2001). National youth development policy. Abuja: Federal Government of Nigeria.

Nwagwu, W. E. & Agarin, O. (2008). Nigerian university websites: A webometric analysis. *Webology*, 5,4,62. Retrieved from http:// www.webology.org/2008/v5n4/a62.html

Otunla, A. O. (2013). Internet access and use among undergraduate students of bowen university Iwo, Osun State, Nigeria. *Library Philosophy and Practice,* 964,1–17. Retrieved from http:// digitalcommons.unl.edu/libphilprac/964.

Selwyn, N. (2009). Faceworking: Exploring students' education-related use of facebook. *Learning, Media and Technology*, 34,2,157-174. Retrieved from http://blogs.ubc.ca/hoglund/ files/2011/05/facebook.pdf.

Sesan, G. [GbengaSesan]. (2014, May 20). "12,600,000 number of facebook users in Nigeria. Growth rate is much better than CDMA (negative) but not as good as even slowing GSM growth" [Twitter Post]. Retrieved from https://twitter.com/ gbengasesan/status/472154808594747392

Social Bakers (2014). Nigeria facebook statistics. Retrieved from http://www.socialbakers.com/facebook-statistics/nigeria.

Swartz, J. [jswartz]. (2014, October 28). "Facebook: 1.35 billion members; China: 1.367 billion people" [Twitter Post]. Retrieved from https://twitter.com/jswartz/status/527202085662887937

The Punch, (2013). What use is social media in education? The Punch Newspaper, 27th March. Retrieved from http://www.punchng. com/i-punch/what-use-is-social-media-in-education/.

The World Factbook (2014). Nigeria demographics profile 2014. Washington DC: Central Intelligence Agency (CIA). Retrieved from https://www.cia.gov/library/publications/the-world-factbook/

Udende, P. & Azeez, A. L. (2010). Internet access and use among students of university of Ilorin, Nigeria. *Journal of Communication and Media Research,* 2,1,33-42. Retrieved from http://unilorin.edu.ng/publications/udendep/Internet%20 access%20and%20use%20among%20students.pdf.

Valenzuela, S., Park, N., & Kee, K. F. (2008). Lessons from facebook: The effect of social network sites on college students' social capital. Paper presented at the *9th International Symposium on Online Journalism*, Austin, Texas.

Ziegler, S. (2007). The (mis)education of generation m. *Learning, Media and Technology*,32,1,69–81.