

Usage Pattern Of Social Networking Sites Among Students Of Delta State Polytechnic, Ozoro

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ABSTRACT

The coming of Information and Communication Technologies (ICTs) has altered human communication patterns as they have by one click of button connected millions of people all over the world. This irreversible change in communication pattern has engaged researchers ever since. Being a developing country, the usage pattern of social networking sites (SNSs), a part of ICTs differs significantly from what obtains in the developed countries because of infrastructural as well other problems. The usage pattern of the SNSs has equally engaged the minds of researchers. This study therefore examines: "Usage Pattern of Social Networking Sites among Students of Delta State Polytechnic, Ozoro". Anchored on the Uses and Gratification theory, this study surveyed selected students of the institution on their usage pattern of social networking sites. This study found that students of Delta State Polytechnic, Ozoro, use social networking sites (SNSs) and their level of usage is marginally high. Also, Facebook topped the list of mostly used social networking sites (SNSs) among students of Delta State Polytechnic, Ozoro; and various purposes of usage of SNSs have created a usage pattern that is both positive and negative. The study then recommended among others that management of Delta State Polytechnic, Ozoro, should integrate Facebook into the official channels of communication with students.

Keywords: Human Communication; Information and Communication Technologies (ICTs); Internet; Social Networking Sites; Usage Pattern

Introduction

The coming of Information and Communication Technologies (ICTs) has altered human communication patterns as they have by one click of button connected millions of people all over the world. The functionality of the ICTs was made possible through the Internet and worldwide web (www). Both innovations have made easy the usage of ICTs by millions of people all over the world. Ijeh, Umukoro and Amune (2015) posit that the Internet offers many opportunities to seek, process, share, and store information. The Internet allows millions of people around the world to send and receive messages in form of text, pictures, graphics, and film strips, thus creating a network of users. Agba (2001) as cited by Ijeh et al (2015) asserts that social media and social networking sites are websites which enable people ranging from two persons to millions of persons using aliases (account names), to exchange messages in form of texts, graphics, pictures, audio and audio-visuals at the same time. Agba's assertion implies that everybody who joins a social networking site has access to messages sent and received by other people in the network. It is believed that social networking sites have enormous influence of users. Baran (2004) exemplifies the power of social networks on the Internet when he points out that the massive gathering of protesters from scores of different groups around the world to protest against World Trade Organisation in Seattle in 1999 was engineered by social media and social networking sites on the Internet. Another example is the Arab Spring of 2011 that swept through the Middle East and part of Africa. Baran further argues while citing Taylor (2003) that the ability of social networking sites to achieve impact and influence is getting higher; and geographically dispersed groups, connected only by this thread of communication technology are drawn together at a moment's notice to perform some collective actions. Users of social networking sites engage in a variety of purposes. Ufuoplu-Biri (2013) highlights purposes of using social networking sites as ranging from making friendship, chatting, courtship, commerce, education, to mass communication. In the same vein, Udende and Azeez (2010) say that academic users of the Internet use it for academic and other allied purposes. This means that users of social networking sites use these sites for different purposes depending on their needs for accessing the sites.

This study seeks to find usage pattern of social networking sites among students of Delta State Polytechnic, Ozoro and its findings will be relevant in several ways. The findings are significant as it

will help researchers and scholars know the usage pattern of social networking sites (SNSs) among students of Delta State Polytechnic, Ozoro. Among other objectives, this study will ascertain which social networking site is mostly used by students of Delta State Polytechnic, Ozoro and this finding will help social crusaders and mobilisers who are interested in reaching Nigerian students generally and students of Delta State Polytechnic, Ozoro, particularly, to know which social networking site to use for effective communication campaign. The study will equally determine what students of Delta State Polytechnic, Ozoro, use social networking sites for. This knowledge will provide perspectives on the basic concepts of media uses and gratifications. This will serve as a barometer to measure the tastes and preferences of students of Delta State Polytechnic, Ozoro, in particular and Nigerian students in general. This, no doubt, will facilitate interventions where the needs arise. Significantly, this study will make contributions to existing literature on usage pattern of social networking sites by students as well as the uses and gratifications the students obtain from using SNSs. Lastly, this study will provoke further researches into its perspective, themes, findings and limitations. Delta State Polytechnic, Ozoro, was established in 2002 by the Delta State Government of South-South region of Nigeria. The polytechnic is situated in Ozoro town in Isoko North Local Government Area in the South senatorial district of Delta state. The polytechnic runs both Ordinary National Diploma (OND) and Higher National Diploma (HND) programmes with students 'population of 10,000 according to the Public Relations Unit of the Polytechnic. The polytechnic has five schools (faculties) viz School of Agriculture, School of Business Studies, School of Engineering, School of Environmental Studies, as well as School of Science and Technology.

Statement of the Problem

Several studies have been carried out on usage of social networking sites/social media by students. Bulus (2015) studied uses and gratification of social networking sites among students of University of Jos. Scholars (Umukoro, Okechukwu, Ekwe and Amune, 2012; Udende and Azeez, 2010; Acholonu, 2013; Omenugha, 2010) have studied the influence of SNS among students in different universities. However, there exist no studies on the uses of SNSs among students of polytechnic, particularly, Delta State Polytechnic, Ozoro, to determine similarities and difference and the gratifications they obtain from them going by available literature. This study aims to fill this gap in literature by using students of

Delta State Polytechnic, Ozoro. It is these gaps in knowledge that necessitates this study which is on the usage pattern of social networking sites among students of Delta State Polytechnic, Ozoro. The study will generally look at the usage pattern of social networking sites among students of Delta State Polytechnic, Ozoro. The study will specifically examine three areas. Firstly, the study will find out the level of usage of the social networking sites among students of Delta State Polytechnic, Ozoro. Secondly, the study will ascertain which social networking site is mostly used by students of Delta State Polytechnic, Ozoro. Thirdly and lastly, the study will unravel what students of Delta State Polytechnic, Ozoro, use the social networking sites for.

Research Objectives:

The specific objectives of this study are:

- (1) To determine the level of usage of social networking sites (SNSs) among students of Delta State Polytechnic, Ozoro.
- (2) To ascertain the social networking site mostly used by students of Delta State Polytechnic, Ozoro.
- (3) To find out the gratifications students of Delta State Polytechnic, Ozoro, derive from using social networking sites.

Research Questions

Based on the above objectives, the study raised the following questions:

- (1) What is the level of usage of social networking sites among students of Delta State Polytechnic, Ozoro?
- (2) Which social networking site is mostly used by students of Delta State Polytechnic, Ozoro?
- (3) What are the gratifications of using the social networking sites by students of Delta State Polytechnic, Ozoro?

Theoretical Framework: Uses and Gratification Theory

Uses and Gratification media theory was introduced in the 1940s. Blumler and Katz (1974) state that the theory was derived from the *Functionalist* paradigm in the social sciences. West and Turner (2004) see the theory as an extension of Abraham Maslow's hierarchy of needs pointing out that Katz, Blumler and Gurevitch were motivated by Maslow's hierarchy of needs to study how and why people use a particular medium. Uses and Gratification theory

focus on why people use a medium and what they use it for. It also centres on how users deliberately select a medium that will satisfy their needs. These needs can be knowledge, information, entertainment and relaxation among others. Users specifically and consciously select the medium that will satisfy their needs at a given period. However, this gratification can be obtained only from the content of the media. According to Folarin (1998), Uses and Gratification theory centre on the questions of whom, which media, which content, which condition and what gratification a user stands to get by using a particular medium. Severin and Tankard (1997) hold that this theory emphasizes audience choice for using a particular medium over others as well as the gratifications derived from the use of it, which is mostly based on an individual's psychological and social needs. Katz, Blumler and Gurevitch (1974) mention five components of this theory viz: the audience is active; the gratification derived from using a medium is determined by the user's choice of the said medium; different media compete to satisfy people's needs; most of the gratification derived from using a medium can be known from the data supplied by users; and the cultural significance of mass communication is suspended, thereby exploring audience orientations. Over the years, the proliferation of these new media has provided an outlet for audience to make their choices from the different social networking sites available. Technology has also simplified things as one can now interact with friends and families at their comfort zones from their cell phones which now come with internet services. Also users do not have to use multiple outlets to satisfy their needs. They can now have access to more social networking sites from one outlet (Internet or cell phones).

This theory has a heuristic value to this study because social media users have the choice to make from numerous social networking sites available to them. They (audience) consciously select the site that will satisfy their online needs. Users now subscribe to more than one social networking site at a time. They are free to change from one site to the other as many times they wish to as long as they get satisfaction (gratification) from the site.

Literature Review

Evolution of Social Networking Sites/Social Media

It remains an undisputable fact that technology has revolutionized human activities most especially the communication sector. Advanced technology (digitization) has made things easier, as cell phones,

computers are now programmed in such a way that information can be encoded into “off” and “on” which is denoted as zeros and ones. The social networking sites function on Web 2.0 platform. This Web 2.0 software supports group interaction and allows people to communicate with each other on these sites irrespective of their geographical locations.

Social media are Internet sites which allow people to interact freely, exchange information, ideas, views, pictures and lots more with friends. These sites are users friendly as they allow users to generate their own content and consume these contents as well as others from friends. However, what differentiates the social networking sites from the traditional media is the flexibility of these sites. Users are free to create, edit, distribute, update and remove their own customized contents. They are also free to share information with friends/ other users privately or publicly. This flexible nature of the new media can be referred to as the “democratization” of the new media (Obiageli, Onyike Chiaha & Daniel: 2013). These social networking sites (SNS) are in different forms such as blogs, micro-blogs, virtual worlds, e.t.c. Facebook, Twitter, YouTube, 2go, Myspace, Flickr and others are prominent examples of these new media (social networking sites).

Tracing the evolution of these social media, Nyekwere, (2009) opined that the social media has been in existence for more than 3 decades. Dominick, 2009 cited in Nwammuo (2012, p.15) similarly linked the evolution of the social media to the “development of language, writing, telephone and telegraphs, radio and television, digital media and the mobile media”. It is noted that some symbols used in the early time are common among the present day social networking sites and that, the concept of connectivity which started with telephone is presently being used by social networking sites.

Boyd and Ellison (2007) trace the first social networking site to Six Degree. This site which was launched in 1997 allowed users to create their own profiles. Users could share information with other users and this has become common features with the Internet. However, Six Degree has become moribund and other sites such as Black Planet, Friendster, Live Journal, Facebook, Twitter, Skype, YouTube among others have evolved and taken over.

In 2008, Friendster became the first modern general social networking site. This site was founded by Jonathan Abrams and Peter Chin in California. The uniqueness of this site makes it popular as it allows people to interact with friends and friends of friends on a safe platform. This site also matches friends

with friends since acquaintances have common or shared qualities and as such, interaction becomes easier (Boyd, 2004). This site has over 90 million registered users and over 60 million or more visitors each month and most of her users are from Asia continent.

Prior to Friendster, Myspace was founded in 2003. This site allowed teenagers to interact/customized their profile to their taste. Boyd and Ellison (2007, p.13) contend that three years after Myspace was created, it became the most popular social networking site in the world.

Another popular perhaps the most popular social networking site is the Facebook. This site was created in 2004 by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes (Nnaane, 2011). Facebook allows users to post customized comments, videos, photos and a host of other materials online. Over the years it has grown both in invention and popularity. In 2008, its users overtook Myspace and it has also added instant messaging/chat, private/public messaging as well as posting messages on other people's walls.

Chad Hurley, Steve Chen and Jaweed Karim founded YouTube in 2005. This site is a video hosting and sharing site. The site allows users to upload videos and share them with friends. It also allows users to upload High Definition (HD) videos. This site uploads more than 65,000 new videos on a daily bases and has received more than 100 million video viewers per day (Richard, 2006). YouTube remains the most popular and dominant provider of online videos in the globe. A similar site to YouTube is the Revver, while in YouTube, video contents are posted for free, in Revver the reverse is the case as the contents are paid for. The site splits the revenue generated from every video into two between the site and the creator(s) of the content.

Twitter was also founded in 2006 by Dorsey Jack, Biz Stone and Evan Williams. This site enables users to tweet (post messages) more than 140 characters at a time. This site has more than 200 million users worldwide with more than 65 million tweets a day (Nnaane, 2011). In 2009, Flickr was created by Ludicorp. It is an image hosting and video hosting site. It allows users to create profiles, add friends, and organize images and videos into photo sets/albums. It also allows the owner to retain the copy right of any content. In 2009, the site had more than 3.6 billion images (Dominick, 2011).

Presently, blogs are becoming very popular. It is another form of social networking sites that many people use these days. Blog authors write about anything they wish to and post on their blogs (they

communicate their opinion/interest to the masses). The contents can be in the form of news, business advertisements, sports, videos, e.t.c. They also allow users to have online conversation with the owners of the blog. In 2005, there were 22 million blogs and in 2010 the number increased to over 100 million blogs (Adelakun, 2011). Other social networking sites include Digg founded in 2004 by Kelvin Rose, Kon Grodetzky, Jay Adelson and Owen Byrne; Reddit founded in 2005; Ustream.tv founded in 2006; and more are expected to emerge with time.

Review of Empirical Studies: Uses of Social Networking Sites/Social Media by Students

Bulus (2015) in her study found that most undergraduate students of University of Jos in Plateau state, use Facebook. Students of University of Jos, use social networking sites to keep strong ties with friends, strengthen ties with new acquaintances and to a lesser degree to meet people online. The study also indicated the gratifications that students of University of Jos get from using the social networking sites, which are their ability to share their photos and videos, access information about films, music, sports, politics, and other interests. The study equally revealed that the UniJos students prefer sharing information about their interests and hobbies, information about their school life and others, through social networking sites. Since use of social networking sites is an integral part of the social culture of students of UniJos, the study thereafter recommended among others, the use of social networking sites to promote academic activities between lecturers/administration and students of UniJos.

Kingdom and Nnabuike (2015) in their research revealed that students of Federal Polytechnic, Bida in Niger state, use social media/social networking sites. The study also showed that usage level of social networking sites among the students is high and this cuts across gender and age demographics as well as academic programmes. The study yet found that the Bida Polytechnic students use the social media/social networking sites for various purposes, and these uses have enormous impact or influence on their academic performance. The impact is more positive (86.3%) than negative (13.7%). The study then recommended among others that popular social media/social networking sites should be enriched with academic programmes to help students users improve learning and research.

Ufuophu-Biri (2013) in his work revealed that students of higher institutions of learning in Delta State have positive perception about the social media, and they use the social media frequently. The study

also showed that the students use the social media for various purposes such as flirting, exchanging messages, making new friend, among others. The yet found that Facebook is the most preferred social media of students of higher institution of learning in Delta State. The study then recommended among others that authorities of institutions of higher learning in Delta state should formulate and implement ICT policies that will encourage students to use social media for positive and productive purposes.

Udende and Azeez (2010) in their study found that students of University of Ilorin, Kwara state, do not use the Internet as frequently as expected. This is due to inability to own laptops, desktop computers and other devices that can enable them access the Internet and the social media. The work also identified lack of power supply as another hindrance to Internet and social media access by students of University of Ilorin. The study thereafter recommended that authorities of University of Ilorin and other Nigerian universities should provide the right and enabling environment (tools and ICT gadgets) for students to access the Internet.

Mohammed and Suleiman (2013) in their research revealed that majority of Higher National Diploma (HND) students of Nuhu Bamalli Polytechnic, Zaria, Kaduna state, got to know about the social media through friends. The study also found that awareness level of the social media among the students is high which results in daily usage of the social media by majority of them. The study yet indicated that students of Nuhu Bamalli Polytechnic, Zaria, use the social media for academic, socialization, networking, and friendship purposes. Thereafter, the research recommended among others that management of tertiary institutions should formulate policy that will incorporate formal training and guidance on social media usage and their implications to students' academic activities.

Agboola (2013) in his work revealed that students of University of Ilorin do not use the Internet and social media for political campaigns as expected. The study also found that Internet penetration is low because it is limited to students, academics, and middle-class income earners only, that is, those who are literate and financially capable to acquire ICTs. The study thereafter concluded that the current state of Internet penetration cannot support widespread political campaigns.

Danladi (2015) in his study found that majority of students of secondary schools in Zaria, Kaduna state, access social media and they do so through their mobile phones. The study also showed that WhatsApp is the most popular social media platform

among secondary school students in Zaria. The research yet indicated that most students use the social media to keep in touch with friends and discuss class exercises given to them by their teachers. The study thereafter recommended the harnessing of WhatsApp to enhance learning abilities of students of secondary schools in Zaria, Kaduna state.

Acholonu (2013) in her research revealed that majority of students of Caritas University, Amorji-Nike, Enugu, Enugu state, are aware of the social media, and have also benefitted from them. The study also found that students of Caritas University, Amorji-Nike, Enugu, use the social media to keep in touch with old friends, make new friends, and enhance their academic knowledge, among others. However, it was revealed in the research that students of Caritas University, Amorji-Nike, Enugu, tell lies on social media to enhance their personality profiles, thus, creating a culture of fake identity or profile. The study then recommended among others that students of Caritas University, Amorji-Nike, Enugu, should be responsible, sensible and respectful digital citizens.

Omenugha (2010) in her study found that most students of Mass Communication Department of Nnamdi Azikiwe University (UniZik), Awka, used mobile phones to access the Internet and the social media. The study also revealed that Facebook is the most utilized social media among the students. The study equally indicated that Mass Communication students of UniZik used the Internet often for entertainment and rarely for academic work. The work further showed that the use of Internet has created “unhealthy addictions and habits” such as loss of concentration on studies, lying or engaging in fraud, cheating during examination, and use of computer language which is ungrammatical and full of spelling errors, in formal writing. The study thereafter concluded that students of Mass Communication Department of UniZik, Awka, should disengage from the negative applications of the Information and Communication Technologies (ICTs). They should rather engage in their positive applications.

Umukoro, Okechukwu, Ekwe and Amune (2012) in their work found that students use the social networking sites to perpetuate cyber-crimes, pornography, academic

fraud, and lots more. These unscrupulous users hack into the social media accounts of celebrities and famous personalities and use same to dupe their fans and followers. The study therefore recommended security consciousness and alertness in the use of social networking sites.

Going beyond Nigeria and the African continent, Mehmood and Taswir (2013) in their research found that students of College of Applied Sciences, Nizwa, Oman, used social networking sites and social media for downloading and uploading of music and videos, posting photos, chatting, logging, creating polls and quizzes, submitting articles to website and communicating with teachers and classmates. The study also indicated that the students basically used social networking sites for entertainment and academic purposes.

Helou and Abraham (2014) in their study revealed that Malaysian students used social networking sites for making friends, receiving and sending messages, chatting with friends, playing games, sharing files and communicating with supervisors and lecturers.

Boyd and Ellison (2007) in their work found that there is a difference in terms of learning culture between students who use social networking sites and those who do not use them. The study concluded that the usage of social networking sites by students of the United States (US) is changing students' attitudes towards learning, from a one-way transfer of knowledge to a much more interactive and group-oriented environment and approach.

Research Question 1: What is the level of usage of social networking sites (SNSs) among students of Delta State Polytechnic, Ozoro?

Table 1: Level of Usage of Social Networking Sites by Respondents

S/N	Duration	Frequency	Percentage (%)	Remark
1	Interval of 12hrs	20	5.6	High Level of SNS Usage = 37.3%
2	Daily	114	31.7	
3	Interval of 2-3 days	46	12.8	Moderate Level of SNS Usage = 26.4%
4	Interval of 4-5 days	49	13.6	
5	Weekly	57	15.8	Low Level of SNS Usage = 36.3%
6	Fortnightly	43	11.9	
7	Monthly	31	8.6	
	Total	360	100	

Source: Field Work, 2019.

Hameed, Maqbool, Aslam, Hassan and Anwar (2013) in their research found that usage of social networking sites has no negative effect on Pakistani students' academic performance. The study also indicated that there is positive relationship between social networking sites, students' performance, and students' attitude. The work therefore concluded that social networking sites have positive impacts on Pakistani students' behaviour.

Research Method

The study adopted the survey research method. The population of the study comprises all students of Delta State Polytechnic, Ozoro in Isoko North Local Government Area of Delta state, in the South Senatorial District of the state. Delta Polytechnic, Ozoro has a student population of 10,000 (Office of the Public Relations Unit) and the polytechnic has five faculties namely School of Business Studies, School of Engineering, School of Science and Technology, School of Agriculture, and School of Environmental Studies.

Taro Yamane's formula for determining the sample size from a given population, as discussed in Okoro (2001) was adopted in this study. Taro Yamane's formula is as represented below:

$$\frac{n = N}{1 + N(e)^2}$$

Where: n = Desired sample size; N = Population size; e = Level of significance or Accepted error margin or limit (0.05).

Using the formula above, the sample size for this study was calculated as 385. The study employed purposive sampling as only students who use social networking sites (SNS) were sampled. The copies of the questionnaire were distributed through research assistants in all faculties in Delta State Polytechnic, Ozoro, from where the instrument was further distributed to students of departments within the faculties. This was done to achieve an all-inclusive distribution and fair representation of departments. Out of the 385 copies of questionnaire distributed, 360 were returned and found usable for the study. Data collected from respondents were presented and analysed using tables of frequencies and percentages.

Data Presentation and Analysis

Data from the study revealed that 162 respondents representing 45% are male; while 198 respondents representing 55% are female. It therefore means that female students of Delta State Polytechnic, Ozoro, use social networking sites (SNSs) more than male students.

Research Question 2: Which social networking site is mostly used by students of Delta State Polytechnic, Ozoro?

Table 2: Mostly Used Social Networking Sites among Respondents

S/N	Social Networking Sites	Frequency	Percentage (%)	Aggregated Score= Frequency+ Order Value	Ranking/ Position
1	Facebook	93	25.8	930	1 st
2	Twitter	82	22.8	738	2 nd
3	WhatsApp	76	21.1	608	3 rd
4	Instagram	32	8.9	224	4 th
5	Skype	27	7.5	162	5 th
6	Yahoo Messenger	22	6.1	110	6 th
7	BlackBerry Messenger	13	3.6	52	7 th
8	Linked- In	7	1.9	21	8 th
9	Badoo	6	1.7	12	9 th
10	Others	2	0.6	2	10 th
	Total	360	100		

Source: Field Work, 2019

Key to Computation of Order Value: Most used SNS is rated 10 points; next in descending order is rated 9 points, next is then rated 8 points, till the least used SNS which is rated 1 point.

Data from Table 2 above provided answer to Research Question 2 (RQ2). The data showed that Facebook is the mostly used social networking site (SNS) among students of Delta State Polytechnic, Ozoro with an aggregated score of 930. This was followed by Twitter with aggregated score of 738. WhatsApp came third with an aggregated score of 608. The least used social networking site is others such as Twoo, 2go, e.t.c. with aggregated score of 2;

followed by Badoo with aggregated score of 12. Facebook therefore is the mostly used social networking sites (SNS) among students of Delta State Polytechnic, Ozoro, with aggregated score of 930. This finding is in line with Bulus (2015) and Omenugha (2010) who in their separate studies found that Facebook is the most used social networking site.

Research Question 3: What are the gratifications of using the social networking sites by students of Delta State Polytechnic, Ozoro?

Table 3: Gratifications derived from using social networking sites by Respondents

S/N	Usage Purposes/ Patterns of SNS	SA (F x 4)	A (F x 3)	N (F x 0)	D (F x 2)	SD (F x 1)	Aggregated Score
1	Chatting	321	37	0	0	2	356
2	Finding/Meeting Old Friends	300	50	0	5	5	340
3	Making New Friends	285	38	3	20	14	289
4	Exchange of Messages	277	39	15	14	15	287
5		242	51	20	27	20	246
6	Publicizing Events	220	67	10	30	33	224
7	Academic work	216	60	0	55	29	192
8	Flirting/Romance	202	35	40	43	40	154
9	Gossips	180	57	21	50	52	135
10	Pornography	146	100	11	58	55	133
11	Journalistic Purpose	89	111	30	63	67	70
12	Academic Fraud	100	90	43	67	60	63
13	Blackmail	90	98	20	80	72	36

Source: Field Work, 2019.

Key to Computation of Aggregated Score in Table 5: SA= Strongly Agree=4 points; A -Agree = 3point; N= Neutral= 0point; D= Disagree = 2 points; SD= Strongly Disagree = 1 point.

Data from Table 3 above answered Research Question 3 (RQ3). The data showed that students of Delta State Polytechnic, Ozoro, use social networking sites for various purposes. The purposes range from chatting, finding and meeting old friends, making new friends, exchange of messages, flirting and romance, gossips, academic fraud, blackmail, etc. These various usage purposes of the social networking sites further created usage patterns that are both positive and negative. The positive usage patterns are chatting, finding/meeting old friends, making new friends, exchanging messages, publicizing one's profile, and publicizing events, romance, while the negative usage pattern are flirting, gossips, academic fraud, financial fraud, e.t.c. Data from Table 3 further

indicated that the positive usage pattern is more than the negative usage pattern. This finding corroborates Kingdom and Nnabuike (2015) who also found that social networking sites' usage pattern is both positive and negative.

Discussion

The study examined usage pattern of social networking sites (SNSs) among students of Delta State Polytechnic, Ozoro. Findings indicated that the level of usage of social networking sites by students of Delta State Polytechnic, Ozoro, is marginally high with an aggregated 37.3%. The moderate level of usage of social networking sites by students of Delta State Polytechnic, Ozoro, has an aggregated 26.3%; while the low level of usage of social networking sites

has an aggregated 36.4%. This finding is in line with Kingdom and Nnabuike (2015) and Ufuophu-Biri (2013) who in their separate studies found that usage level of social networking sites is high.

The study also found that Facebook is the mostly used social networking site among students of Delta State Polytechnic, Ozoro with 25.8% and aggregated score of 930. This was followed by Twitter with 22.8% and an aggregated score of 738. The least used social networking site among students of Delta State Polytechnic, Ozoro are others such as Twoo, 2go, e.t.c. with 0.6% and an aggregated score of 2. This was followed by Badoo with 1.7% and aggregated score of 12. This finding is in line with Bulus (2015) and Omenugha (2010) who in their separate studies found that Facebook is the mostly used social networking site.

Lastly, the study showed that students of Delta State Polytechnic, Ozoro, derived different gratifications from using social networking sites. These gratifications include chatting, finding/meeting old friends, making new friends, flirting/romance, gossips, academic fraud, etc. These different gratifications have created social networking sites' usage pattern that is both positive and negative. This finding corroborates the findings of Kingdom and Nnabuike (2015) who also found that users of social networking sites derived various gratifications from using them, which has created usage pattern that is both positive and negative.

From the findings of this study, there is no difference in usage pattern of social networking sites between students of Delta State Polytechnic, Ozoro and students of universities as revealed in the literatures reviewed. So, it can be argued from the study that there is no difference in the usage pattern of social networking sites between polytechnics' students and universities' students.

Conclusion and Recommendations

This research focused on usage pattern of social networking sites (SNS) by students of Delta State Polytechnic, Ozoro. The research found that usage level of social networking sites among students of Delta State Polytechnic Ozoro, is marginally high with an aggregated 37.3%. Facebook is the mostly used social networking site among students of Delta State Polytechnic, Ozoro with an aggregated score of 930. The usage pattern of social networking sites among students of Delta State Polytechnic is both positive and negative but the positive usage pattern outweighs the negative usage pattern.

Based on the findings from this study, it is therefore recommended as follows:

- i. Management of Delta State Polytechnic, Ozoro, should integrate social networking sites especially Facebook into its official channels of communication with students.
- ii. Further research should be conducted on why students use mostly Facebook, as revealed in this study and in other studies.

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