

# Use of Social Media by Students of Jigawa State College of Education, Gumel, Jigawa State -Nigeria

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**Abstract:** The study investigated use of social media platforms by students of Jigawa State College of Education, Gumel. Two objectives guided the research work which includes; to examine the types social media platforms mostly used by students of Jigawa State College of Education, Gumel, and to identify the benefit derived from using the social media platforms. The research design adopted was a cross-sectional survey research design using questionnaire as instrument. The target population was 1295 with a sample size of 259. The researchers used a simple random sampling technique. The study found out that the types of social media platforms utilized by students in Jigawa State College of Education, Gumel were Facebook, Tiktok, Instagram, youtube, Twitter and Whatsapp and the challenges encountered in the utilization of Social Media Platforms include poor security, increased dependency on online platforms and poor internet network. In addressing the challenges, the students in the college under study used to 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. In conclusion the students in Jigawa State College of Education, Gumel were more positive in their acceptance and utilization of Social Media Platforms for sharing different types of information despite the challenges encountered. The study recommended that students need be oriented about the different types of social media available. And, the benefit derived to their academic activities.

**Keywords:** Social Media Platforms, Use, Students, Jigawa State College of Education, Gumel.

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## I. INTRODUCTION

The technological revolution, particularly the widespread adoption of social media worldwide has fundamentally changed how humans interact, consume information, and conduct their daily lives, according Kemp (2026) over 6 billion people now use the internet globally. social media conferences and workshops should be organized for students at all levels especially those in the tertiary institutions on how to integrate social media tools, platforms, and other internet tools in to their academic/research lives.

Sodipe, Abdullah, Ibeachusim, & Adeleye (2025) explained that, this technology has brought about social media sites such as Tiktok, Twitter, Yahoo Messenger, Facebook

Messenger, Blackberry Messenger (BBM), Whatsapp, Instagram, 2go messenger, Skype, Google Talk, Google messenger, iPhone and Androids.

Mole (2025) is of the view that, students can use social networks not only for leisure and personal socialization but also as a means for more meaningful and serious deliberations on academic works, research works, sharing links, online learning, finding job and business , doing assignment, communications, storing academic information , messaging on academic works, updates, getting in touch with classmates, organizing and analyzing complex of academic information, sharing materials with others, improving academic time management, group meetings, revision, coursework enquiries, social support about academic matters, venting about

coursework and tutors, and even video interaction and communication with lectures.

Students pursuing National Certificate in Education (NCE) serves a foundation for higher qualifications in education such as B.Ed. or postgraduate studies. The aim of producing NCE (National Certificate in Education) teachers is to prepare qualified teachers who can effectively teach at the basic and junior secondary school levels and contribute to national educational development. (National Commission for Colleges of Education, 2026). Emphasized on reviewing the Nigerian Certificate in Education (NCE) minimum standards, aimed at improving the quality, relevance, and effectiveness of teacher education in Nigeria. Also, to prepare future teachers to operate effectively in technological –driven classroom there's need for digital competencies, including Artificial Intelligence AI awareness, ethical use of emerging technologies, data literacy, and adaptive digital divides.

The influence of social Medias on students' academic activities cannot be overemphasized. Social media platform improve students' academic activities. It helps students to achieve their study/research within their institution's premises and beyond, irrespective of time and space. It is on this basis that the study uses a cross – sectional research design to investigate the use of social media platform by students of Jigawa State College of Education, Gumel and the benefits derived.

#### ➤ *Statement of the Problem*

The popularity of social media platforms (SMPs) has attracted its use for information sharing among students in Jigawa State College of Education, Gumel. This is in agreement with research finding of Kayode, Emmanuel, Oluwagapupo (2022) they opined that, most if not all students, of university of Ibadan, actively engage in social media platform. This is because it is less expensive, accessible and user friendly. It is no longer news; social media has directly or indirectly affects student's academic achievement. Yet some students used it negatively which negatively affects academic performance of the students.

Ideally social media gives room for students to conduct assignment, research, and share ideas with colleagues. It is also a common sight to see a student's chatting in sensitive and highly organized places like church, mosque and lecture examination hall. Henceforth, based on this background this research was conducted to ensure that student's in Jigawa State College of Education, Gumel and sister institutions in Jigawa State and the country at large judiciously used social media to improve their research and academic activities.

#### ➤ *Objective of the Research*

- To examine the types of social media platforms that are mostly used by students of Jigawa State College of Education, Gumel.

- To identify the benefits derived by using social media platforms by students of Jigawa State College of Education, Gumel.

## II. REVIEW OF RELATED LITERATURE

Social media platforms 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. Emiri and Pokubo (2021) the aim of this study is to ascertain the extent of adoption of social media in university libraries. All eight university libraries in Delta and Edo States of Nigeria were selected Using survey design, a sample of 77 librarians were selected through census sampling technique. The present study investigate social media platform use by students in Jigawa State College of Education, Gumel. And also, uses cross-sectional survey research design.

Joseph, Mathias, and Pantuvo (2024) conducted a study on intrigues of social media protest in Nigeria: Notes from the 2024 end bad governance protest, the research adopted a mixed approach, employing content analysis of 1,000 posts accross Twitter, Facebook, Instagram, YouTube, and WhattApp to explore protest strategies, authority responses, and the impact of social media on protest outcomes. Findings revealed that Twitter facilitated rapid information dissemination, while Facebook fostered community building. The method disagree with this research as it used mixed method, while, the present study used quantitative method.

Hordeman and Chao (2016) found out that many types of SMP have revolutionized the way we communicate, interact and socialize. The gap in knowledge is that choosing the right type of SMP to satisfy user needs could be challenging as many types of SMP may not necessarily meet the needs of its users. Some types of SMP 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 SMP utilized by students of Jigawa State College of Education, Gumel. In the Nigerian situation where many people cannot afford new technologies. The researchers begin to wonder whether users like the NCE Students in Jigawa State College of Education, Gumel are economically hindered from utilizing new technologies.

Philips (2020) conducted a study on, smart device use and reading habits of private secondary school students in Ibadan identified out that mobile smart device play a crucial role among factors which can condition learning and reading habits. Also, emphasized that mobile smart phone can be a great source of destruction for secondary schools students in class room. This is because the smart devices provide students with access to texting, games, etc. In this regards, students in Jigawa State College of Education, Gumel have to be oriented on the positive and negative effects of social media platforms.

**III. METHODOLOGY**

To achieve the objectives of this study, cross-sectional survey research design was adopted. It is appropriate for the study and can be used to collect data from a sampled population or respondents at a single period of time. The population of the study comprises one thousands two hundreds and ninety five (1295) Nwana’s (2007) formula for determining sample size was used to arrived at 259.

Table 1: Types of Social Media Platforms that are Utilized by the Students in Jigawa State College of Education, Gumel

| S/N | Options     | Frequency | Percentage % |
|-----|-------------|-----------|--------------|
| 1.  | Facebook    | (128)     | 87.7%        |
| 2.  | WhatsApp    | (112)     | 76.9%        |
| 3.  | Twitter     | (102)     | 69.9%        |
| 4.  | Messenger   | (87)      | 59.6%        |
| 5.  | Snapchat    | (116)     | 79.5%        |
| 6.  | Instagram   | (108)     | 74.0%        |
| 7.  | Badoo       | (95)      | 65.1%        |
| 8.  | Zoom        | (115)     | 78.8%        |
| 9.  | Telegram    | (90)      | 61.6%        |
| 10. | Flickr      | (8)       | 5.5%         |
| 11. | Tiktok      | (110)     | 75.3%        |
| 12. | Eskimi      | (98)      | 67.1%        |
| 13. | Quantcast   | (1)       | 0.7%         |
| 14. | Youtube     | (102)     | 69.9%        |
| 15. | Google Mail | (33)      | 26.6%        |

Source: Field Survey, 2026

Table 1 shows different types of social media platforms that were utilized by students of Jigawa State College of Education, Gumel, were facebook 128 representing 87.7%, Twitter 102 representing 69.9% WhatsApp 112 representing 76.7% Messenger 87 representing 59.6%, Snapchat 116 representing 79.5% Instagram 108 representing 74.0% Badoo 95 representing 65.1%, Zoom 115 representing 78.8% Telegram 90 representing 61.6% Flickr 8 representing 5.5%, Tiktok 110 representing 75.3% Eskimi 98 representing 67.1% Quantcast 1 representing 0.7%, Youtube 102 representing 69.9% Google mail 33 representing 22.6% respectively.

Table 2: Benefits Derived from Using Social Media Platforms by Students of Jigawa State College of Education, Gumel.

| S/N | Options  | Frequency | Percentage % |
|-----|--|-----------|--------------|
| 1.  | Keep you up-to date with assignments   | (128)     | 87.7%        |
| 2.  | Promote Education  | (102)     | 69.9%        |
| 3.  | Helps to be aware of every change related to classes and academic activities | (110)     | 75.3%        |
| 4.  | Spread information with  | (98)      | 67.1%        |

|    | ease                                     |       |       |
|----|--|-------|-------|
| 5. | Helps you obtain informational resources | (102) | 69.9% |

Source: Field Survey, 2026

Table 2 shows the benefits derived from using social media platforms, the option keep you up-to-date with assignment 128 representing 87.7% , promote education 102 representing 69.9%, while, help you to be aware of every change related to classes 110 representing 75.3%, spread information with ease 98 representing 61.1% and finally, helps you obtain informational resources 102 representing 69.9% respectively.

**IV. DISCUSSIONS OF FINDINGS**

Data gathered from this study showed that, different types of social media platforms were utilized by students of Jigawa State College of Education, Gumel, such as facebook, Twitter, WhatsApp. The benefits derived from using social media platforms, the option keep you up-to-date with assignment, promote education while, help you to be aware of every change related to classes, spread information with ease and finally, helps you obtain informational resources. This finding collaborate with finding Philips (2020) conducted a study on, smart device use and reading habits of private secondary school students in Ibadan identified out that mobile smart device play a crucial role among factors which can condition learning and reading habits. Also, emphasized that mobile smart phone can be a great source of destruction for secondary schools students in class room. This is because the smart devices provide students with access to texting, games.

On the other hand, the benefit derived from using social media platform, shows the benefits derived from using social media platforms, the option keep you up-to-date with assignment 128 representing 87.7%, promote education 102 representing 69.9%, while, help you to be aware of every change related to classes 110 representing 75.3%, spread information with ease 98 representing 61.1% and finally, helps you obtain informational resources 102 representing 69.9% respectively. This disagree with findings of Emiri and Pokubo (2021) opined that Social media can be described as any online form that can allow its users to connect each other, share media content, distribute information and build social interaction. Social media platforms are modern interactive communication channels through which people connect to another, share ideas, experiences, pictures, message and other information of interest.

**RECOMMENDATIONS**

- There is need for constant awareness and orientation on the different types of social media platforms available.
- Students should be trained on the benefits and side effect of social media on their academic activities.

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