

USER READINESS MODEL OF SOCIAL MEDIA FOR LEARNING AMONG
POLYTECHNIC STUDENTS IN NIGERIA

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DEDICATION

This thesis is dedicated to my Parents, Spouse, Siblings and Friends for their encouragement and support, may Allah bless you all.

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ABSTRACT

The adoption of Internet resources for learning continues to grow in the world today. Despite the abundant benefit of utilizing social media which is an offshoot of web 2.0, an internet resource for communication and interaction, its use has not been fully embraced as a teaching tool in Nigeria. The user readiness of social media by the students has been a challenge in learning, social media is becoming a prominent communications tool and found to be facilitating teaching and learning, the part of sharing and learning activities among students appear to be very important. Social media appear very helpful in building academic activities to achieve a better academic performance of students. Based on literature reviews, this research proposes a user readiness model of social media for learning to promote students engagement, effectiveness, and performance in collaboration. In achieving the objective, the study examined some of the user readiness factors of social media among Polytechnic Students in Nigerian, and also to identify students' perception of using social media for learning to provide a better understanding through the theory of technology readiness and acceptance model (TRAM) that will improve the academic performance. Even though there is a high usage of social media by the students, it did not reflect that they are using it for academic pursuit. Facebook, Twitter, and WhatsApps have emerged as the most popular and widely used social media amongst students. Eight hypotheses for the quantitative approach were established to test the studying factors in user readiness model of social media for learning, while the survey method using Google Doc form was used in getting data. The data collected were analyzed using Smart PLS. Findings revealed that the students used social media to share Information, chat and interact with lecturers, peers, and friends. Similarly, they spend more time using social media, this indicates that using social media has positively influenced their lifestyles and greatly helped them to achieve academic excellence. The study, therefore, concludes that social media is an indispensable Internet platform among Nigerian Polytechnic students.

ABSTRAK

Penerapan sumber-sumber Internet untuk pembelajaran terus berkembang di dunia hari ini. Walaupun terdapat banyak manfaat menggunakan media sosial yang merupakan cabang web 2.0, sumber internet untuk komunikasi dan interaksi, kegunaannya belum sepenuhnya diterima sebagai alat mengajar di Nigeria. Ketersediaan pengguna media sosial oleh pelajar menjadi satu cabaran dalam pembelajaran, media sosial menjadi alat komunikasi yang terkenal dan didapati memudahkan pengajaran dan pembelajaran, sebahagian daripada aktiviti perkongsian dan pembelajaran di kalangan pelajar kelihatan sangat penting. Media sosial kelihatan sangat membantu dalam membina aktiviti akademik untuk mencapai prestasi akademik pelajar yang lebih baik. Berdasarkan ulasan literatur, kajian ini mencadangkan model ketersediaan pengguna media sosial untuk belajar menggalakkan penglibatan pelajar, keberkesanan, dan prestasi dalam kerjasama. Dalam mencapai matlamat tersebut, kajian ini mengkaji beberapa ketersediaan pengguna dan faktor penerimaan media sosial di kalangan Pelajar Politeknik di Nigeria, dan juga untuk mengenal pasti persepsi pelajar menggunakan media sosial untuk belajar untuk memberikan pemahaman yang lebih baik melalui teori ketersediaan teknologi dan model penerimaan teknologi (TRAM) yang akan meningkatkan prestasi akademik. Walaupun terdapat penggunaan media sosial yang tinggi oleh para pelajar, ia tidak menunjukkan bahawa mereka menggunakannya untuk tujuan akademik. Facebook, Twitter, dan Whatsapp telah muncul sebagai media sosial yang paling popular dan banyak digunakan di kalangan pelajar. Lapan hipotesis untuk pendekatan kuantitatif telah ditubuhkan untuk menguji faktor kajian dalam model ketersediaan pengguna media sosial untuk pembelajaran, manakala kaedah tinjauan menggunakan borang Google Doc digunakan untuk mendapatkan data. Data yang dikumpulkan dianalisis menggunakan Smart PLS. Penemuan menunjukkan bahawa pelajar menggunakan media sosial untuk berkongsi Maklumat, berbual dan berinteraksi dengan pensyarah, rakan sebaya, dan rakan-rakan. Begitu juga, mereka menghabiskan lebih banyak masa menggunakan media sosial, ini menunjukkan bahawa menggunakan media sosial telah memberi pengaruh positif terhadap gaya hidup mereka dan sangat membantu mereka mencapai kecemerlangan akademik. Oleh itu, kajian itu menyimpulkan bahawa media sosial adalah platform Internet yang amat diperlukan di kalangan pelajar Politeknik Nigeria.

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LIST OF ABBREVIATIONS

BI	-	Behavioural Intention
DOI	-	Collaboration
COL	-	Diffusion of Information
IOT	-	Internet of Things
ICT	-	Information and Communication Technology
IT	-	Information technology
IS	-	Information System
LMS	-	Learning Management system
PLS	-	Partial Least Square
PC	-	Personal Computer
ND	-	National Diploma
HND	-	Higher National Diploma
PU	-	Perceived Usefulness
PEOU	-	Perceived Ease of Use
TAM	-	Technology Acceptance Model
TRAM	-	Technology Readiness and Acceptance Model
TR	-	Technology Readiness
TRI	-	Technology Readiness Index
SPSS	-	Statistical Package for Social Science
SST	-	Students satisfaction
SM	-	Social Media
SUM	-	Social Media Utilization Model

LIST OF SYMBOLS

=	-	Equal
>	-	Greater than
<	-	Less- than
\geq	-	Greater- than or Equal To
\leq	-	Less-than or equal To
B	-	Beta

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CHAPTER 1

INTRODUCTION

1.1 Overview

The development of internet facilities has substantially influenced human communication and interaction, as suitable as how education and gaining knowledge skills are implemented, in the world nowadays. The internet is continually developing comfort in gaining access to information among the existing generation of learners; the internet has enabled the world information to be placed at the fingertip of the students.

The rapid development and recognition of web 2.0 applications has generated a new world of communication and collaboration among users. Many individuals around the globe are connected. They sustain their selves via wikis, podcast, interactions, comments and instant messaging. Web 2.0 application as enabled by the general transmission of high speed network, internet has emerged as main medium of communication and interaction which increase significance in information and society in which we live today.

With the enhancement in wireless communication, cloud computing, mobile computing and internet of things (IOT), world has turned to a global village. But presently the use of web 2.0 and introduction of social network (e.g. Facebook, Tweeter, Whatsaap, Skype, LinkedIn, Pinterest and Friendster among others) world has taken another pattern in terms of communication, collaboration, opportunity and interaction today distance is not a restriction and world has become a global round table where people from different countries and even continent would communicate easily.

Information and communication technology has emerged as the best channel in interaction today, and brought rapid changes on various pedagogical and technological processes. Presently social media are being adopted by millions of people which are mostly

students with the aims of achieving their goals. Study indicate that social media platforms support educational activities by making collaboration, communication, interaction, participation and sharing of resources as well as making critical thinking possible (Shamsudin, 2009). Similarly, using social media in teaching and learning can be measured as potentially and influential idea simply because students engage themselves in online network activities. The study carried out on youths' for utilization of social media in Malaysia by Shamsudin, (2009) observed that the adolescence are usually the user of social media and encouraged that it is vital for educators to emulate a way of embracing social media web sites for colleague students in gaining knowledge in order to stem the tide of unproductive utilization of social media amongst users. In addition, it is very important to understand user's acceptance and readiness to obtain skills and innovations for other features than what is particularly designed for. According to Erumban and de Jong, (2006) technology readiness is the willingness to an extent in which humans aspiration to use a new technology in addition, Parasuraman, (2000) opined that individual who are prepared to use technology are more possibly to use it.

However, information technology has advanced rapidly, resulting in the use of electronic media in broadcasting information as a result of the new paradigm in the learning process in the field of information technology development, not only can it be shown face-to-face in the classroom but also online, the benefit is to improve interaction, better access, reduce operating cost and reliable communication among users. Other existing information technologies, that support learning systems are WebCT, scholar360, Blackboard and Moodles which enabled sharing of knowledge and content.

Online discussion are generally practice as important tool for encouraging student engagement and promoting communication with course content outside the normal class room. Social media platform such as Facebook, which offer a range of social benefits to students, might also correspond to a viable mechanism for educational information exchange and learning. Facebook is the most popular social media site in the past several years. Also found that Facebook was the most used social networking site by students, one of the most effective and powerful elements has been the ability to support learners in an interactive method.

One of the current technologies for learning process is e-learning. E-learning is built on a web-based basis so that the participants can access and use the service at anytime and anywhere. E-learning has a very important role in learning process as it can help the students to create learning platform without limitation of space and time. Additionally it automates system for teaching and learning. Presently this technology is being practiced in many institutions of learning and engaged many colleges students in gaining knowledge process, social media can motivate the students to enhance their effective and relevant impact on the institutions. However, it enables college students to explore and increase their knowledge without boundaries.

With these innovations in communication media mainly social network has attracted the interest of academicians to use it as a application for impacting of knowledge, in an online session, tutorial discussion, via chatting, tagging, wall discussion and multimedia with impression of modifying the aspect of learning.

1.2 Research Background

The first identifiable Social network sites began in 1997 with the launch of SixDegrees.com which “allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends list”. Since that time, SNSs have hit the mainstream with a vengeance. Two websites in particular have become very popular: MySpace and Facebook (Roblyer *et al.*, 2010). Social media are becoming widely spread in almost every part of Nigeria than has been ever before for daily basis and may students and staffs contribute academically (Miss *et al.*, 2014). Social media can be defined as a group of internet web based applications that form on technological foundations of web 2.0 which allows creation and exchange of user generated. In 2011 researches on use of social media, revealed that student in Nigerian institutions used social media platform for chatting, dating , sharing photos and videos, as well it can be used for learning if the students are properly guided (Oluwalanu, 2014).

The recent improvement of social media and its vital on regular usage as well as accessibility by the entire world, particularly by academicians to transfer information and communicate with colleagues, the study investigated the social media utilization for academic purpose in Nigerian institutions and found that one of the most wide used social platform among students is Facebook, two-third of Nigerian students used it every day (Eke, 2014). Nowadays social networking site are getting popularity by means of interpersonal and public interaction among student in Nigeria. Social media are modern ways of communication media through which students connect to one another, exchange ideas and knowledge (Miss *et al.*, 2014).

Facebook, twitter and WhatsApp recognized as popular social media applications in Nigeria that can facilitate learning activities, its social communication media that enable people to create private and public profiles to connect and communicate with people who are among the entire social network (Irwin *et al.*, 2012). Reports shows that students can make use of Facebook easily to encourage and engage student in both academics and social activities (Irwin *et al.*, 2012).

With the introduction of Facebook in 2004, it happens to be the world's majority popular social network platform with over 1.28 billion active users in the world (in the year 2017 based on Facebook statistic and analysis) (Abdo *et al.*, 2017). Even though being known as mainly use for social communication activities, Facebook was recognized as highly regarded e-learning environment (Irwin *et al.*, 2012).

According to Idubor, (2015) in his study finding revealed that Facebook, twitter, YouTube and my space as the major popular platforms of social media among students in Nigerian. Asemah and Ezekiel, (2012) Also revealed that the main reasons of social media usage among Nigerian students connecting with peers, receiving news, communications, motive, and companionship as major reasons for students' used of social media. However, Kim.K.K, (2011) discovered that many types of social media are utilized as source of resources in academic aspects among undergraduate students in Nigeria. They create some strategies that facilitate to assess information on social media. Student's in Nigerian institutions has been enamors user of social media in which they possessed the capability to

achieve their performance in as much as social media platforms have a vast potential to facilitate communication, collaboration and knowledge sharing among peers (Idubor *et al.*, 2015).

Collaborative learning in education consist of group student working collectively to solve problem purposely for academic activities , knowledge sharing and collaboration were improve via the various technology offered by social media sites. Student in social media group does not guarantee collaboration, it must be well structured and complementing the others in order to enhance collaborative learning and social communication among peers. The instructional principle will result to group members to socially interact in a manners that will encourage elaboration , rehearsal and elicitation (Kreijns *et al.*, 2003; Cheung and Vogel, 2013).

Generally social network has opened a new world in learning which enable the knowledge to be transferred without limited time. Social media such as Facebook become the most popular platform used by many institutions around the globe to motivate and encourage and engage student to learn without any barrier (Moghavvemi and Janatabadi, 2017).

1.3 Problem Statement

Learning through social media platforms, has significantly helped staff and students in teaching and learning in Nigerian polytechnic to perform tasks efficiently and effectively, in Nigeria the number of social media users is on the high side. Nigeria rank 35th in the world in the number of social media usage (Eke, 2014). However it was observed that Nigerian have been an enormous users of social media just as their counterpart in the world, even though there is high usage of Social Media by students in Nigeria, it did not reflect that they are using it for academic pursuit. The acceptance of internet facilities for learning begins to grow in the world today.

Despite the abundant benefit of utilizing social media which is an offshoot of web 2.0, an internet resources for interaction and communication, study revealed that it is not been fully use and adopted as a teaching and learning tool in Nigeria (Shittu, 2015). The study further indicates readiness of social media for teaching and learning in Nigeria and indicated a

strong readiness on the part of student and therefore, educators are encourage to use the advantage of this to deploy several social media platforms for content delivery to the student (Shittu, 2015).

This become very important because of the felt needs to influence teaching and learning through social media and to equip them with adequate skills to make them functional members of the current knowledge culture and a lifelong learners. In addition faculty members could generate a devoted account for a course on social media for teaching and learning through uploading learning content such as text, stream-video or make a link to other relevant internet resources that will be of use for student learning (Shittu, 2015; Akussah and Ahenkorah-marfo, 2016).

Facebook, Twitter and WhatsApp have emerged as the most popular and widely used social media amongst students in Nigeria (Oluwalanu, 2014). Base on this, the aims of this study is to investigate “How to develop user readiness model of social media for learning among polytechnic students in Nigeria?”

Developing countries in Africa such as Nigeria has implemented the use of social media for learning but it requires self efficacy reliability and administrative support. Nigeria have limited access to ICT supported learning tools, limited internet connection, high level of literacy and sustainability among others (Munguatosha *et al.*, 2011).

1.4 Research Questions

The study is anticipated to answer the following research questions:

- (a) What are the factors which influence the user readiness of social media for learning among polytechnic students in Nigerian?
- (b) How to propose a user readiness model for learning using social media among polytechnic students in Nigeria?

- (c) How can a proposed user readiness model of social media for learning will be validated among polytechnic students in Nigeria?

1.5 Research Objectives

The objectives of this study are:

- (a) To study the factors which influence the user readiness of social media for learning among polytechnic students in Nigeria
- (b) To proposed a user readiness model of social media for learning among polytechnic students in Nigeria
- (c) To validate the proposed user readiness model of social media for learning among polytechnic students in Nigeria

1.6 Research Scopes

This is going to be a research that will be conducted mainly in Nigerian Polytechnic. The polytechnic are of different locations in the northern part of Nigeria. The research focuses on students as respondents from department of computer science in the three (3) selected Federal polytechnic namely: Federal polytechnic Kaura Namoda, Federal polytechnic Kaduna and Federal polytechnic Umaru Waziri Birnin Kebbi.

The user readiness will focus on the technology readiness, to use social media technology such as Facebook, WhatsApp and Twitter for learning purposes. The data collection is mainly through questionnaire.

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