Chapter 21
Impact of Social Media Usage on Information Retrieval Among Undergraduate Students in Faculty of Management Sciences, University of Ilorin

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ABSTRACT

The chapter examined the impact of social media on information retrieval among undergraduate students in Faculty of Management Science, University of Ilorin. It determined the social media network that undergraduate students are more exposed to for retrieving information, identifying the differences in undergraduate students' usage of social media network for information retrieval based on gender and age brackets, exploring preference for social media compared to other sources of information retrieval system available for students, exploring the types of information retrieved from social media network, and identifying the challenges faced by undergraduates in the use of social media networks. The population of the study was comprised of 3,634 students out of which a sample of 360 was chosen through stratified random technique. A self-designed questionnaire was used to collect data. Five research questions were developed and answered by the study. The findings revealed that undergraduate students' exposure to social media is very high.

BACKGROUND

The social media tools where students exposure is high is WhatsApp application compared to any other social media platform. Students prefer using social media platforms to retrieve information than using conventional resources like textbooks, journals, etc. There is a negligible difference between social media exposure level of Male gender and Female gender. Furthermore, the study revealed that undergraduates' level of exposure varies by age brackets while those within age bracket 21-25years have the highest level of exposure. The study also demonstrated that a higher percentage of students like using social media platforms to retrieve Information on the latest update of school activities and to gratify their need in entertainment. The major challenge faced by students is the high cost of access to social media platforms (subscription).

INTRODUCTION

Social media provides an easy way to receive feedback and communicate with peers, young adults attitudes of themselves can be affected by using social media networks (Pempek, Yermolayeva & Calvert 2009). Social media sites empower users to take an active role in their own socialization process and in constructing their own self-identity (Urista,2009). A personal profile is the way users present themselves; they can include as much information as desired about themselves, including posting pictures. Due to digital technology, users can show considerable information about themselves and their friends. This self-disclosure is a way to open up their own identities of how they want others to perceive them (Pempek et al., 2009). Intimate self-disclosures help produce greater intimacy in computer-mediated communication than in face-to-face contacts (Jiang, Bazarova, & Hancock, 2011). Producing an attractive personal profile for others to admire is a way to improve self-concept. It has been suggested that individuals partake in selective self-presentation on social media sites so they may appear to want to impress others (Jiang et al., 2011). This is especially true for college students as they self-disclose frequently during this exploratory period. In accordance with Arnett's theory, emerging adulthood (18-25 years old) is a time when there is a period of freedom and independence in a young person's life (Arnett, 2000). Self-disclosure is an identity challenge in emerging adulthood (Pempek et al., 2009). Self-disclosure helps by getting feedback from peers that helps develop a sense of self and strengthens existing relationships as well (Pempek et al., 2009). Many individuals use social network sites to feel popular, trying to add as many "friends" as possible so they appear to be more admired. Young adults reported an average of 358 Facebook friends (Pempek et al., 2009). Another study reported a mean of 200 Facebook friends, almost all of which they had met in person prior to the internet connection (West, Lewis, & Currie, 2009). According to Peter (2015), a direct relationship exists between Social media usage and the academic performance of students in universities. However the darker side within technological evolution has resulted in dilemmas such as the setback of real values of life especially among students who form the majority of users interacting through the use of social networking sites. Online social networking sites focus on building and reflecting social associations among people who share interests and or activities. With so many social networking sites displayed on the internet, students are tempted to abandon their homework and reading times in preference for chatting online with friends. Many students are now addicted to the online rave of the moment, with Facebook, Twitter etc. Today most youths and students possess Facebook accounts. The reason most of them perform badly in school

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