Factors Influencing Social Media Use on Smartphones among the Nigerian Youth

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Abstract
There is a general consensus among communication scholars that the emergence of smartphone and social media has changed the communication patterns and actions particularly among the young adults. Numerous studies established that youth are using smartphone and social media for different purposes and obtained variety of satisfaction from so doing. However, most of these studies were carried out in the United States of America and Europe, with very little evidence on why and how youth are using social media on smartphone from developing countries perspective, particularly Nigeria. The motivation of this study, therefore, is to investigate the determinants of social media use on smartphone among the Nigerian youth. This study used seven predictors of social media use among the youth namely: education, business, socialization, communication, politics, entertainment and religion as established by previous studies. Employing a systematic simple random sampling technique, data was collected from 246 youth in Katsina State of Nigeria through self-administered questionnaire. The study employed Statistical Package for Social Science (SPSS version 20) for data analysis and interpretation. One Sample T-test was used to analyze the seven construct understudy. The findings of the study demonstrated that Nigerian youth use social media for variety of reasons which include education, communication, socialization, and religion. However, the findings showed that some of the predictors of using the social media on smartphone are more outstanding than others. The study recommends that further study should be carried out to test these predictors on the use of social media, especially, among old adults in Nigeria.

Keywords: Smartphone, Social media, Influence, Youth, Social media usages

Introduction

The invention of Smartphone has changed communication patterns and motives particularly among the youth across the globe. Smartphone usage among the youth is determined by the demographic characteristics and their communication motives. Smartphone comes with different features that serve different communication purposes which include: making voice calls, video calls, accessing the Internet and browsing the web, taking photos, recording videos, uploading photos/videos to the web, playing music and video, connecting to a Personal Computer (PC) to transfer media to it, managing contacts and appointments, sending emails, playing games, running new applications and games downloaded from the Internet. In recent years, Smartphones have become essential part of education, business, commerce, and society (Singh & Jain, 2017).

Nigeria is Africa's largest mobile market with penetration rate of 84% and about 173 million subscribers. In December 2018 alone, the Nigerian telecommunication networks registered 3, 766,264 new subscribers (Kolawole, 2018). The increase in the adoption of Smartphones in Africa is affected by four drivers which include: increase in different types of affordable Smartphones; growing market for second-hand devices; availability of easy payment options; and increase in the use of social media sites. In another report, there are 17 million Smartphone users that are active on social media.

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This number is only for those that use mobile phones to access the social media services (Kolawole, 2018). Pew Research Center (2016) reported that 95% of U.S. teens possess or have access to Smartphones compared with 88% who possess or have access to desktop or laptop computers. Regardless of the teens' gender, household income, parents' level of education, race and ethnicity; the percentage of the teens that have or have access to Smartphone is higher than those that own or have access to desktop or laptop computers (Anderson & Jiang, 2018).

The significant growth and penetration of mobile telephone in Africa leads to increase in the number of teens that have or have access to mobile phones. Porter, Hampshire, Abane, Munthali, Robson, Mashiri, and Tanle (2012), examined the usage and perceived impact of mobile phones among young people (9-18 years) in three African countries; Ghana, Malawi and South Africa. It was found that mobile phone facilitates social support by allowing urban-rural communication within families especially in stretched households. It also promotes inclusion of teens into existing social networks and encourages extension of the existing social networks, even though this brings concerns to parents and guardians.

The goal of the current research is to investigate factors that influence the Nigerian youth to use social media on their Smartphones. The social media use predictors for this study involved seven constructs namely: education, business, socialization, communication, politics, entertainment and religion. Social media is defined in the current research as the use of Facebook; Twitter; WhatsApp; BBM; Viber and other social media platforms such as Instagram, Snapchat by the Nigerian youth for different communication motives.

Literature Review

Boateng and Amankwaa (2016) defined social media as the "application that allows users to converse and interact with each other; to create, edit and share new forms of textual, visual and audio content, and to categorize, label and recommend existing forms of content". Social media is generally considered as the use of web and mobile technologies to transform communication into an interactive dialogue. Although social media and social networking are mostly used interchangeably, social networking is a social structure that enables people to be joined by common interest. Therefore, social networking is part or subdivision of social media. Social media has become a platform where information is broadcast (Cohen, 2011). People also refer to social media as social networking service or social networking sites (SNS). SNS is an online platform that allows people to create social network or social relations with others who share common interest (personal or career), activities, backgrounds or real life connections (Lee & Kim, 2018). The social networks are computer networks that link people, organization and knowledge which vary in format and features. They can be used on computers (desktop or laptop) or mobile devices (tablets or Smartphones). Features of SNS include digital photo or video sharing, web blogging, postage of information about activities and events, and exchange of other types of contents.

Social network service/site allows user to strengthen personal relationships with friends, colleagues, and other people on the web, build new clusters of people and expand the boarder human relationship (Lee & Kim, 2018). The popular social networks include: Facebook, WhatsApp, Twitter, Instagram, Viber, LinkedIn, Skype, Google+, Myspace, Badoo, and Netlog (Korsah, Enu, & Ibrahim, 2017; Nigeria Internet Registration Association, n.d.; Olaleke, Iroju, & Olajide, 2015; Statista, 2018). According to Statista report of 2018, the 20 popular social networks worldwide as of October 2018 with their active population of users (in millions) are: Facebook (2,234), YouTube (1,900), WhatsApp (1,500), Facebook Messenger (1,300), WeChat (1,058), Instagram (1,000), QQ (803), QZone (548), TikTok (500), Sina Weibo (431), Twitter (335), Reddit (330), LinkedIn (303), Baidu Tieba (300), Skype (300), Snapchat (291), Viber (260), Pinterest (250), LINE (203), and Telegram (200) (Statista, 2018). These social networks are used to interact with family members, friends, peers and others to share information related to news, debates, gossips, feelings, etc. (Korsah et al., 2017). Different category of people use social media services, but the users are predominantly young people (Greenwood, Perrin,

& Duggan, 2016; Mohammad & Tamimi, 2017;Statista, 2017).

Smartphone and Social Media

Social media and Smartphones are found everywhere and have influenced our lives. In developed countries such as USA, celebrities like their president have millions of followers on Twitter and other social media services. Social media is used to promote ideas, causes, services and products related to social issues, political movement, and business by different organizations. This leads to studies (Porter et. al, 2012; Singh & Main 2017; Pousher, Bishop, & Chew 2018) that observe the current trend of wide access to social media using Smartphones by youth in order to discover if social media are positively or negatively affecting youth's development. Social media and Smartphones offer social and intellectual supports to many youth, contrary to the concern of many parents, educators, and youth development experts (Murray, 2017). On the social media use, there has been a steady increase in Internet use over the past five years among the 19 emerging and developing economies considered in the study by Poushter, Bishop, & Chwe, (2018). A median of 42% said they use online social networking sites in 2013 which increased to 53% in 2018. However, social media use among 17 advanced economies surveyed has remained relatively flat, with a median of 61% in 2013 and 60% in 2018 (Poushter, Bishop, & Chwe, 2018).

According to a report by Pew Research Center (2016), nearly three-quarters of teens have access to a Smartphone, and 92% of teens go online daily. In a similar study by Henry J. Kaiser Family Foundation, young people from eight to eighteen years old spent an average of seven hours using screen media daily. In the Nigerian context, it was reported that an average teen spends about 6-7 hours on Internet for chatting, updating profile or checking emails (Olaleke et al., 2015). This dramatic increase in access and use of Smartphones and social media resulted to an outcry by parents, educators, and health experts. The negative effects include Smartphone addiction, sleep deprivation, deteriorating social skills, narcissism, cyber-bullying, sexting, cyber-predators, exposure, and desensitization. Some youth look into pornography and violence which have the potential negative effects on adolescent's brain development. Therefore, parents and educators need to be vigilant and find some ways to ensure safe, limited, and appropriate Smartphone use and social media activity by youth (Murray, 2017).

Motives for using Social Media

Social media has been used by people for various reasons. Some of the motive for using social media include: education, business, social interaction and communication, politics, entertainment, and religion (Al-Menayes, 2015; Boateng & Amankwaa, 2016; Cohen & Kahne, 2011; Ezeah, Asogwa, & Obiorah, 2013; Silver & Johnson, 2018).

Social Media in Education

The rapid increase in the number and use of social media in communication today has resulted to the +dfincrease in integrating it into teaching and learning in educational institutions (Boateng & Amankwaa, 2016).

The wireless and mobile technologies are transforming the educational sector in a way that affect the pedagogy and the learning environments (Alexander, 2004; Tarantino, McDonough & Hua 2013). These technologies allow interactivity in the classroom which motivates students, promotes active learning environment, facilitates building of learning community, and provides better feedback to instructors (Markett, Sanchez, Weber, & Tangney, 2006). Interactivity is the main difference between social media and other traditional media such as newspaper, radio, and television which are one-directional. Participation of students in social media as part of a class activity makes them feel more connected to their peers since they have a feeling that they can talk to their peers if they need help. Students who felt intimidated by in-class discussion can also talk to their peers on social media. This makes the students to feel emotionally connected to one another (Korsah et al., 2017; Tarantino et al., 2013). Despite the promising benefits of social media in education, quite a number of teachers do not use it for instructional purposes. One possible reason is losing control of students during learning session as most students will bring off-topics or non-academic discussions (Korsah et al., 2017; Tarantino et al., 2013). Using

social media can be of great benefit to students, teachers and researchers.

Based on the foregone literature, the following research question is developed:

RQ1: *What are the youth's educational motives for using social media on Smartphone?*

Social Media in Business

Social media has transformed the way individuals communicate in their daily activities thereby influencing how people conduct businesses. Social media is a tool that allows companies to market their products and services virtually. It also facilitates communication between customers and companies. Social media is sometimes used by customers to determine the reliability of a company, because when a customer sends request or query to a company and does not receive a response, that company will be considered as unreliable by the customer (Edosomwan, Prakasan, Kouame, Watson, & Seymour, 2011). No wonder companies and marketers are utilizing the power of this revolutionary technology to grow their businesses. Social media are used as a marketing tool to create brand awareness and brand preference among customers (D'Silva, Bhuptani, Menon, & D'Silva, 2011). According to Samuel and Sarprasatha (2015), the benefits that businesses can derive from social media include: brand awareness, business transparency, accountability, and strengthened the relationships with key stakeholders. The advantages of social media for business include: breaking down barriers between business and customers; disrupting and bypassing traditional hierarchical business models; allowing for more targeted marketing and outreach; increasing inter-agency collaboration through internal social networking tools and most importantly, building on the power of the direct and cost-effective social connections; and creating a new 'lean start-up' model (building no frills applications and distributing them quickly and widely with minimal cost) for tech startups. Based on the reviewed literature, the current study formulated the following research question:

RQ2: *What are the youth's business motives for using social media on Smartphone?*

Social Interaction and Communication

Social media can be generally classified into two different areas: content and interaction (Cook, 2015). The contents are the posts, pins, and tweets that showcase a business in order to generate interest or clicks depending on the goals of the content. Social interaction is basically an exchange between two or more individuals. It includes the acts people perform toward each other and the responses they give in return. It is simply viewed as the process through which people act and react to those around them. Therefore, interaction with respect to social media is the way of assessing the impact of social media content by looking at the interaction the content received. It is used to measure the level of engagement received by social media content. Social media interactions differ from one social media site to another. For instance, social interaction for Facebook include: likes, comments, shares, and emoji reactions; for Twitter, it is the sum of all favorites, replies/mentions, and retweets for a profile; for Instagram and LinkedIn, it is likes and comments (Cook, 2015; Kmieckowiak, 2017; Montgomery, 2018). To ascertain the influence of social media on the Nigerian youth's communication and social interaction motives, the following research questions are developed:

RQ3: *What are the communication motives for using social media on Smartphone among the Nigerian youths?*

RQ4: *What are the social interaction motives for using social media on Smartphone among the Nigerian youth?*

Social Media in politics

The popular movements across the Arab world known as Arab Spring which started in late 2010 is one of the clear impact of social media among youth. The uprising started in Tunisia in late 2010 and later spread to Egypt, Libya, Yemen, Syria, and Bahrain all in 2011. As a result, there is growth in social media use among Arab youth which leads to the youth's political empowerment. The intense use of the social media during the Arab Spring resulted to an upsurge in the number of influential Arab people (politicians, leaders, intellectuals, and public figures) on Twitter. This has, no doubt, instilled the culture of volunteerism and sense of community among the Arab Internet users due to

the increase in Arabic content online (Darwish & Lakhtaria, 2011; Ghannam, 2011; Salem & Mourtada, 2012;Tufekci & Wilson, 2012).

Another major advantage of social media is support for participatory politics. Participatory politics are "acts that are interactive, peer-based, not guided by deference to elites or formal institutions, and meant to address issues of public concern" (Cohen & Kahne, 2011). Participatory politics are usually practiced using online platforms, even though they can be offline. Example of participatory politics include: starting a new political group online, writing and disseminating information about a political issue on a blog, forwarding a funny political video to one's social network, or participating in a poetry slam (Cohen & Kahne, 2011). Thus, social media has become a medium for election campaigns by parties since it can be used by candidates or parties to reach out to more people inexpensively within a short period of time (Subramanian, 2017).

In Nigeria, social media use for political participation started during 2011 General Election. During 2011 General Elections, politicians and electorate adopted social media especially Facebook platform for political participation. Perhaps this is because the then President of Nigeria declared his intention to run for the public office (President) after spending less than a year as acting President. The president informed his 217,000 fans on Facebook of his intention to run for the position which result to an increase in the number of his followers by 4,000 within 24 hours. His followers grew to over half a million by the day of the election. His opponents also made heavy presence on Facebook and other social media platforms (Madueke, Nwosu, Ogbonnaya, & Anumadu, 2017; Okoro & Nwafor, 2013). Taking the foregone into consideration, the current study developed the following research question to examine the Nigerian youth's political motives for using social media:

RQ5: *What are the Nigerian youths' political motives for using social media on Smartphone?*

Social Media and Entertainment

Social media is connecting people using communication and entertainment devices such as Smartphones, tablets, and phablets that enable viewing content online from anywhere and everywhere. Social media is considered a form of entertainment as more people are using Internet as a means of entertainment instead of watching television or movies (Brown, n.d.; Leggatt, 2011). People now use the social media for entertainment purpose unlike before when it was used solely for sharing information and communication. Today, people create, watch and share videos, play games among other activities on social media platforms for entertainment purpose. Thus, some people visit social media platforms not for the purpose of getting information but rather to be entertained. Google+ is one of the social media platforms that include games immediately after it was launched. In addition to entertainment, social media has become a point of distribution where entertainment for developers, brands, and television networks are provided (Brown, n.d.). The transformation of entertainment industry by social media has created an innovative industry called social media entertainment with the help of social media platforms such as YouTube, Facebook, Twitter, Instagram, and Snapchat. The industry operates at the intersection of the entertainment and interactivity, communication and content industries, generates new sort of content that is different from the one in the traditional entertainment industry (Craig & Cunningham, 2019).

Various studies reported entertainment as one of the reasons why people use social media (Al-Menayes, 2015; Buhari, Ahmad, & HadiAshara, 2014;Whiting & Williams, 2013). An example is a study conducted by Al-Menayes (2015) who examined the motivations to use social media among University students in Kuwait. The popularly used social media application by the respondents is WhatsApp, followed by Instagram, and Twitter. The respondents revealed that they used social media primarily for entertainment and information seeking. The respondents also report that those who spend a lot of time using social media are more likely to use it for entertainment, personal utility, and convenience.

In Nigerian context, Buhari et al. (2014) examined the use of social media among students of Nigerian polytechnics. They found that, the most frequently used social media platforms are Facebook and WhatsApp. The students spent more than five hours daily using social media.

Entertainment is one of the main reasons the respondents mentioned for using social media. Thus, this study developed the following research question:

RQ5: *What are the youth's entertainment motives for using social media on Smartphone?*

Social Media and Religion

Social media has changed the way we communicate to people in many ways. It is a great way that let others know about people or promote and share people's ideology. With over 2 billion users on Facebook alone, social media offers the opportunity to discuss about many topics related to economy, healthcare, politics, religion, etc. Religious leaders and scholars are using social media to post messages and share their ideologies with their followers which are in millions for most popular Religious leaders and scholars. For instance, on Twitter alone, Mohamad Al-Arefe, a popular Islamic scholar, has more than 15 million followers while Pope Francis, the head of Catholic Church has over 9 million followers (Yahya, 2016).

Various studies established the religious impact of social media among youth. Mustafa, Zumrah, and Azdi (2013) examined the level of usage of Facebook and its impact on religion understanding among Malaysian Muslim youth in Nilai. Data for the study were collected using both quantitative (questionnaire) and qualitative (interview) methods. The participants are familiar with Facebook and are using it in their daily life as reported by the findings. The view of the participants concerning the impact of Facebook differed. Some believed that Facebook has no effect on their understanding of Islamic religion because they do not use it to find information about Islam. Perhaps because some prefer to learn about Islam from religious teachers in schools and some find it difficult to get and verify information on important issues such as Islamic Law, Faith and Belief according to the informants. However, some find Facebook useful and claimed that it can enhance their understanding of Islamic religion if one connects with well-known Islamic scholars or friends. They suggested that people should be cautious when sharing religious information to avoid disseminating false or heretic teaching that would confuse or contaminate the true teaching of Islamic religion.

Additionally, Ezeah et al. (2013) investigated the use of social media among students of some selected universities in South-Eastern part of Nigeria. Majority of respondents admitted that they use social media for discussion about serious national issues like politics, economy and religious matters. Also, Buhari et al. (2014) reported religious propagation as one of the reasons for usage of social media among students of Kaduna Polytechnic, Nigeria. Based on the reviewed literature, the following research question is developed:

RQ6: *What are the Nigerian youth's religious motives for using social media on Smartphone?*

Research Method

This study employed quantitative survey for data collection and analysis. The Nigerian youth constituted the population of the current study. According to the Plecher (2020) report of the Nigerian age structure of 2019, youth accounted for 53.6% of the entire population. For the sample selection, all the respondents were selected from Katsina State. Katsina State is one of the states with highest population in Nigeria with an estimated population of 7.8 million in 2016 and it occupied fourth position after Kano, Lagos and Kaduna States. Employing Morgan and Krejcie's (1970) table for determining sample size, data were collected from 246 youth using purposive sampling techniques. The youth that participated in this study were selected across different social status which includes: students, government employees, private employees, unemployed youth and farmers among others. The data were collected using self-administered questionnaire.

In terms of measurement, all the seven constructs understudy were measured using five point Likert scale where 1 = strongly disagree, 2 = disagree, 3 = slightly agree, 4 = agree, 5 = strongly agree. Specifically, education variable was measured by seven items example, *I use social media to share academic news; to share academic related matters*. Business construct was also measured using five statements; *I use social media to sell stuff; to buy stuff; to share advertisement etc.* For the social interaction motive constructs, it was measured by six items: *I use social media to*

chat with friends; to maintain old relationship; to make new friends etc. Communication variable was measured by five statements such as: *I use social media to share personal information; to build network with others; to share opinion with family members and friends.* The politics construct was measured by seven statements, example: *I use social media to know about favourite political parties; to share news related to politics; to know about political development within my country etc.*

The entertainment variable was also measured by five statements such as: *I use social media to play games; to share movies, music, videos etc; to share entertainment links etc*. The last variable which is religion was measured by six items which include: *I use social media to share religious reminder; to share preaching of religious scholars; to preach to people to be good etc.*

Results

The data gathered showed that there were more male respondents (63%) than female respondents (37%). In terms of age group, about half of the respondents (46%) were in the 21 – 25 years age group, then 17 – 20 years (31%), followed by 26 – 30 years age group (15%) then 31 – 35 years and 36 to 40 years age groups with 5% and 2% respectively. From respondents' tribe, there were more Hausa respondents (63%) than Yoruba and Igbos with 12% for each tribe, while other tribes accounted for (13%). Muslim participants were the majority in the current study (71%) followed by Christians (27%), participants that followed other religions were (2%). In terms of educational qualification, half of the respondents (50%) hold either National Diploma (ND) or National Certificate in Education (NCE), followed by holders of first degree and Higher National Diploma (HND) (24%); secondary school certificate (16%); no formal education (5%); Masters holders (3%); and PhD holders (1%). There were more students among the respondents (80%); than self-employed participants (9%); government employees (7%) private organizations employees (2%), then unemployed and others with 1% and 1% for each respectively.

Youth's motives for using social media on Smartphone

A one sample t-test was carried out for the seven variables that measured the motives for using social media on Smartphone (education, business, socialization, communication, politics, entertainment and religion) with a view to ascertain the youth's perceptions on the factors that influence their use of social media on Smartphone. The result indicated that the youth perceived the seven variables as predictors of their use of social media on Smartphone. Using Social Media on Smartphone for education purposes ($t = 73.321$, $p = .000$), In terms of using Social Media on Smartphone for business reasons, the result of the one sample t-test demonstrated ($t = 43.759$, $p = .000$), using Social Media on Smartphone for socialization ($t = 72.246$, $p = .000$), using Social Media on Smartphone for communication ($t = 70.487$, $p = .000$), using Social Media on Smartphone for politics ($t = 53.546$, $p = .000$), using Social Media on Smartphone for entertainment ($t = 55.604$, $p = .000$) and using Social Media on Smartphone to promote religion ($t = 68.622$, $p = .000$). Overall, the Nigerian youth demonstrated use of Social Media on Smartphone for various activities that are related to their education, social, religious, economic and political life.

However, the mean score of the seven constructs was used to determine the most outstanding predictor of using social media on Smartphone among the youth. The result indicated education purpose as the most outstanding predictor ($M = 5.00$, $SD = 1.16$), then religion ($M = 4.87$, $SD = 1.115$), followed by politics ($M = 4.75$, $SD = 1.380$), socialization ($M = 4.50$, $SD = .978$). The result demonstrated that business is the least motive behind the youth use of social media on Smartphone ($M = 3.31$, $SD = 1.187$).

Table 1: One Sample T-test for Predictors of Social Media Use on Smartphone

S/N	Variables	M	SD	t-value	*df*	*p*
1	Education	5.00	1.167	73.321	245	.000
2	Business	3.31	1.187	43.759	245	.000
3	Socialization	4.50	.978	72.246	245	.000
4	Communication	3.76	.837	70.487	245	.000
5	Politics	4.72	1.380	53.546	245	.000
6	Entertainment	3.54	1.000	55.604	245	.000
7	Religion	4.87	1.115	68.622	245	.000

Paired T-test for Predictors of Social Media Use on Smartphone

This study is interested in ascertaining whether there is significant difference in terms of youths' motives for using Social Media on Smartphone. A paired t-test was conducted to examine the differences between education and political motives; between business and religious motives and between socialization and entertainment motives of using Social Media on Smartphones. The findings demonstrated a significance difference between education and political reasons of using social media (t = 7.988, p = .000), between business and religion (t = -17.856, p = .000) and between socialization and entertainment (t =16.904, p = .000). The youth demonstrated higher positive perception on the use of Social media on Smartphone for education purposes (M = 5.00, SD = 1.167) than using Social Media for politics (M = 4.72, SD = 1.380).

Moreover, the participants showed higher positive perceptions on using Social media for religious purposes (M = 4.87, SD = 1.115) than using it for business purposes (M = 3.31, SD = 1.187). So also the youth showed higher positive perceptions on their use of Social Media on Smartphone for Socialization motives (M = 4.50, SD = .978) more than entertainment purposes (M = 3.54, SD = 1.000).

The findings further suggested a positively strong correlation between socialization and entertainment (r = .594, p = .000), but a weak positive correlation between education and religion (r = .348, p = .000) and between politics and business motives (r = .286, p = .000)

Table 2: Paired t-test for Social Media Use Predictors

	Variables	N	M	SD	*df*	*r*	*p*	*t*	*p*
Pair 1	Education	246	5.00	1.167	245	.348	.000	7.988	.000
	Politics	246	4.72	1.380					
Pair 2	Business	246	3.31	1.187	245	.286	.000	-17.856	.000
	Religion	246	4.87	1.115					
Pair 3	Socialization	246	4.50	.978	245	.594	.000	16.904	.000
	Entertainment	246	3.54	1.000					

Discussion

This study was set out to examine youth's motives for using social media on their Smartphones. Specifically, the study investigated how the youth are using social media for education, business, social, communication, politics entertainment and religious purposes. The study found that the Nigerian youth are using social media to enhance their academic performance and share academic activities with their friends. This is consistent with previous studies that found social media to have significant impact on youth's education (Norman, 2016; Korsha et al. 2017; Anderson & Jiang, 2018). The current study also established how the Nigerian youth are moderately using social media for business purposes. The youth are now inclined to online business platforms for purchase and selling stuff. These findings are similar to other findings on the relevance of social media in business (Adegbuyi, Akinyele, &Akinyle, 2015; D'Silva et. al. 2011).

Moreover, it was established that another strong motive that influenced youth to use social media on Smartphone was to interact socially with their family members and friends. The social media platforms avail the youth the opportunities to communicate with family members and friends, create and build network, to make new friends and revive old friendship. These findings are consistent with the established literature which projected social interaction as one of the main reasons why teens use social media and mobile phones (Campbell, 2005; Wei & Lo, 2006; Lenhart, 2015; Chukwuere, 2017). The current study also found social media to serve as a means of promoting political participation and engagement among the Nigerian youth. It was found that the Nigerian youth are using social media to promote their parties and candidates, to be updated with political happenings around them and outside world. This is also in tandem with previous studies on the impact of social media in politics (Subramanian, 2017; Valenzuela Arriagada & Scherman 2012; Abubakar, 2012; Cohen & Kahne, 2011).

The current study also established that the Nigerian youth are using social media for entertainment motive. They use it to play games, to share music, videos and audios; to share entertainment links and be updated about celebrities. Studies established the entertainment role of social media among the youth (Craig & Cunningham, 2019; Al-Menayes, 2015; Whiting & Williams, 2013; Solis, 2012). Religious motive has been found to be one of the great influencers of using social media among the Nigerian youth according this study. This research established how youth are using social media on their Smartphones to share preaching from religious scholars, to preach to people to be good, to share religious advice contents of videos and songs. This indicated that social media enhance religious performance among the Nigerian youth and make them closer to their religions and engage in more spiritual activities. This is also in consistence with previous studies conducted on the relevance of social media in religion and the youth (Husein & Slama, 2018; Barnett, 2018; Sutton, 2018; Mustafa, Zumrah & Azdi, 2013).

Conclusion and Recommendations

This study found the Nigerian youth to be active users of both smartphones and social media. They used these technologies to satisfy personal needs such as information, communication, religious and socialization needs. They also use them for education and economic benefits. However, the study is limited to ascertaining the motives for using social media on smartphones among the youth only. It therefore recommends further studies to investigate how and why other age groups, such as old adults, are using smartphones and social media. Researchers may also explore social media usage exclusively among gender, tribe or religion. The policy makers may leverage on the current study outcome to make policies that encourage youth to continue using smartphone and social media for self-reliance and national development.

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