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CHALLENGES ENCOUNTERED IN THE UTILIZATION OF SOCIAL NETWORKING SITES FOR INFORMATION SHARING BY UNDERGRADUATE STUDENTS IN UNIVERSITIES IN BAUCHI STATE

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Abstract
The study investigated challenges encountered in the Utilization of Social Networking Sites for Information sharing by Undergraduate Students in Universities in Bauchi State. The study objectives were to identify the types of Social Networking Sites utilized for Information sharing by Undergraduate Students, the challenges encountered and how these challenges were addressed. The research design adopted was a cross sectional survey research design using questionnaire as instrument. The target population was 18,025with a sample size of 375. The researcher used a simple random sampling technique. The study found out that the types of Social Networking Sites utilized by Undergraduate Students in Universities in Bauchi State are Facebook, Instagram, Youtube, Twitter, Whatsapp and the challenges encountered in the utilization of Social Networking Sites are poor security, increased dependency on online platforms and poor internet Network. In addressing the challenges, the Undergraduate Students reconnect to a better internet Network, report cybercrime activities, frequently change their password, change Login in strategies and block or report any issue concerning hacking privacy messages. In conclusion, the Undergraduate Students in Universities in Bauchi State can be more positive in their acceptance and utilization of Social Networking Sites for sharing different types of information despite the challenges encountered. The study recommended that the University management should continue to support the Undergraduate Students utilization to be aware and to utilize available types of Social Networking Sites. The Government and University management should liaise with SNS companies so as to improve reasons/purposes of utilising SNS and also assist Undergraduate Students in addressing many of the challenges they face in utilizing Social Networking Sites.
Keywords: *Challenges, Utilization, Social Networking Sites, Information sharing, Undergraduate Students*

Introduction

In the world today, Social Networking Sites (SNS) is important in many societies with various features of Technologies that has change the way we carry out our activities. In Nigerian Universities, the introduction of Social Networking Sites (SNS) such as WeChat, Twitter, MySpace, Facebook, Cyworld and Bebo have attracted many users, many of whom have integrated these sites into their daily practices. There are many SNS with various technological advances that support a wide range of interests and practices. While the key technologies are fairly consistent, the cultures that emerge around SNS are varied. Some SNS support the maintenance of pre-existing SNS but others help people connect based on shared interests, views or special activities. This is to say that some SNS cater for diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality based identities. SNS also vary in the extent to which they incorporate new information and communication tools such as mobile connectivity, blogging, and photo/video-sharing.

Social Networking Sites are online platform for communication that has important features which attract users to make friends, video calls, instant messaging and also contains links to each user's profile, enabling viewers to traverse the network graph by clicking through. Often, after joining SNSs, users are asked to fill out prompted identification of others in the system with which they may have a relationship. The use of SNS in many societies varies as some are designed with specific orientation, political, or other identity-driven categories in mind (**Ahn, 2017).**Social Networking Sites have a high acceptance rate by Undergraduate Students and are in the process of utilization. But what is not sure is the purpose of utilization by Undergraduate Students. Many studies have not been able to confirm the reasons for Undergraduate Student's utilization of SNS.

Statement of the Problem

The popularity of Social Networking Sites (SNSs) has attracted its Utilization for Information Sharing among Undergraduate Students in Universities in Bauchi. This is in agreement with Helen, Charles, Omekwu& Jennifer (2014) who sees the popularity of SNSs becoming part of student's daily lives enabling the electronic interaction among each other.

In addition, it was not expected that in the current technological age, some Undergraduate Students are not fully aware of many available types of SNSs and are still having technophobia towards accepting other SNSs; thus there are still Undergraduate Students whom mainly depend on other manual or physical Information Sharing without the use of SNSs. Poor internet networks and high

cost of acquiring technologies may probably be the factors affecting their utilization of the SNSs in Universities in Bauchi.

Research Questions

The following are the research questions for the study:

1. What types of SNS are the students in Universities in Bauchi State aware of?
2. What types of Social Networking Sites are utilized for Information sharing by Undergraduate Students in Universities in Bauchi?
3. What are the reason(s)/purpose for using the SNS by the students in Universities in Bauchi State?
4. What are the Challenges encountered in the Utilization of Social Networking Sites for Information sharing by Undergraduate Students in Universities in Bauchi State?
5. What are the measures taken in addressing the challenges?

Review of Related Literature

Social Networking Sites are the virtual communications which allow people to connect and interact with each other easily on a particular subject or to just hang out together online (Ahn, 2016). It is the website, which allows the users to create their personal information and community consisting of their selected friends. Some popular Social Networking Sites includes types such as Whatsapp, Facebook, Instagram, WeChat and Twitter, MySpace, YouTube, WeChat, MSN Groups, Hi5.com, WAYN.com, Faceparty.com, Yougo, further.co.uk, Friendsreunited.comFlickr.com, Yahoo! Groups, Ringo.com, Gmail.com, MySpace, YouTube, Academia.edu and About.me.

Oradini and Saunders (2015) opined that Social Networking Sites is the system which helps people to work in groups efficiently, especially for communication and information sharing. Social Networking Sites are fast becoming very popular means of both interpersonal and public communication in Universities in Bauchi, Nigeria. Social Networking Sites are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and other information of interest.

Since their introduction, Social Networking Sites (SNSs) have attracted millions of users, many of whom have integrated these sites into their daily practices. Different types of SNSs has become pervasive, impacting social fabric of the society and changing the nature of social relationships. Hordeman and Chao (2016) found out that many types of SNS have revolutionized the way we communicate, interact and socialize. The gap in knowledge is that choosing the right type of SNS to satisfy user needs could be challenging as many types of SNS

may not necessarily meet the needs of its users. Some types of SNS are even difficult to use, they expose users to harmful information and have poor security features. It is against this background that the study intends to determine the types of SNS utilized by Undergraduate Students.

The Social Networking Sites represent new channel of participating in the world connectivity. If users are not allowed to utilize new technologies and contribute to online communities like SNSs, they will not be able to develop the necessary skills and technical literacy that will be vital in the future (Jenkins, 2006). In the Nigerian situation where many people cannot afford new technologies, I begin to wonder whether users like the Undergraduate Students in Universities in Bauchi State are economically hindered from utilizing new technologies.

Seiter (2008) found out that young people famously know and utilize SNS for digital communications, instant messaging, cell phone texting and web sites to maintain their social capital, at least with those peers who can afford to keep up with the requirements of these technologies.

Lenhart, Purcell, Smith and Zichur, K. (2015) found out that students greatly extend the usage of Social Networking Sites for a long period of time and diversity of their social contacts when they become members. An individual whose primary internet access was not at home or school was over twice as likely to utilize SNSs as compared to teens that had home access. Such results converge with ethnographic accounts and surveys of youth, which suggest that some individuals find different ways to connect to their online social networks despite socioeconomic status.

There is clear evidence that the utilization of SNS is either positive or negatively harmful. Many Undergraduate Students in Universities in Nigeria are faced with information pollution, hacking issues, cyber bullying, fraud and other negative instigations on SNS. Other Undergraduate Students also utilize SNS for too long as they spend odd times chatting and exchanging personal information to online friends who could use this information obtained to kidnap or spy at them. Generally, these are areas which researchers need to study. **Dedi and Leon (2013) conducted a study on the Utilization of Social Networking as promotion media and found out that** the utilization of SNS is not optimal yet due to the lack of professional management. This professional management can aid some challenges users encounter on SNS. The study identified that there are overutilization of SNS, information pollution and poor internet access. Hence, the need to study the utilization of SNS including the extent in which it is being utilized.

Research Methodology

This study adopted the cross-sectional survey research design. It is appropriate for the study and it can be used to collect data from a sampled population or respondents at a single period of time. The population of the study is 18, 025 comprising of only Undergraduate Students in Universities in Bauchi State. A sample of 375 is drawn for the study using Krecjie and Morgantable for determining size for known population.

A questionnaire was used as the instrument for data collection. The nature of the instrument is self-developed which was adopted from other instruments in the same discipline, however the procedure for developing the Questionnaire is through the consultations of other instruments. The data collected was presented using statistical analysis.

Data Analysis

This part analysis response rate, types of SNS the students in Universities in Bauchi State are aware of, types of Social Networking Sites utilized for Information sharing, the reason(s)/purpose for using the SNS, challenges encountered and the measures taken in addressing the challenges.

Response rate

SN	Item Statement	F	%
1	No. of questionnaires administered	375	
2	No. of questionnaires returned	341	90.9%
3	No. of questionnaires Unreturned	34	9.1%
	TOTAL		100%

Table 1 show a total number of Three hundred and Seventy five (375) copies of questionnaires were administered to the respondents. Three hundred and Forty one (341) copies of questionnaires were returned dully completed and Thirty four (34) copies were not returned. Hence, the 341 copies of questionnaires returned duly completed were used for the study. This can be attributed to the academic engagement some of the students were engaged in as at when the researchers administered the copies of questionnaire.

Types of SNS students in Universities in Bauchi State are aware of

The respondents were asked to indicate the types of SNS students in

Universities in Bauchi State are aware of. Summary of their responses is presented below:

SN	SNS	F	%
1	Linkedin	27	7.9%
2	Facebook	72	21.1%
3	Instagram	37	10.9%
4	Skype	21	6.2%
5	MySpace	12	3.5%
6	YouTube	30	8.8%
7	Twitter	30	8.8%
8	Wechat	5	1.5%
9	Google∓	12	3.5%
10	Whatsapp	89	26.1%
11	LINE	2	0.6%
12	Snapchat	4	1.2%
	TOTAL	341	100%

Table 2 revealed that the types of SNS students in Universities in Bauchi State are aware of include Whatsapp (26.1%), Facebook (21.1%), Instagram (10.9%), Youtube (8.8%), Twitter (8.8%), Linkedin (7.9%), Skype (6.2%), Myspace (3.5%), Wechat (1.5%), Snapchat (1.2%) and LINE (0.6%).

Types of Social Networking Sites utilized

The respondents were asked to indicate the types of Social Networking Sites they utilize for Information sharing. Summary of their responses is presented below:

SN	SNS	F	%
1	Yahoo! Groups	22	6.5%
2	Linkedin	37	10.9%
3	Facebook	37	10.9%
4	Instagram	37	10.9%
5	Skype	21	6.2%
6	Tumbir	3	0.9%
7	MySpace	12	3.5%
8	Coolchat	7	2.1%
9	YouTube	37	10.9%
10	Viber	4	1.2%
11	Twitter	37	10.9%
12	Wechat	5	1.5%
13	Google∓	12	3.5%
14	Whatsapp	37	10.9%
15	SinaWeibo	3	0.9%
16	LINE	2	0.6%
17	Snapchat	4	1.2%
18	YY	4	1.2%
19	Vkontakte	2	0.6%
20	Pinterest.com	2	0.6%
21	Telegram.com	2	0.6%
22	Reddit	2	0.6%
23	Taringa	2	0.6%
24	Foursquare	2	0.6%
25	Others, Care2	8	2.3%
	TOTAL	341	100%

F=Frequency, %=Percentage

Table 3 revealed that the majority of the types of Social Networking Sites utilized for Information sharing by Undergraduate Students are Facebook (10.9%), Instagram (10.9%), Youtube (6.5%), Twitter (10.9%), Whatsapp (10.9%), Linkedin (10.9%). This shows that these SNS are highly accepted by the Undergraduate Students in the Universities in Bauchi. The reason for this might be because the users are influence to accept these SNS. Other types of SNS with medium utilization by the Undergraduate Students are Google

SN	Item Statement	F	%
1	It has better access to a variety of information	50	14.7%
2	It is faster in finding and making new friends	66	19.4%
3	It is better for sharing information	60	17.6%
4	It has good security and privacy features	33	9.7%
5	It is faster in navigation features	55	16.1%
6	It is updated regularly	49	14.4%
7	Others, clarity	28	8.2%
	TOTAL	341	100%

F=Frequency, %=Percentage

Table 4 reveals that in Universities in Bauchi State, the reasons/purpose students utilize SNS are that it is faster in finding and making new friends (19.4%), It is better for sharing information (17.6%), It is faster in navigation features (16.1%), It has better access to a variety of information (14.7%), It is updated regularly (14.4%), It has good security and privacy features (9.7%) and Others, clarity (8.2%).

Challenges associated with the utilization of Social Networking Sites

The respondents were asked to indicate the challenges they encounter in the Utilization of Social Networking Sites for Information sharing. Summary of their responses is presented below:

SN	Challenges	F	%
1	Poor security	55	16.1%
2	Limited Privacy	49	14.4%
3	Online addiction	34	10%
4	Time consuming on chatting activities	32	9.4%
5	The need for regular updating status	16	4.7%
6	Increase dependency on Online and Social Networking Sites	42	12.3%
7	Difficulty in navigation	16	4.7%
8	Cyber crime activities	29	8.5%
9	Poor internet Network	53	15.5%
10	Difficulty Login in	7	2.1%
11	Others, Virus attack	8	2.3%
	TOTAL	341	100%

TQ= Total Questionnaire, F=Frequency, %=Percentage

Table 5 reveals that in Universities in Bauchi, the major challenges associated with Undergraduate Students utilization of Social Networking Sites for Information sharing are; poor security (16.1%), poor internet Network (15.5%), increase dependency on Online and Social (12.3%), limited Privacy (14.4%) and time consuming on chatting activities (9.4%). This might be because of the general problems concerning technological service provision that developing countries like Nigerian encounter. These problems range from poor electricity, limited training of personnel in the field of Information Technologies and others. While the minor challenges associated with the Undergraduate Students utilization of SNS are online addiction (10%), cyber crime activities (8.5%). difficulty in navigation (4.7%), the need for regular updating status (4.7%), Virus attack (2.3%), and difficulty Login in (2.1%). The above data as interpreted implies that majority of Undergraduate Students face the challenges of poor security on Social Networking Sites and poor internet Network for accessibility. All users of SNS have their challenges which can affect the positive utilization to the detriment of their study, work, social gathering and other activities.

Measures taken in addressing the challenges

The respondents were asked to indicate how they address the challenges encountered. Summary of their responses is presented below:

SN	Item Statement	F	%
1	Frequency change my password	45	13.2%
2	Block and report any issue concerning hacking of my privacy	36	10.6%
3	Develop new area of interest	18	5.3%
4	Reduce time consumed on chatting activities	17	5%
5	Control the need for updating my status	30	8.8%
6	Use physical contact to reduce dependency on online and Social Networking Sites	12	3.5%
7	Reduce wasting time playing games	22	6.5%
8	Report Cyber crime activities	58	17%
9	Reconnect to a better Internet Network	63	18.5%
10	Change my Login in Strategies	26	7.6%
11	Others, scan for virus	14	4.1%
	TOTAL	341	100%

TQ= Total Questionnaire, F=Frequency, %=Percentage

Table 6 reveals the main measures taken by the Undergraduate Students in Universities in Bauchi State to address the challenges encountered with the utilization of SNS are; reconnecting to a better internet Network (18.5%), report cyber crimeactivities (17%), frequency change my password (13.2%) block and report any issue concerning hacking of my privacy (10.6%), control the need for updating my status (8.8%) and change my Login in Strategies (7.6%). This implies that there are measures taken Undergraduate Students to address many of the challenges associated with the use of SNS so that it would improve the level of utilization for better information sharing and other activities within and outside the Universities in Bauchi State. While other few Undergraduate Students undertake measures such as reduce wasting time playing games (6.5%), develop new area of interest (5.3%) use physical contact sometimes instead of dependency on Online and Social Networking Sites (3.5%), reduce time consumed on chatting activities (5%) and scan for virus on SNS (4.1%). The analysis implies that majority of Undergraduate Students reconnect to a better internet Network and the lowest measure undertaken is scanning of virus on SNS. Thus, some users can also bring the attention of the government to the challenges faced in the use of SNS in their environment, or suggest to the government since it will not be possible for you sometimes to go to the office of whoever is in authority.

Discussion of Findings

This study investigated the challenges encountered in the utilization of Social Networking Sites for Information sharing by Undergraduate Students in Universities in Bauchi. The discussion are based on 3 (three) research questions with the use of a cross sectional survey research design.

The types of SNS students in Universities in Bauchi State are aware of include Whatsapp Facebook, Instagram, Youtube, Twitter, Linkedin, Skyp, Myspace, Wechat, Snapchat and LINE.

The types of Social Networking Sites utilized for Information sharing by Undergraduate Students in the Universities in Bauchi are Facebook, Instagram, Youtube, Twitter, Whatsapp, Google± Skype, Yahoo! Groups, Linkedin, Others, Wechat, Snapchat, Coolchat, Myspace, Tumbir, LINE, Sina Weibo, Viber 0.1%, YY, VKontakte, Pinterest.com, Telegram.com, Reddit, Taringa and Foursquare. The reason for the utilization of different Social Networking Sites might be because of their attractive features and functions. Seiter (2008) observes that young people famously know and utilize different types of SNS for digital communications, instant messaging and cell phone texting to maintain their social responsibility.

The reasons/purpose students utilize SNS by students in Universities in

Bauchi State, are that it is faster in finding and making new friends, better for sharing information, faster in navigation features, better access to a variety of information,
updated regularly, good security and privacy features and clarity.

The challenges Undergraduate Students encounter in the utilization of Social Networking Sites are poor security, increase dependency on online, poor internet Network, the need for regular updating status and limited privacy. Others include cyber crime activities, time consuming on chatting activities, online addiction, difficulty in navigation and difficulty Login in. A research finding by Backstrom et al. (2016) has shown that effective communication via Social Networking Sites has not come without a great price as paying for a smart mobile device and internet connectivity is an economic challenge for those whom live in countries and places where the income is low.

Finally, the measures taken by Undergraduate Students in Universities in Bauchi State concerning how they address the challenges encountered include reconnecting to a better internet Network in situation where the network is poor. They also report cyber crime activities; frequent change of password to prevent unwanted searching of personal data. In addition to other ways they address their challenges, the Undergraduate Students change Login in strategies and block or report any issue concerning hacking privacy messages with control of the need for updating status.

Summary of Findings

1. The types of SNS students in Universities in Bauchi State are aware of are Whatsapp, Facebook, Instagram, Youtube, Twitter, Linkedin, Skype, Myspace, Wechat, Snapchat and LINE.
2. The study found out that the types of Social Networking Sites utilized for Information sharing by Undergraduate Students in Universities in Bauchi State are Facebook, Instagram, Youtube, Twitter, and Whatsapp.
3. The reasons/purpose students utilize SNS by students in Universities in Bauchi State, are that it is faster in finding and making new friends, better for sharing information, faster in navigation features, better access to a variety of information, updated regularly, good security and privacy features and clarity.
4. The study also found out that the major challenges Undergraduate Students in Universities in Bauchi State encountered in the utilization of Social Networking Sites for Information sharing are poor security, increase dependency on online and poor internet Network.
5. Finally, the study found that in addressing the challenges, the

Undergraduate Students check and reconnect to a better internet Network, report cyber crime activities, frequently change their password, change Login in strategies and block or report any issue concerning hacking privacy messages.

Recommendations

Based on the findings of the study and conclusions drawn, the following recommendations are made:

1. The University management should create more awareness on other types of SNS for students in Universities in Bauchi State which can be useful to their academics and non academic activities.
2. The University management should support the less utilized types of Social Networking Sites for information sharing in Universities in Bauchi State. This would give Undergraduate Students an opportunity to experience other types.
3. The Government should liaise with SNS companies to improve SNS services for better encouragement so as to have more reasons/purpose of their positive utilizations.
4. The Government and University management should both assist Undergraduate Students in addressing many of the challenges they face in utilizing Social Networking Sites for Information sharing by providing improve security, improved internet network, affordable or free Internet facilities, subsidise Technologies and provide orientation for the Undergraduate students on the need to utilize SNS for development.
5. Finally, Government and other stakeholders should improve internet services for a better internet Network, develop platform for reporting cyber crime activities, improve protection for frequently change of password, change Login in strategies and block or report any issue concerning hacking privacy messages.

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