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### Abstract

*The utilization of social media has witnessed significant surge in Nigeria, as millions of individuals use these applications to interact, create, share or establish connections with their acquaintances, and participate in learning, social networking and political discussions. This study seeks to examine the influences and prospects associated with social media utilization and affordance among users in Nigeria. The study utilized survey research design and is descriptive. The findings indicate that Nigerian social media users primarily utilize these platforms for the purposes of establishing connections with friends and close relatives, receiving updates and knowledge, and engaging in social and political discussions. The study also identifies key affordances of social media use in Nigeria, including the ability to access a wide range of information and connect with diverse groups of people. It was discovered that, the utilization of social media in Nigeria is influenced by various demographic factors, including but not limited to age, gender, income, and education. It was found that Social media engagement is higher among younger Nigerians, particularly on platforms such as Facebook, Twitter and Instagram, compared to their older counterparts. The impact of internet access and smart phone affordability on social media usage in Nigeria is a significant consideration in terms of accessibility. The study recommends that, social medias should be a fundamental drive for individuals to socialize, acquire knowledge and engage in decent social life. Nigerians should recognize their communal lifestyle. Social media platforms should therefore offer a means for Nigerians to establish connections and engage in productive communication such as to access news, information, and educational content. It is recommended that social media platforms should not be used to promote hate speech and create discord in the society rather it should be used for offering functionalities that augment learning, social interaction and peaceful co-existence.*

**Keywords:** social media, affordance, utilization, Nigeria, internet

### Introduction

The term "Social media affordances" pertains to the distinct functionalities and capacities of social media platforms that facilitate online interaction and communication among users. The concept of social media utilization involves the manner in which individuals employ social media platforms to attain their desired aims and objectives. The utilization of social media in Nigeria has experienced a rapid growth in recent times, which can be attributed to the increased penetration of the internet and the proliferation of mobile devices. Social media platforms, such as Facebook, Twitter, Instagram, and WhatsApp, have gained immense popularity in Nigeria, with a significant number of users leveraging them to establish social connections, disseminate news and information, and facilitate learning and commercial activities. The capacity of



social media to enable communication and social interaction is a significant affordance in Nigeria. social media has emerged as a potent instrument for political mobilization and activism, with numerous Nigerians utilizing social media platforms to coordinate and engage in protests and demonstrations. The dissemination of news and information is a significant affordance of social media in Nigeria. The utilization of social media as a primary news outlet has become prevalent among Nigerians, particularly the youths who exhibit a greater inclination towards accessing news via online platforms as opposed to conventional media channels. In Nigeria, the employment of social media exhibits both favorable and unfavorable implications. Although social media has the capacity to enhance communication, education, social engagement, and information accessibility, it also has the potential to disseminate false information, exacerbate social turmoil, and enable illicit conduct. Hence, it is imperative for social media users in Nigeria to exercise caution in their consumption and dissemination of information, while the government and social media platforms should implement measures to mitigate the propagation of false news and misinformation. This study seeks to examine the social media affordance and utilization among users in Nigeria.

*Social media*

*.....group of Internet-based technologies that allows users to easily create, edit, evaluate, and/or link to content or to other creators of content*



(c.f., Kaplan & Heinen2010)

**Statement of the Problem**

The multifaceted nature of the problem surrounding the utilization of social media and its affordance by users in Nigeria is a matter of concern. Insufficient knowledge and education regarding the appropriate and efficacious utilization of social media platforms has resulted in a considerable proportion of users engaging in improper usage of the platforms. The act of misuse can manifest in various forms such as disseminating inaccurate data, perpetrating online harassment, or participating in discriminatory rhetoric.

An escalating apprehension has emerged regarding the confidentiality and protection of individuals' personal data, given that numerous social media platforms have been discovered to gather and exploit information without the explicit permission or awareness of their users.

The utilization of social media in Nigeria has been associated with the dissemination of false information and counterfeit news, resulting in occurrences of aggression, uprisings, and fatalities. The matter of internet connectivity and access to dependable and reasonably priced internet services also impacts the utilization of social media platforms in Nigeria. The intricate matter of social media affordance and utilization among users in Nigeria necessitates a multifaceted solution and that is the reason for undertaken the study.

### **Objective of the Study**

The general objective of the study is to examine the social media affordance and utilization among users in Nigeria; while the specific objectives are to;

- i. Ascertain the primary motivations for Nigerian Social media users to engage with social media platforms.
- ii. Determine how the Nigerian Social media users utilize the various affordances of social media platforms, such as user-generated content, sharing, commenting, and networking.
- iii. Find out how social media affordances facilitate communication and social interactions.
- iv. Find out the factors that influence Nigerian Social media users' adoption and usage of social media platforms.

### **Research Questions**

The study seeks to answer the following research questions;

- i. What are the primary motivations for Nigerian Social media users to engage with social media platforms?
- ii. To what extent do the Nigerian Social media users utilize the various affordances of social media platforms, such as user-generated content, sharing, commenting, and networking?
- iii. How do social media affordances facilitate communication and social interactions?
- iv. What are the factors that influence Nigerian Social media users' adoption and usage of social media platforms.?

### **Literature Review**

Social media involves to interactive technological platforms that facilitate the creation and dissemination of information, ideas, interests, and diverse modes of expression within virtual networks and communities<sup>1</sup>. Despite the existing challenges surrounding the definition of social media, it remains a subject of ongoing discourse. Due to the existence of a wide variety of self-contained and

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<sup>1</sup>Kietzmann, J. H.; Hermkens, K. "social media? Get serious! Understanding the functional building blocks of social media"(2011).

integrated social media platforms, there are certain common characteristics that they share. Social media is a collection of interactive Internet-based applications that are classified under the category of Web 2.0<sup>2</sup>. The primary component of social media is user-generated content, which encompasses written posts and comments, multimedia such as images and videos, and information generated from online engagements. Within the realm of social media platforms, individuals create and maintain service-specific profiles that are generated by the corresponding organization. The employment of social media enables the progression of digital social interactions by means of connecting an individual's personal profile with those of other entities or groups<sup>3</sup>. The utilization of the term "social" in reference to media refers a prioritization of user needs and preferences by the platforms, thereby enabling interactive and interactive participation. Social media can be defined as digital platforms that facilitate or enhance human networks, consisting of individuals who enhance social interconnectedness. Social media platforms are commonly utilized by individuals through web-based interfaces on personal computers or by installing applications that offer social media features on their portable devices, such as smartphones and tablets. The utilization of electronic services by users has led to the development of interactive platforms that facilitate the sharing, co-creation, discussion, participation, and modification of user-generated or self-curated content on the internet by individuals, communities, and organizations<sup>4</sup>. In addition, social media platforms function as a tool for documenting personal experiences, acquiring knowledge, exploring new interests, promoting self-image, and establishing social relationships. Moreover, they facilitate the dissemination of novel ideas through the creation of blogs, podcasts, videos, and gaming websites<sup>5</sup>. The growing domain of technological self-studies is focused on the dynamic interplay between humans and technology as it continues to develop over time. A number of social media platforms, each with a registered user base exceeding 100 million, include Twitter, Facebook (inclusive of its affiliated Messenger), WeChat, ShareChat, Instagram, QZone, Weibo, VK, Tumblr, BaiduTieba, and LinkedIn. Several digital platforms, including but not limited to YouTube, QQ, Quora, Telegram, WhatsApp, Signal, LINE, Snapchat, Pinterest, Viber, Reddit, Discord, TikTok, and Microsoft Teams, are sometimes classified as social media services, contingent upon the particular viewpoint adopted. Wikis are a prime example of the collaborative creation of content<sup>6</sup>.

Social media platforms possess several distinguishing features when compared to traditional media outlets such as print magazines, newspapers, TV, and radio broadcasting. These features include attributes such as quality, reach,

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<sup>2</sup>Obar, Jonathan A.; Wildman, S. "Social media definition and the governance challenge: An introduction to the special issue". *Telecommunications Policy*. 39 (9) (2015). 745-750

<sup>3</sup>Obar, *ibid* 2011

<sup>4</sup>Schivinski, Bruno; Brzozowska-Woś, Magdalena; Stansbury, Ellena; Satel, Jason; Montag, Christian; Pontes, Halley M. "Exploring the Role of Social media Use Motives, Psychological Well-Being, Self-Esteem, and Affect in Problematic Social media Use". *Frontiers in Psychology*. (2012). 11: 3576

<sup>5</sup>Schurgin O'Keeffe, Gwenn; Clarke-Pearson, Kathleen. "The impact of social media on children, adolescents, and families". *Pediatrics*. 127 (4): (2011)800-804.

<sup>6</sup>Schurgin O'Keeffe, Gwenn; Clarke-Pearson, Kathleen, *ibid*, 2011

frequency, usability, relevancy, and permanence<sup>7</sup>. In addition, it can be observed that social media platforms operate within a dialogic transmission paradigm, whereby various sources engage in communication with multiple recipients. Conventional media platforms function under a monologic transmission model, where a solitary source imparts information to numerous recipients. In contrast, the user's text implies a different approach. For instance, a periodical publication is distributed to a multitude of readers, whereas a radio network broadcasts uniform content to an entire metropolitan region<sup>8</sup>.

Within the context of this research, social media is defined as online platforms and software that facilitate the generation and dissemination of user-generated content or enable individuals to engage in social networking activities. Digital platforms enable interpersonal communication, information and idea exchange, and online social interaction among individuals. The term "Social media" refers to a variety of platforms that include social networking sites (such as Facebook and LinkedIn), microblogging services (such as Twitter and Tumblr), and photo and video-sharing applications (such as Instagram and TikTok), among other examples. The employment of social media has emerged as a pivotal tool for communication and has transformed the way in which people interact with each other, both in personal and professional domains.

#### **Understanding the use of social media affordance and utilization among users**

The subsequent variables hold significance in comprehending the utilization, affordance, and usage of social media among its users<sup>9</sup>:

- i. The choice of social media platform utilized by users can have an impact on the available affordances and the manner in which users interact with the platform. Examples of such platforms include Facebook, Twitter, and Instagram.
- ii. Affordances refer to the distinct attributes and capabilities of social media platforms that empower users to engage in various activities, including but not limited to creating and publishing content, expressing approval, exchanging messages, and disseminating information.
- iii. Demographic information of the user: The utilization of social media and the prioritization of affordances by users can be influenced by various demographic factors, including but not limited to age, gender, income, and education.
- iv. The motivations behind users' engagement with social media platforms include connecting with acquaintances and loved ones, staying up-to-date with current events, seeking entertainment, and promoting their business or personal brand.

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<sup>7</sup>Tao, Xiaohui; Huang, Wei; Mu, Xiangming; Xie, H.. "Special issue on knowledge management of web social media". *Web Intelligence*. 14 (4): (18 November 2016). 273–274

<sup>8</sup> Pavlik, John; MacIntoch, Shawn. *Converging Media* 4th Edition. New York, NY: Oxford University Press. (2015)p. 189.

<sup>9</sup>Jonah, A. *Social Networking: The New Nigeria*. The Bug (8<sup>th</sup> edition). P.2 what you should know about social networking. *Awake Magazine*: February, 2012 (2013).

- v. User behavior refers to the manner in which individuals interact with social media platforms, encompassing factors such as the frequency of usage, the nature of content engagement, and the style of engagement with other users.
- vi. Social influence refers to the effects of social media utilization on social norms, relationships, and conduct. This includes the dissemination of viral content, the sway of social media influencers, and the establishment of virtual communities.
- vii. Technological literacy refers to the degree of proficiency and ease with which individuals engage with technology, and this can have implications for their capacity to leverage various features available on social media platforms.
- viii. The impact of cultural differences on social media usage and the significance of various affordances to users in different regions of the world can be attributed to variations in social norms, values, and behaviors across diverse cultures.

The concept of user satisfaction pertains to the degree to which individuals experience a sense of contentment with their utilization of social media. This factor can have a significant influence on their ongoing involvement with the platform, as well as their level of engagement with various features and functionalities<sup>10</sup>.

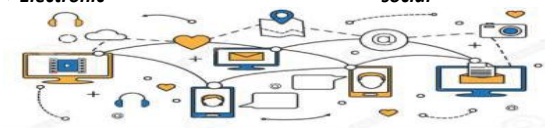
**Dimensions of social media**

**New capabilities embodied in:**



✓**Technologies as microblogging**  
(such as employee uses of Twitter or Chatter),  
wikis, RSS feeds, social tagging, innovation challenges,

✓**Electronic social networks.**



**Decoding Social media**

“computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

<sup>10</sup>Jonah, ibid



*"Websites and applications that enable users to create and share content or to participate in social networking."<sup>11</sup>*

#### **Social media Bang in Africa: From the 90s**

According to ICT Development Index<sup>11</sup>, Social media Bang in Africa from the 90s has following phenomenon:

##### ***Social Media Bang in Africa: From the 90s***

□ *Africa took the lead in the global shift from fixed to mobile telephones,*

□ *"Rarely has anyone adopted mobile phones faster and with greater innovation "*

*-UN International Telecommunications Union Dec.2010*

□ *Internet-based tools and platforms that allow people to interact with each other much more than in the past.*

□ *"when Africans go online (predominantly with their mobile phones) they spend much of their time on social media platforms (Facebook, Twitter, YouTube and so on)*

*Source; Measuring the Information Society: The ICT Development Index, 2009*

Rarely has anyone adopted mobile phones faster and with greater innovation<sup>12</sup>

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<sup>11</sup>Ayanso, Anteneh, Danny I. Cho, and KaveepanLertwachara. "ICT development index and the digital divide." (2011).

<sup>12</sup>UN International Telecommunications Union, (2010)

Hopes and interests for Social media in Africa



1. 16millionNigerians  
5.5millionKenysansareactiveusersonFacebookasofJune2016.
2. Facebook CEO looks for more“ likes” from Africa Facebook’s exponential growth in Africa is attracting international attention<sup>13</sup>

**Affordance: Concept and Application**

1. Affordance is derived from afford...to make available or provide naturally (Marriam Webster, n.d)

The perception of functional attributes of object by an agent in their environment<sup>14</sup>. Varies depending on the context (time & space)they are observed by the agent doing the observation



<sup>13</sup> ICT Development Index

<sup>14</sup> Gibson, James J. "The theory of affordances." *Hilldale, USA* 1, no. 2 (1977): 67-82.



**Fig. 1. Tree affordance as perceived by; bird, person, monkey, Squirrel  
Types of Social media's Affordances**

- i. Meta voicing
  - ii. Triggered attending
  - iii. Network informed associating
  - iv. Generative role taking
2. There are mechanisms that when activated will have positive effect of moving the conversation strategies enablers.
  3. Affordances and social media  
Groups gain experience in digital contexts with affordances and norms that enable interaction<sup>15</sup> Feedback loop of personal and social use of affordances creates consistent behaviours<sup>16</sup> Interaction is moving from space-time constraint to affordance-based constraint<sup>17</sup>Architecture of particular environment matters; Social media architecture is shaped by their affordances<sup>18</sup>

**Most popular social networking services in Nigeria according to Wikipedia 2022**

The following is a list of the most popular social networking services based on the number of active users as of January 2022 per Statista<sup>19</sup>

<b>Social networking services with the most users, January 2022</b>			
#	Network Name	Number of Users (in millions)	Country of Origin
1	Facebook	2,910	United States
2	YouTube	2,562	United States
3	WhatsApp	2,000	United States

<sup>15</sup>Bradner, Scott, and Jim McQuaid. Benchmarking methodology for network interconnect devices. No. rfc2544. 1999.

<sup>16</sup>Chalmers, David. The representational character of experience." In *The future for philosophy*. Clarendon Press, 2004.

<sup>17</sup>Hogan, Anna. Affordances of social media." *Asia Pacific Journal of Education* 39, no. 3 (2008): 391-403.

<sup>18</sup>Boyd, Danah. "Social network sites as networked publics: Affordances, dynamics, and implications." In *A networked self*, pp. 47-66. Routledge, 2010.

<sup>19</sup>Wikipedia. list of the most popular social networking services based on the number of active users as of January 2018 per Statista, 2018

**Social networking services with the most users, January 2022**

#	Network Name	Number of Users (in millions)	Country of Origin
4	<a href="#">Instagram</a>	1,478	United States
5	<a href="#">WeChat</a>	1,263	<a href="#">China</a>
6	<a href="#">TikTok</a>	1,000	China
7	<a href="#">Facebook Messenger</a>	988	United States
8	<a href="#">Douyin</a>	600	China

**Social media Affordance Process**



An affordance (interactivity of a website) conveys a certain cue (invite to live chat) that triggers a heuristic (service) leading to an automatic deduction that good service means good quality of information, thus leading to a higher level of credibility<sup>20</sup>.

**Affordances in Twitters**



Four widely known affordances in twitters:  
 @mention–used to mention, direct messages at, and or to reply to users  
 #hashtag–used to contextualize or categorise the message  
 URL\_link–used to connect tweet to another information source  
 ReTweet(RT)-used to resend another’s tweet<sup>21</sup>

**Social media Utilization**

4. Upsurge of Mobile chat apps in Nigeria
5. The Allure;

<sup>20</sup>Jonah, ibid, 23  
<sup>21</sup>Jonah, ibid, 26

6. Mobile chat apps perform well in lower bandwidth and use less data.
7. Mobile chat cheaper than SMS
8. Preferred Medium;
9. Microblogging; Fast, interactive, hierarchy free, content truly infinite.
10. Blogging; a  
traditional medium, accountable to both audience and blogger, effective way to engage and share on Facebook, Twitter, tik-tok Pinterest, YouTube, Instagram LinkedIn, Google+<sup>22</sup>

#### **African Perception/Attitude towards social media**

According to Hot suite, 2018, 80% Social media users offer more opportunities than risks; 70% preferred for completing digital tasks; 68% data privacy and protection key; 70% view ads as distraction while 62% delete cookies to protect privacy. Source: Boosting Afropreneurs

- i. Training of software developers
- ii. Skills acquisition on repairs hardwares and accessories development
- iii. \$24million donation from the Chan Zuckerberg Initiative (CZI) in June 2016.
- iv. 200 software related Engineers trained out of a target 10,000 in 10 years
- v. New career frontier for African huge unemployed population
- vi. Number of subscribers in Africa increased by 732.8% between 2010 and 2016

#### **Gains and pains of social media use in Nigeria**



- i. Speed has its disadvantage because once a wrong information goes into social media ,it's very difficult to retrieve it"
- ii. Borderless and barrier-free society where exchange of ideas, thoughts, feelings and all forms of communications are virtually not restricted.
- iii. Interacting freely engenders cross fertilization of ideas and building of relationships
- iv. Unlimited access to the "good, bad and ugly Emerging loss of control

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<sup>22</sup> Jonah, ibid, 27

- v. A looming political and social risk
- vi. Mutual vulnerability and gains for all
- vii. Virtual and more flexible lifestyle
- viii. Enablers as agents of creativity

**Benefits of being connected to social media<sup>23</sup>**

- 88% access to information
- 87%connectingwithfriends+family
- 80%entertainment
- 76%accesstoeducation+learning
- 74%accesstoservices(e.g. health, banking)

**Coping with connectivity Challenges in Nigeria**

Challenges	Workarounds
86% say spotty network coverage prevents them from being online as much they would like	38%havemultipleSIMcards
31% say an unreliable supply of electricity prevents them from being online as much as they would like	34%keeptheirphoneoffuntilneeded
67%despitetheseworkarounds,run Out of data weekly	46%keepdataoffbydefault

Sources: .....Ayanda,2018.

**The Categories of social media in Nigeria**

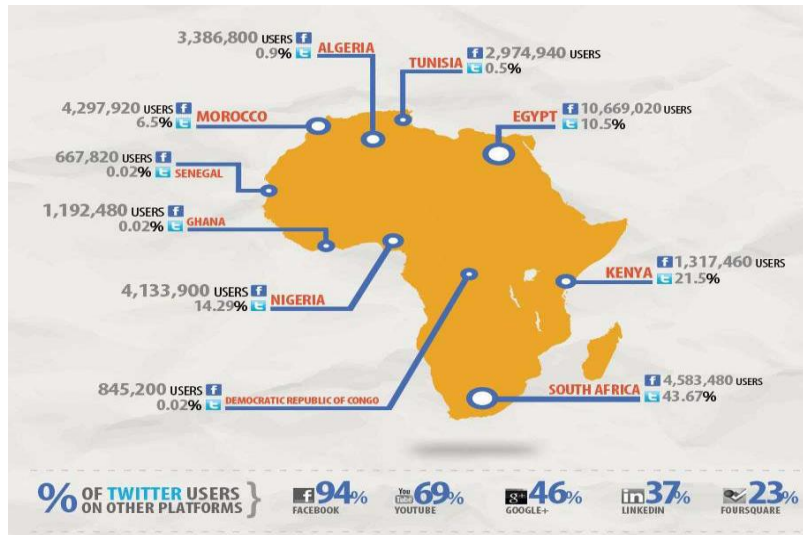
- Social News
- Bookmarking sites
- Social Networks
- Media sharing
- Blogs and forums
- Micro Blogging

**Preferred media sites in Nigeria**

Google, Google Nigeria, Facebook. Yahoo, YouTube, Blogger, Nairaland, LinkedIn, Twitters and Wikipedia. Social media utilization in Africa: Facebook & Twitters

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<sup>23</sup>Sasau, D. D. Research Expert covering primarily society and agricultural topics for Africa, particularly Ghana and Nigeria. (2018). <https://www.statista.com/statistics/1176096/number-of-social-media-users-nigeria/>



### Theoretical Framework

The application of the Uses and Gratification Theory (UGT) was employed to elucidate the impact of social media on the academic output of students. The Uses and Gratification Theory (UGT) is a theoretical framework that seeks to comprehend the motivations and mechanisms behind individuals' active pursuit of particular media for the purpose of fulfilling specific needs. Blumler and Katz are credited with the inception of the concept in the 1970s<sup>24</sup> as a response to the conventional mass communication research that placed emphasis on the sender and the message. The inquiry centers on the impact of media on individuals, as opposed to the actions individuals take with regard to media. The text examines the intentional selection of media by users to fulfill specific needs, such as acquiring knowledge, achieving relaxation, engaging in social interaction, seeking diversion, or pursuing escapism.

The concept of Uses and Gratification refers to the study of how individuals utilize media to fulfil their needs and desires. It explores the ways in which people actively seek out and engage with various forms of media in order to satisfy their personal goals and motivations. This approach emphasizes the active role of the audience in shaping their media consumption patterns and highlights the importance of understanding the diverse needs and preferences of media users. Functional theory, also known as theory, explores the social and psychological origins of needs that give rise to expectations of mass media. These expectations, in turn, lead to varying patterns of media exposure, ultimately resulting in the gratification of needs and other unintended

<sup>24</sup>Blumler, Jay G., and Elihu Katz. "The Uses of Mass Communications: Current Perspectives on Gratifications Research. Sage Annual Reviews of Communication Research Volume III." (1974).

consequences<sup>25</sup>The aforementioned concept is entirely focused on catering to the audience's needs, which may include but are not limited to surveillance, excitement, guidance, relaxation, tension release, socialization, escape, and integration. In order to satisfy these requirements, it is imperative to acknowledge that the audience of mass media may be categorized into low, middle, or high post-brow groups.

The utilization of media and the benefits derived from it, commonly referred to as exposure and gratification, respectively, are contingent upon the requirements of the audience members. These requirements may encompass the acquisition of knowledge, amusement, self-worth, and social status. Communication scholars have demonstrated through the framework of uses and gratifications research that individuals engage in a selective process of media consumption, opting to consume only those messages that fulfill their specific needs and desires. This phenomenon is observed across various geographical locations.<sup>26</sup>

The Uses and Gratification approach places emphasis on the motivations of audience members when making consumption choices and the resulting consequences of their intentional media use. In other words, individuals select the information, interpret it, and subsequently take action based on their interpretation. The statement acknowledges the interactive nature of media and its audience. The approach is focused on the audience and caters to their requirements, including but not limited to monitoring, personal identification, social interaction, and knowledge acquisition. Thus, the needs of individuals are derived from their unique differences. The categorization may be determined by factors such as gender, ethnicity, and level of educational attainment. The utilization of social media is driven by individual or entity-specific needs, as users seek to fulfill these needs through their engagement with these platforms<sup>27</sup>.

### Empirical Review

The study conducted by Vaast, Emmanuelle, Hani Safadi, Liette Lapointe, and Bogdan Negoita<sup>28</sup>aimed to investigate the novel ways in which social media facilitates organizational and collective engagement. The notion of connective action has been proposed to describe novel types of collective involvement, wherein participants collaborate to generate and disseminate material centered around a shared concern. However, further investigation is required to determine how the utilization of social media facilitates connective action. The utilization of mixed methods analyses in examining microblogging during the Gulf of Mexico oil spill has provided valuable insights. These analyses have demonstrated how various actors adopted emerging and interdependent roles,

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<sup>25</sup>Kats, V. G. "Infinite-dimensional Lie algebras and Dedekind's  $\eta$ -function." *Functional Analysis and its Applications* 8, no. 1 (1974): 68-70.

<sup>26</sup>Rosengren, Karl Erik. "Time and literary fame." *Poetics* 14, no. 1-2 (1985): 157-172.

<sup>27</sup>Okunna, C. S. (1996). Portrayal of women in Nigerian home video films: Empowerment or subjugation? *Africa Media Review*, 10, 21-36.

<sup>28</sup>Vaast, Emmanuelle, Hani Safadi, LietteLapointe, and BogdanNegoita. "Social media Affordances for Connective Action." *MIS quarterly* 41, no. 4 (2017): 1179-1206.

each with their unique patterns of feature use. The results enable us to further expound on the notion of connective affordances as affordances at the collective level that are implemented by individuals in team roles that are interdependent. The concept of connective affordances expands the scope of research on affordances as a relational construct. It encompasses not only the interactions between users and technology, but also the nature of interdependence among users and the resultant impact on their ability to utilize the technology. The present study makes a valuable contribution to the existing body of research on the utilization of social media by closely examining how specific usage patterns of its features give rise to novel roles. This study contributes to the field of Information Systems (IS) scholarship by examining the collective utilization of technology. Specifically, it explores the interdependent relationship between the patterns of feature usage among emerging groups of actors.

Costa, Elisabetta<sup>29</sup> conducted an examination. This paper presents an ethnographic critique of the logic and context collapse of social media through the lens of affordances-in-practice. This article utilizes data collected through ethnographic fieldwork conducted in Mardin, a town of moderate size located in the southeastern region of Turkey. The findings demonstrate that users of social media engage in active appropriation of online platforms and adjust privacy settings to maintain separation between various social spheres and groups. Maintaining discrete online social contexts is commonly accepted as a method of utilizing social media in Mardin. In contrast, scholars in the field of social media have thoroughly examined the impact of social media with regards to the phenomenon of context collapse. The article elucidates the notion that context collapse arises from usage patterns prevalent in Anglo-American contexts, rather than being a direct outcome of a platform's architecture or the logic of social media. The text proposes a theoretical refinement of affordances and introduces the concept of affordances-in-practice.

Leonardi, Paul and Emmanuelle Vaast<sup>30</sup> examined "Social media Affordances for Organizing: A Review and Agenda for Research" by providing an analysis of the potential of social media platforms for organizing purposes. The authors present a comprehensive review of the existing literature on the topic and propose a research agenda for future studies in this area. The utilization of social media, which are computer-mediated tools belonging to the Web 2.0 generation, enables individuals to generate, disseminate, distribute, and interchange information in various formats and across numerous communities. This phenomenon has gained significant prevalence within contemporary organizations. The impact of social media on various organizational phenomena and processes has become increasingly evident. The present article aims to achieve three interconnected objectives. Initially, a theoretical framework is presented, which is grounded in the notion of affordances, in order to conceptualize the potential consequences of social media utilization for the purpose of organizing. The second section of the paper provides a

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<sup>29</sup> Costa, Elisabetta. "Affordances-in-practice: An ethnographic critique of social media logic and context collapse." *New media & society* 20, no. 10 (2018): 3641-3656

<sup>30</sup> Leonardi, Paul M., and Emmanuelle Vaast. "Social media and their affordances for organizing: A review and agenda for research." *Academy of Management Annals* 11, no. 1 (2017): 150-188.

comprehensive analysis of the current academic literature on the subject of social media and its impact on organizing. The section focuses on the diffusion and utilization of social media, as well as its effects on organizational communication, collaboration, and knowledge sharing. The third point of discussion centers on the utilization of the affordance perspective and pre-existing scholarly works to establish a framework for prospective research on the relationship between social media and organizing. This entails advocating for a broader scope of the phenomena being examined and encouraging more diverse and innovative methodological approaches to investigate these phenomena.

The study conducted by Cabiddu, De Carlo, and Piccoli<sup>31</sup> analyzed the affordances of social media in facilitating customer engagement. Although the significance of social media in customer engagement is widely recognized, our comprehension of this phenomenon remains restricted. Novel theories can aid in elucidating the distinctive characteristics of social media in the tourism domain. The present study makes a scholarly contribution by employing an affordance framework to discern three unique affordances of social media for customer engagement in the tourism industry: persistent engagement, customized engagement, and triggered engagement. This study contributes to the existing body of research on customer engagement by exploring the recognition process, which includes proprioception, exteroception, and perception that organizations utilize to engage customers on social media platforms.

The study conducted by Kaun, Anne, and Fredrik Stiernstedt<sup>32</sup> explored the concept of Facebook time and its relationship with technological and institutional affordances for media memories. According to the study, individuals are dedicating a growing amount of time to utilizing social media platforms, with Facebook emerging as the most prominent and prosperous among them. Throughout history, media technologies have been widely recognized as significant factors in shaping and influencing the organization and perception of time in various contexts. This article explores the technological capabilities of Facebook in relation to the temporal encounters of its users. By utilizing a case study of a Facebook page that is centered around media memories, we establish a correlation between user experiences and the technological and institutional opportunities that are available. The aim of this study is to investigate how users who engage in various durations and time layers in their daily lives perceive and navigate a business model and infrastructure that heavily rely on immediacy and novelty. Utilizing a platform analysis, conducting in-depth interviews, and administering a survey to users of the "DT64—Das Jugendlradio der DDR" page, we formulate the notion of "Social media time." This concept takes into account the archive, flow, and narrative, and serves to elucidate how distinct media technologies enable particular temporalities. The discussion concludes by examining the ramifications for both users and society as a whole.

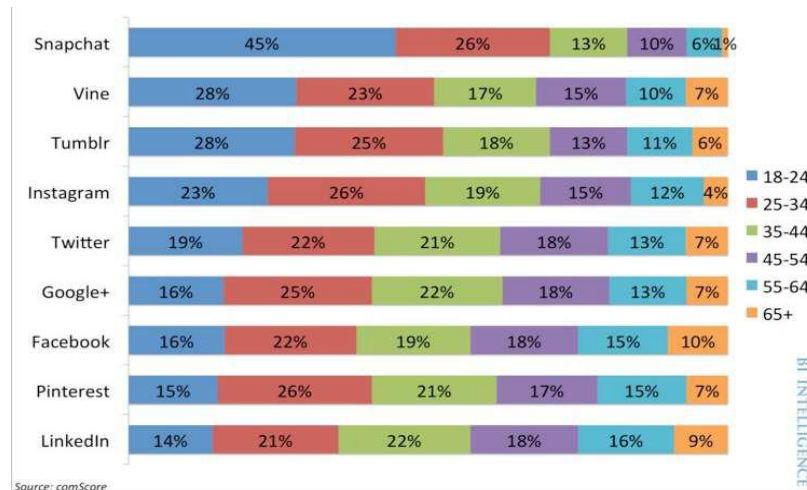
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<sup>31</sup>Cabiddu, Francesca, Manuela De Carlo, and Gabriele Piccoli. "Social media affordances: Enabling customer engagement." *Annals of Tourism Research* 48 (2014): 175-192

<sup>32</sup>Kaun, Anne, and Fredrik Stiernstedt. "Facebook time: Technological and institutional affordances for media memories." *New media & society* 16, no. 7 (2014): 1154-1168



Age Distribution of Social Networks: users in Nigeria (by age group)



Methodology

Survey research designed was utilized. Survey was conducted using questionnaire. The questionnaire was designed to collect data on the users of social media platforms the type of platforms they use, and their perception of the affordances of social media platforms. In addition, the survey was used to gather more in-depth information on users' experiences and perceptions of social media. A population for the study is social media users. Total number of active social media users in Nigeria from 2017 to 2018 is 14 million According to Sasu 33 The researcher chooses a representative sample of social media users in Nigeria with most focus on youths because they constitute the highest use of social media. A simple random sampling technique was used to ensure that each user in the population has an equal chance of being selected.

Since the population of the study is known therefore, we use the Yamane (1973) to determine the sample size as follows;

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

Where n = Sample Size  
N = Total Population  
e = Error Term

$$n = \frac{32,900,000}{1 + 32,900,000 (0.05)^2}$$

<sup>33</sup>Sasau, D. D. Research Expert covering primarily society and agricultural topics for Africa, particularly Ghana and Nigeria. (2018). <https://www.statista.com/statistics/1176096/number-of-social-media-users-nigeria/>

$$n = \frac{32,900,000}{1 + \frac{32,900,000 (0.0025)^2}{32,900,000}}$$

$$n = \frac{32,900,000}{1 + 164,500}$$

$$n = \frac{32,900,000}{164,501} \quad n = 400$$

Therefore, the required sample size is 396.  
The collected data was analyzed using simple percentage of statistical and descriptive statistics.

### Research findings and Discussion

- i. Research Objective I: The primary motivations for Nigerian social media users to engage with social media platforms. The users were asked on the primary motivations for Nigerian social media users to engage with social media platforms, the study shows that 110 (55.3%) said that they were motivated by social media platform mainly for Social connections; 52 (26.1%) said that they were motivated by social media platform mainly for Entertainment, While, 37 (18.6%) said that they were motivated by social media platform mainly for other reason like Means of disseminating information, social Networking and professional growth. The data are shown in the table below:

Table 1: The primary motivations for Nigerian Social media users to engage with social media platforms.

Options	No of respondents'	Percentage (%)
Social connections	110	55.3
Entertainment	52	26.1
Others	37	18.6
Total	199	100

**Research Objective II:** Nigerian social media users utilize the various affordances of social media platforms, such as user-generated content, sharing, commenting, and networking

The respondents were asked on whether they are Nigerian social media users utilize the various affordances of Social media platforms, such as user-generated content, sharing, commenting, and networking, the data shows that 150 (75.4%) agreed that they are Nigerian Social media users utilized the various affordances of Social media platforms, such as user-generated content, sharing, commenting, and social networking. 35 (17.6%) disagreed while, 14 (7.0%) could not ascertain whether Nigerian Social media users utilized the various affordances of Social media platforms, such as user-generated content, sharing, commenting, and social networking. The data are presented in the table below.

Table 2: The primary motivations for Nigerian Social media users to engage with Social media platforms

<b>Options</b>	<b>No of respondents'</b>	<b>Percentage (%)</b>
Yes	150	75.4
No	35	17.6
Can't Remember	14	7.0
Total	199	100

Research Objective III:

11. 11.Social media affordances facilitate communication and social interactions. The respondents were asked on whether social media affordances facilitate communication and social interactions, the data shows that 135 respondents representing (67.8%) agreed that Social media affordances facilitated communication and social interaction, 45 (22.6%) disagreed, while19 (9.5%) could not ascertain whether Social media affordances facilitates communication and social interaction. The data are presented in the table below.

Table 3: Social media affordances facilitate communication and social interactions

<b>Options</b>	<b>No of respondents'</b>	<b>Percentage (%)</b>
Yes	135	67.8
No	45	22.6
Can't Remember	19	9.5
Total	199	100

**Research Objective iv:**

**Factors that influence Nigerian Social media users' adoption and usage of social media platforms**

On the factors that influence Nigerian Social media users' adoption and usage of Social media platforms to users, the data shows that 42 (21.1%) said that Internet access was the factor that influence their Social media users' adoption and usage of Social media platforms, 120 (61.3%) said that smartphone Affordability influence their Social media users' adoption and usage of Social media platforms, while35 (17%) said that Other interest order the two above influence their Social media users' adoption and usage of Social media platforms. The data are presented in the table below:

**Table 4: Factors that influence Nigerian Social media users' adoption and usage of social media platforms**

<b>Options</b>	<b>No of respondents'</b>	<b>Percentage (%)</b>
Internet access	42	21.1
Affordability	120	61.3
Other interest	35	17
Total	199	100

### **Discussion of Findings**

There exist various key drivers that prompt Nigerian Social media users to participate in Social media platforms, comprising:

#### **Social Connections**

The desire to establish social connections with friends, family, and peers is a key driver for Nigerian individuals to utilize social media platforms. Social media offers a virtual space for individuals to engage and exchange information with one another, irrespective of their geographical location.

#### **Form of entertainment**

Social media serves as a form of entertainment for a significant number of individuals in Nigeria. Individuals have the ability to obtain diverse types of amusement, including music, videos, memes, and other forms of content that can provide extended periods of entertainment.

#### **Means of disseminating information**

Nigerians utilize social media platforms as a means of disseminating information, news, and updates pertaining to current events. Social media platforms provide a means for users to disseminate information to a wide audience and receive feedback and opinions from other users.

Networking is a crucial aspect of professional growth, and social media has emerged as a potent tool for this purpose. It offers professionals an opportunity to broaden their network and explore job prospects. Social networking platforms such as LinkedIn offer a medium for individuals to establish professional connections and exhibit their competencies and professional background. Nigerian entrepreneurs and businesses utilize social media platforms as a means of promoting their products and services. Social media platforms offer a cost-efficient means for enterprises to expand their reach and interact with their clientele.

#### **Negative effect of the social media affordance and utilization among users in Nigeria**

Conversations that are characterized by anger or heightened emotions have the potential to result in tangible, real-life interactions that may expose users to hazardous circumstances. Certain users have reported instances of online violence and expressed apprehension regarding the possibility of these threats materializing in the physical world. Relevant concerns encompass cyberbullying, digital harassment, and the act of 'trolling'. As per the cyberbullying statistics provided by the i-Safe Foundation, more than 50% of teenagers and adolescents have experienced online bullying, while a similar proportion have participated in cyberbullying.<sup>34</sup> Bullying has a detrimental impact on both the perpetrator and the target, with the severity, duration, and

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<sup>34</sup> "Cyber Bullying Statistics". *Bullying Statistics*. July 7, 2015. Retrieved 2022-08-29.

frequency of the behavior being the key factors that exacerbate the adverse outcomes for both parties<sup>35</sup>.

The concept of social comparison refers to the process of evaluating oneself in relation to others, often in terms of social status, abilities, or achievements. This phenomenon can occur both consciously and unconsciously, and can have significant effects on an individual's self-esteem, motivation, and behavior. Social comparison has been studied extensively in various fields, including psychology, sociology, and communication, and has been found to play a crucial role in shaping human social interactions and relationships.

The phenomenon of social comparison is a commonly researched topic in the realm of social media. Individuals tend to gauge their own life experiences against those of their acquaintances by means of the latter's social media updates. The statement requires a citation to support its validity. Due to the motivation of individuals to present them in a manner that is suitable for the given context and aligns with their personal interests, it is common for online postings to highlight the favorable aspects of their lives. This phenomenon can lead to others questioning why their own lives may not be as stimulating or satisfying. According to a study conducted in 2017, there exists a correlation between problematic social media use, characterized by a feeling of addiction towards social media, and lower scores in life satisfaction and self-esteem<sup>36</sup>. The authors of the study suggest that users may perceive their life to be inferior to that of their friends or family if they are unable to post exciting content online<sup>37</sup>.

### Sleep disruption

The University of Pittsburgh conducted a study in 2017 which established a clear correlation between sleep disturbance and social media usage, as per the findings of the researchers. The study determined that blue light exposure is a contributing factor to disrupted sleep patterns. Additionally, the frequency of social media site usage, rather than the duration of usage, was found to be a stronger indicator of sleep disturbances, indicating a potential compulsive behavior of repeatedly checking these sites<sup>38</sup>. The correlation between social media usage and sleep disruption carries noteworthy clinical implications for the health and overall welfare of young adults<sup>39</sup>. According to a recent study, individuals who belong to the top quartile in terms of social media usage per week tend to report the highest levels of sleep disturbance. The statistical measure of central tendency, specifically the median, for the daily duration of

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<sup>35</sup> Peebles, E "Cyberbullying: Hiding behind the screen". Paediatrics & Child Health. 19 (10): (2014). 527-528.

<sup>36</sup> Criddle, C. "Social media damages teenagers' mental health, report says". BBC News. 2017. Retrieved 2021-01-28

<sup>37</sup> Hawi, N.S.; Samaha, M. "The Relations Among Social media Addiction, Self-Esteem, and Life Satisfaction in University Students". Social Science Computer Review. 35 (5): (2017) 576-586

<sup>38</sup> Brown, J. "Is social media bad for you? The evidence and the unknowns". BBC. Retrieved 2018-06-13

<sup>39</sup> Levenson, Jessica; Shensa, Ariel; Sidani, Jaime E.; Colditz, Jason B.; Primack, Brian A. "The association between social media use and sleep disturbance among young adults". Preventative Medicine. 85 (April 2016). 36-41

social media usage is 61 minutes. Finally, it has been observed that females exhibit a greater propensity for experiencing elevated levels of sleep disruption in comparison to males<sup>40</sup>. A 2011 study revealed a significant inverse correlation between the amount of time spent on Facebook and the overall grade point average (GPA) of users.

#### **The impact on one's emotional state.**

Additionally, it is worth noting the correlation between social media usage and suicidal behavior. A researched emotional impact of social media is the phenomenon known as 'Facebook depression', which pertains to a form of depression that impacts young individuals who allocate excessive amounts of leisure time to social media platforms. The aforementioned issue may result in adverse consequences such as social isolation, which can have detrimental effects on the well-being of adolescents by inducing emotions of seclusion and diminished self-worth. The utilization of mobile devices for browsing social media prior to sleep has gained traction among adolescents, resulting in a dearth of rest and an incapacity to remain alert during users' hours. Social media platforms selectively present content that motivates users to continue scrolling, leading to a loss of temporal awareness<sup>41</sup>. Research has indicated that the self-esteem of children can be influenced in a positive manner through favorable remarks on social media, while unfavorable comments can have a detrimental impact on their self-esteem. In 2017, a study was conducted on a sample of nearly 6,000 adolescent users. The study revealed that individuals who self-reported addiction-like symptoms of social media use were more inclined to report high levels of depressive symptoms and low self-esteem<sup>42</sup>. According to a study conducted in 2007, individuals who utilized a greater number of social media platforms (ranging from 7 to 11) exhibited a risk of depression and anxiety that was over three times higher than those who utilized a smaller number of platforms (ranging from 0 to 2)<sup>43</sup>.

#### **Factors that influence social media users in Nigeria**

There exist various factors that can potentially impact the conduct of social media users in Nigeria, such as: The utilization of social media in Nigeria is influenced by various demographic factors, including but not limited to age, gender, income, and education. The data suggests that social media engagement is higher among younger Nigerians, particularly on platforms such as Twitter and Instagram, compared to their older counterparts.

The utilization of social media by individuals may be influenced by cultural and social norms prevalent in Nigeria. As an illustration, certain individuals from Nigeria may utilize social media platforms to disseminate news and information

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<sup>40</sup> Levenson, Jessica; *ibid* (2016), 36–41

<sup>41</sup> Levenson, Jessica; *ibid* (2016).

<sup>42</sup>Bányai, F.; Zsila, Á.; Király, Orsolya; Maraz, Aniko; Elekes, Zsuzsanna; Griffiths, Mark D.; Andreassen, CecilieSchou; Demetrovics, Z. "Problematic Social media Use: Results from a Large-Scale Nationally Representative Adolescent Sample". PLOS ONE. 12 (1) (January 9, 2017)

<sup>43</sup>Zagorski, N. "Using Many Social media Platforms Linked With Depression, Anxiety Risk". *Psychiatric News*. 52 (2): 1 (January 20, 2017).

pertaining to their locality or to advertise their commercial enterprises. The impact of internet access and smartphone affordability on social media usage in Nigeria is a significant consideration in terms of accessibility. The restricted availability of aforementioned technologies may impede the utilization of social media, particularly in geographically isolated regions. The political climate in Nigeria has the potential to impact the utilization of social media, particularly in relation to electoral processes or social campaigns. Social media has been a crucial factor in the coordination of demonstrations and promotion of societal equity in Nigeria. The impact of advertising and marketing campaigns on social media platforms can potentially shape the engagement patterns of Nigerian users. The impact of social media influencers and sponsored content on user behavior and purchasing decisions is noteworthy. The behavior of Nigerian Social media users may be influenced by privacy and security concerns. Certain users may exhibit hesitancy in divulging personal information or participating in specific online activities due to apprehensions surrounding cybercrime or identity theft.

### **Conclusion and Recommendations**

In conclusion, it can be observed that social media platforms have become a vital component of the daily lives of Nigerian users. It is recommended that social media platforms should strive to enhance their features and functions in order to optimize the user experience and cater to the varied needs of Nigerian users. The Nigerian populace is incentivized to participate in social media platforms owing to the diverse range of affordances that these platforms provide, such as social interaction, amusement, knowledge acquisition, and self-advertisement. The utilization of social media has become an indispensable aspect of the everyday routines of numerous individuals in Nigeria. The availability of affordances on social media platforms such as Facebook, Twitter, and Instagram have facilitated the process of interpersonal connection for Nigerians, enabling them to establish and maintain relationships with acquaintances, kin, and other individuals across the globe. Furthermore, Social media platforms have afforded Nigerian users the chance to obtain information, express their viewpoints, and participate in diverse forms of amusement.

The following discourse presents suggestions regarding social media affordances and primary motivations that drive Nigerian Social media users to participate in Social media platforms.

1. Social media should be a fundamental drive for individuals to socialize and engage in decent social life. Nigerians should recognize their communal lifestyle. Social media platforms should therefore offer a means for Nigerians to establish connections and engage in productive communication such as to access news, information, and educational content.
2. It is recommended that social media platforms should not be used to promote hate speech and discourses in the society. It should be used for offering functionalities that augment social interaction, such as chat rooms, messaging, video calls, and virtual communities.

3. The affordances provided by social media platforms should serve as a motivating factor for Nigerian Social media users to engage with these platforms.
4. Social media platforms should provide Nigerian users experience to connect and communicate with loves ones and associates, exchange information and news, participate in entertainment activities, and advertise their brands or businesses. Hence, it is imperative for social media platforms to strive towards enhancing their features and functionalities in order to augment user satisfaction and cater to the varied requirements of Nigerian users.

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