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Social Media Use, Demographic Characteristics and Knowledge Sharing Among Postgraduate Students of Tai-Solarin University of Education

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Abstract: The purpose of this study was to investigate social media use, demographic characteristics and knowledge sharing among postgraduates' students of Tai-Solarin University of Education. Five (5) research objectives and research questions were formulated for this study. Questionnaire was used to gather data for this study while frequency counts and percentage method was used in data analysis. Findings of this study show that Facebook, WhatsApp, Gmail, Facebook Messenger, Instagram, LinkedIn, YouTube, Yahoo Messenger, Skype, Twitter, Snapchat and Imo are the available social media for knowledge sharing by the postgraduates of the institution. Also, findings revealed that information update, organizing of lectures, term paper, project, brainstorming, organizing seminars, assignment, organizing tutorials, group reading, and organizing symposiums are the purposes of use of social media by the postgraduate students of the institution. It was concluded that lack of trust, time consuming, cybercrime, insufficient data subscription, lateness of information, unwillingness of postgraduate students to share their tacit knowledge, financial constraints, low readiness of postgraduates to gain more knowledge, social media obsolesce and low acceptance of social media by postgraduate students are the challenges facing the use of social media for knowledge sharing by the postgraduate students of Tai-Solarin University of Education. The research therefore recommended among others that the uuniversity management ought to perceive and encourage students to use social media for official communication such as studying, research, sharing information and knowledge sharing. Students should further be encouraged to enlist on professional social media sites such as LinkedIn to help them develop networks and relationships, other professionals.

Keywords: Social Media, Demographic Characteristics, Knowledge Sharing, Postgraduate Students

1. Introduction

Knowledge has always been seen as one of the key strategic resources that can produce sustained long-term competitive advantage. Negroponte conceived the concept of knowledge as the most recent input factor for business organizations and a key to their future competitiveness, hence, the management of knowledge has been a focal point of discussion over the past decades by Johnston, Chen and Hauman [15]. The importance of knowledge management as a critical tool in organization and the society can therefore not be overemphasized. Knowledge Sharing refers to the 'process of capturing knowledge or moving knowledge from a source unit to a recipient unit' Bircham-Connolly, Corner, and Bowden [5]. Young generation has become more active on social media Chan and Fang [8]. Communication is an essential aspect of integrates transference of information in the society. Social media plays a vital role in communication. Communication includes exchange of knowledge, engaging with new and old members, entertainment etc. The social media is a new world for different age groups with both consequences; the good one and the bad one. Chan and Fang [8]. Another factor behind the

success of Internet media is that it is used for searching information and is also part for entertainment like listening songs, watching movies etc at the same time. Another factor of social medium's success is convenience; people can get access anywhere they want to from their laptops and cellular phones etc.

1.1. Statement of Problem

Despite the enormous advantages social media tools have had on every aspect of life in general, these tools have not well been harnessed to its fullest for knowledge sharing among undergraduates in Nigerian universities. The escalating of this new technology has had a massive impact on areas that don't have a direct relation with the core businesses of universities which include study, research, innovation, and dissemination of knowledge. There is low adoption and utilization to enhance knowledge sharing, this is due to inaccurate perception that social media is not for official business activities such as sharing knowledge; but rather for social activities such as staying in-touch, staying up to date, entertainment, communication, content sharing, and to meet new people among others. Therefore, this study intends to examine the social media use, demographic characteristics and knowledge sharing among postgraduates in Tai-Solarin University of Education (TASUED).

1.2. Objective of the Study

The main objective of this study is to investigate social media use, demographic characteristics and knowledge sharing among postgraduate students of Tai-Solarin University of Education. The specific objectives are to find out the types of social media available for knowledge sharing by postgraduates of Tai-Solarin University of Education, find out the frequency of use of social media by postgraduates of Tai-Solarin University of Education, find out the purpose of use of social media by postgraduate students of Tai-Solarin University of Education, find out the challenges facing the use of social media for knowledge sharing by the postgraduates of Tai-Solarin University of Education, proffer solutions to the challenges facing the use of social media for knowledge sharing by the postgraduates of Tai-Solarin University of Education.

2. Literature Review

2.1. Concept of Knowledge Sharing

Knowledge Sharing refers to the 'process of capturing knowledge or moving knowledge from a source unit to a recipient unit' Awodele, et al. [4]. Knowledge Sharing is 'a process whereby a resource is given by one part and received by another and for sharing to occur, there must be exchange' [14]. The role of schools as disseminators of knowledge cannot be denied, and this is proven by the policies introduced by the governments such as, from the Razak Report 1956 to the National Key Results Areas in 2019 to strengthen the country's education system. Although a variety of new policies is introduced, the government's policies are consistent to the National Education Philosophy which aims to produce workers who are knowledgeable, honorable, responsible and capable of achieving high level of personal well-being as well as able to contribute to the harmony and prosperity of the society and the country. As observed by Abubakar [2].

2.2. Concept of Social Media

Social media has become a growing phenomenon with many and varied definition in public and academic use. Social media refers to web-base and mobile application that allow individual and organization to create, engage and share new user generated or existing content in digital environment through multi way communication. Social media has introduced new communication content and format, created new forms of expression, fostered freedom and stimulate a wide participation which has widened the scope of knowledge sharing and collaboration and allowed citizen from diverse walks of life to have an opportunity to affect changes, convey their views and challenge social norms. Social media tools has paved way for millions of people across the world to locate, connect, make friends, share ideas, solicit supports, and mobilize people with similar interest e.g. against unfavorable government policy, despotic or weak leaders, injustice etc.

2.3. Use of Social Media by Postgraduates for Knowledge Sharing

The digital age that we are has the ability to change how people communicate with others. Postgraduate of today are at the forefront of the technological advance that are before them. Postgraduate of the millennial generation are exploring the factors that shape their peer personality and identity through the online environment given by Awodele, et al. [4].

The use of social media for Knowledge Sharing among students of the University of Ibadan, Nigeria. Findings reveal that the students used social media platforms, such as Whatsapp and Facebook, to share knowledge by Abodurin [1]. The use of social media for academic practices by science students of public universities in Southwest Nigeria. The results reveal that, among the various social media networks available, Facebook was the most recognized and most famous, followed by Google+ and Twitter. Two-third of the students made use of social media daily to remain up-to-date with trending events/news and to share knowledge as investigated by Fasae and Adegbilero [12].

2.4. Demographics Characteristics and Social Media Use for Knowledge Sharing

Demographic variables often yield important clues as to what factors contribute to undergraduates' use of social media. Demographic variables such as age, gender etc. affect the use of social media. Younger generations have been brought up with computers; many do not even remember a time when computers were not around. Older and returning students may

not have had as much exposure to computers, resulting in increased computer anxiety given by Whitmire [18]. Attitude towards behaviour is the degree to which performance of the behaviour is positively or negatively valued. It is "an individual's positive or negative feelings about performing a behaviour" Fishbein & Ajzen [13]. It is determined through an assessment of one's beliefs regarding the consequences arising from behaviour and an evaluation of the desirability of these consequences. Researchers have noted attitude as the driver of performance and use of technologies. Generally, an ICT that an individual has a positive attitude towards is more likely to be utilized by the individual than the one he/she has a negative attitude towards. Many studies (Draškovic, Korper, & Kilian-Yasin [10], Lee, Baring, Mariam. & Reysen [16], Johnston, Chen, & Hauman [15], Williams & Adesope [19] have found relationships between attitude and use of various ICTs and social media.

2.5. Social Media and Knowledge Sharing

The effectiveness of the internet as a pedagogical tool is noticed and its integration into the classroom holds benefits for lecturers and students. A major advantage that the internet has brought to fore is social media which are tools that facilitate connection and interaction among people around the globe thereby turning the world to a global village by Sonja & Carina [17], quoting Eberhardt [11] opined that the culture of the student's environment is lately more socially orientated because of the emergence of online technologies. Students can use social media tools to connect with other classrooms, track a word or phrase, attend lectures remotely, learn personal responsibility, find scientific research papers, create apps, classmate connections, provide direct communication with instructors, brainstorm, knowledge sharing etc. Bukowitz and Williams define knowledge sharing as an activity through which knowledge (such as information, skills, or expertise) is exchanged among people, friends, families, communities, or organizations by Bukowitz and Williams [7].

2.6. Purpose of Use of Social Media by Postgraduates

Technology has introduced new methods of conducting research through online learning for natural development. Many developed countries have exploited the potentials of technology to improve and transfer educational landscape in institutions of learning. But how effective has the students in these institutions avail themselves in the utilizations of these opportunities. Forsyth ascertained that through the awareness created by ICT, students can feel more confident with the new technologies to improve their quality of education and increase the ease of access to information worldwide. For those who seek it for academic purposes, it has enhanced their academic performance by Forsyth [15]. It broadens ones horizon, It enlightens one's scope by divulging global information, Linking new learning in other institutions of the world, Bridging communication gap between developed and developing countries, Research mark made easy, Assist students to be computer liberates.

2.7. Challenges Facing the Use of Social Media for Knowledge Sharing

Such popularity also brings negative attention. Cases involving the stalking of minors, bullying and privacy issues have become part of the public debate over social networking. Digg confirmed that Several minors have been lured into relationships with sexual predators they met online, forcing MySpace and other services to adopt age requirements and other safety measures given by Digg [9]. Ahmed reported that one of the dangers of social networks; cyber or E-crime encourages copyright infringement which has always remain a serious case in dealing with social Networking sites especially about the video clips for instance in the YouTube by Ahmed [3]. Users without considering the terms can easily upload download or watch any kind of video clip. YouTube for instance was sued several times on these issues. For example Viacom sued YouTube claiming one billion dollar for uploading 160 thousand videos belonging to Viacom without their permission as did the French independent labels collecting society. Social networking can affect the extent to which a person feels lonely. In a Nesweek article, Johannah Cornblatt elucidates that "social networking sites like facebook and my space may provide people with feeling alone". John T. Cacropo, a neuroscientist at the University of Chicago, claims that social networks can foster feelings of sensitivity to disconnection which can lead to loneliness. This, he calls the social network contagion effect (Wikipedia).

3. Methodology

3.1. Research Design

This study will employ descriptive survey research design. Survey research requires systematic and scientific collection of data from a sample which is certain percentage of a population, analyzing the data and generalizing the result of the study.

Table 1. Distribution of the Sample of the study.

Colleges	Population
COVTED	35
COSIT	9
COSPED	15
COHUM	12
COSMAS	27
TOTAL	98

3.2. Demographic Information of Respondents

Table 2. Gender Distribution of Respondent.

Gender	Frequency	Percentage %
Male	58	59.2%
Female	40	40.8%
Total	98	100

The above table indicated that 58 (59.2%) of the respondents are male while 40 (40.8% of the respondents are female. Therefore, it is concluded that most of the postgraduates are male.

***Table 3.** Age of Respondents.*

Age	Frequency	Percentage %
21-25years	5	5.1%
26-30years	43	43.9%
31 and above	50	51%
Total	98	100

Source: Researcher's field survey, 2021.

The above table shows the age of the respondents in 31 and above bracket forms the bulk of the respondents, representing 51% percent of the sample.

***Table 4.** Religion of Respondents.*

Religion	Frequency	Percentage %
Islam	45	45.9%
Christianity	53	54.1%
Other	0	0%
Total	98	100

Source: Researcher's field survey, 2021.

It is clear from the analysis above that 45 (45.9%) of the respondents practices Islam while 53 (54.1%) of the respondents practices Christianity.

***Table 5.** College of Respondents.*

College	Frequency	Percentage %
COVTED	35	35.7%
COSIT	9	9.2%
COSPED	15	15.3%
COHUM	12	12.2%
COSMAS	27	27.5%
TOTAL	98	100

The above table revealed that 35 (35.7%) of the respondents are from COVTED; 9 (9.2%) of the respondents are from COSIT; 15 (15.3%) of the respondents are from COSPED; 12 (12.2%) of the respondents are COHUM while 27 (27.5%) of the respondents are from COSMAS.

***Table 6.** Available Social Media.*

S/N	Social Media	Available	Percentage (%)	Not Available	Percentage (%)
1.	Facebook	98	100%	--	--
2.	Whatsapp	98	100%	--	--
3.	Snapchat	57	58.2%	41	41.8%
4.	LinkedIn	61	62.2%	37	37.8%
5.	Gmail	98	100%	--	--
6.	Twitter	59	60.2%	39	39.8%
7.	Imo	57	58.2%	41	41.8%
8.	Youtube	67	68.4%	31	31.6%
9.	Instagram	75	76.5%	24	24.5%
10.	Tumblr	41	41.8%	57	58.2%
11.	Pinterest	41	41.8%	57	58.2%
12.	Skype	59	60.2%	39	39.8%
13.	Facebook Messenger	98	100%	--	--
14.	Yahoo Messenger	61	62.2%	37	37.8%
15.	Flickr	37	62.2%	61	62.2%

Source: Researcher's field survey, 2021.

Table 4 table revealed that 98 (100%) of the respondents were of opinion that Facebook is available. More so, it was also revealed that 98 (100%) of the respondents were of opinion that whatsapp is available. In addition, the table also revealed that 57 (58.2%) of the respondents were of opinion that snapchat is available. The table also shows that 61 (62.2%) of the respondents were of opinion that LinkedIn is available. In addition, the above table also revealed that 98 (100%) of the respondents were of opinion that gmail is available. More so, it was also revealed that 59 (60.2%) of the respondents were of opinion that twitter is available. Furthermore, the table also revealed that 57 (58.2%) of the respondents were of opinion that imo is available. The table shows that 67 (68.4%) of the respondents were of opinion that youtube is available.

It also shows that 75 (76.5%) of the respondents were of opinion that instagram is available. More so, 57 (58.2%) of the respondents were of opinion that tumblr is available. Furthermore, the table revealed that 57 (58.2%) of the respondents were of opinion that pinterest is available. Also, 59 (60.2%) of the respondents were of opinion that skype is available. Also, 98 (100%) of the respondents were of opinion that facebook messenger is available. More so, 61 (62.2%) of the respondents were of opinion that yahoo messenger is available. Lastly, the table shows that 61 (62.2%) of the respondents were of opinion that flickr is available. Therefore, it can be concluded that Facebook, WhatsApp, Gmail, Facebook Messenger, Instagram, LinkedIn, Youtube, Yahoo Messenger, Skype, Twitter, Snapchat and Imo are the available social media for knowledge sharing by the postgraduates of Tai Solarin University of Education.

Table 7. *Frequency of Use of Social Media.*

S/N	Social Media	Daily	%	Once in a Week	%	Weekend	%	Occasionally	%
1.	Facebook	75	76.5%	24	24.5%	--		--	--
2.	Whatsapp	98	100%	--	--	--		--	--
3.	Snapchat	24	24.5%	35	35.7%	10	10.2%	29	29.6%
4.	LinkedIn	35	35.7%	10	10.2%	15	15.3%	38	38.8%
5.	Gmail	82	83.7%	17	17.3%	--	--	--	--
6.	Twitter	75	76.5%	24	24.5%	--	--	--	--
7.	Imo	--	--	25	25.5%	40	40.8%	33	33.7%
8.	Youtube	24	24.5%	35	35.7%	10	10.2%	29	29.6%
9.	Instagram	65	66.3%	10	10.2%	14	14.3%	10	10.2%
10.	Tumblr	--	--	25	25.5%	40	40.8%	33	33.7%
11.	Pinterest	--	--	10	10.2%	33	33.7%	55	56.1%
12.	Skype	--	--	10	10.2%	33	33.7%	55	56.1%
13.	Facebook Messenger	82	83.7%	17	17.3%	--	--	--	--
14.	Yahoo Messenger	35	35.7%	10	10.2%	15	15.3%	38	38.8%
15.	Flickr	--	--	--	--	17	17.3%	82	83.7%

Source: Researcher's field survey, 2021.

Table 6 revealed that 75 (76.5%) of the respondents make use of facebook daily. More so, it was also revealed that 98 (100%) of the respondents makes use of whatsapp daily. In addition, the table also revealed that 35 (35.7%) of the respondents make use of snapchat weekly. The table also shows that 38 (38.8%) of the respondents make use of LinkedIn occasionally. In addition, the above table also revealed that 82 (83.7%) of the respondents makes use of Gmail daily. More so, it was also revealed that 75 (76.5%) of the respondents makes use of twitter daily. Furthermore, the table also revealed that 40 (40.8%) of the respondents make use of imo during weekends. Table 5 also shows that 65 (66.3%) of the respondents make use of instagram daily. More so, 40 (40.8%) of the respondents make use of Tumblr during weekends. Furthermore, the table revealed that 55 (56.1%) of the respondents use Pinterest occasionally. Also, 55 (56.1%) of the respondents use Skype occasionally. Also, 82 (83.7%) of the respondents make use of Facebook messenger daily. More so, 38 (38.8%) of the respondents make use of yahoo messenger occasionally. Lastly, the table shows that 82 (83.7%) of the respondents make use of Flickr occasionally.

Therefore, it can be concluded that WhatsApp, Gmail, Facebook Messenger, Facebook, Twitter, Instagram are used daily while Pinterest, Skype, Flickr, LinkedIn, Imo, Youtube are used occasionally by the postgraduates of Tai-Solarin University of Education.

Table 8. *Purpose of Use of Social Media.*

S/N	Purpose of Use	Yes	%	No	%
1.	Organizing Tutorials	82	83.7%	17	17.3%
2.	Brainstorming	95	96.9%	3	3.1%
3.	Information Update	98	100%	--	--
4.	Entertainment	95	96.9%	3	3.1%
5.	Organizing Seminars	95	96.9%	3	3.1%
6.	Organizing symposiums	75	76.5%	24	24.5%
7.	Organizing of Lectures	98	100%	--	--
8.	Group Reading	82	83.7%	17	17.3%
9.	Assignment	95	96.9%	3	3.1%
10.	Term Paper	98	100%	--	--
11.	Project	98	100%	--	--
12.	Organizing of Orientation for freshers	82	83.7%	17	17.3%

Source: Researcher's field survey, 2021.

The above table revealed that 82 (83.7%) of the respondents were of opinion that organizing tutorials is one of the purpose of use of social media. It also revealed that 95 (96.9%) of the respondents were of opinion that brainstorming is another purpose of use of social media. It was also revealed that 98 (100%) of the respondents were of opinion that information update is another purpose of use of social media. More so, 95 (96.9%) of the respondents were of opinion that entertainment is another purpose of use of social media. The table also revealed that 95 (96.9%) of the respondents were of opinion that organizing tutorials is another purpose of use of social media. The table also revealed that 75 (76.5%) of the respondents were of opinion that organizing symposiums is another purpose of use of social media. More so, 98 (100%) of the respondents were of opinion that organizing of lectures is another purpose of use of social media. In addition, 82 (83.7%) of the respondents were of opinion that group reading is another purpose of use of social media. It also revealed that 95 (96.9%) of the respondents were of opinion that assignment is another purpose of use. Furthermore, the table shows that 98 (100%) of the respondents were of opinion that term paper is another purpose of use of social media. In addition, 98 (100%) of the respondents were of opinion that project is another purpose of use of social media. Lastly, the table also revealed

that 82 (83.7%) of the respondents were of opinion that organizing of orientation for freshers is another purpose of use of social media.

It can therefore be concluded that information update, organizing of lectures, term paper, project, brainstorming, Entertainment, organizing seminars, assignment, organizing tutorial, group Reading, organizing of orientation for freshers and organizing symposiums are the purposes of use of social media by the postgraduate students of Tai-Solarin University of Education.

***Table 9.** Challenges facing the Use of Social Media.*

S/N	Challenges	Yes	%	No	%
1.	Poor communication skills of postgraduates	82	83.7%	17	17.3%
2.	Lateness of information	95	96.9%	3	3.1%
3.	Insufficient Data Subscription	95	96.9%	3	3.1%
4.	Social Media obsolesce	75	76.5%	24	24.5%
5.	Unwillingness of postgraduates to share their tacit knowledge	95	96.9%	3	3.1%
6.	Low readiness of postgraduates to gain more knowledge	82	83.7%	17	17.3%
7.	Low acceptance of social media by postgraduates	75	76.5%	24	24.5%
8.	Financial Constraints	95	96.9%	3	3.1%
9.	Lack of trust	98	100%	--	--
10.	Lack of technical know-how of the postgraduate student	95	96.9%	3	3.1%
11.	Time Consuming	98	100%	--	--
12.	Cyber Crime	98	100%	--	--

Source: Researcher's field survey, 2021.

The above table showed that, 82 (83.7%) of the respondents were of opinion that poor communication skills of postgraduates is part of the challenges facing social media use. Also, the table revealed that 95 (96.9%) of the respondents were of opinion that lateness of information is another challenge facing social media use. In addition, the above table also revealed 95 (96.9%) of the respondents were of opinion that insufficient data subscription is another challenge facing the social media use. More so, 75 (76.5%) of the respondents were of opinion that social media obsolesce is another challenge facing the social media use. Furthermore, the table also revealed that 95 (96.9%) of the respondents were of opinion that unwillingness of postgraduates to share their tacit knowledge is another challenge facing social media use. More so, the table revealed that 82 (83.7%) of the respondents were of opinion that low readiness of postgraduates to gain more knowledge is another challenge facing social media use. Also, the table revealed that 75 (76.5%) of the respondents were of opinion that low acceptance of social media by postgraduates is another challenge facing social media use.

It also revealed that 95 (96.9%) of the respondents were of opinion that financial constraints is another challenge facing social media use. More so, 98 (100%) of the respondents were of opinion that lack of trust is another challenge facing social media use. In addition, 95 (96.9%) of the respondents were of opinion that lack of technical know-how of the postgraduate students is another challenge facing the use of social media. Also, 98 (100%) of the respondents were of opinion that time consuming is another challenge facing the use of social media. Lastly, the table revealed that 98 (100%) of the respondents were of opinion that cybercrime is another challenge facing social media usage by the postgraduate students.

It can therefore be concluded that lack of trust, time consuming, cybercrime, insufficient data subscription, lateness of information, unwillingness of postgraduate students to share their tacit knowledge, financial constraints, lack of technical know-how of the postgraduate students, poor communication skills of postgraduates, low readiness of postgraduates to gain more knowledge, social media obsolesce and low acceptance of social media by postgraduate students are the challenges facing the use of social media for knowledge sharing by the postgraduate students of Tai-Solarin University of Education.

4. Summary of Findings

i. Findings from this research work shows that Facebook, WhatsApp, Gmail, Facebook Messenger, Instagram, LinkedIn, YouTube, Yahoo Messenger, Skype, Twitter, Snapchat and Imo are the available social media for knowledge sharing by the postgraduates of Tai Solarin University of Education.

ii. The findings of this study also revealed that WhatsApp, Gmail, Facebook Messenger, Facebook, Twitter, Instagram are used daily while Pinterest, Skype, Flickr, LinkedIn, Imo, Youtube are used occasionally by the postgraduates of Tai Solarin University of Education.

iii. Similarly a large number of respondents were of opinion that information update, organizing of lectures, term paper, project, brainstorming, entertainment, organizing seminars, assignment, organizing tutorials, group reading, organizing of orientation for freshers and organizing symposiums are the purposes of use of social media by the postgraduate students of Tai Solarin University of Education.

5. Conclusion

Social media has become a growing phenomenon with many and varied definition in public and academic use. Social media refers to web-base and mobile application that allow individual and organization to create, engage and share new user generated or existing content in digital environment through multi way

communication. It can therefore be concluded that information update, organizing of lectures, term paper, project, brainstorming, entertainment, organizing seminars, assignment, organizing tutorials, group reading, organizing of orientation for freshers and organizing symposiums are the purposes of use of social media by the postgraduate students of Tai Solarin University of Education. Postgraduate primary reason for using social media is for convenience, ease of use, privacy if there were other people in the room and ability to multitask by engaging in multiple things such as watching television by Boyd [6]. Another primary motivation of Postgraduate for using social media is to express affection, being sociable by thanking people, helping friends and expressing encouragement. It is also used to communicate primarily with friends from home and on campus.

6. Recommendations

Based on the findings and conclusion of this study, the following recommendations were made:

i. University management ought to perceive and encourage students to use social media for official communication such as studying, research, sharing information and knowledge sharing. Students should further be encouraged to enlist on professional social media sites such as LinkedIn to help them develop networks and relationships, other professionals.

ii. University management should draft comprehensive social media policies which include sections on knowledge sharing. These policies would extensively guide students on what ought to be shared on the social networks and educate them on the need to secure their privacy.

iii. University management and government should facilitate students for the purpose of use of knowledge sharing via social media, especially those with financial constraints.

iv. The university management should organize seminars and orientation for the postgraduate students. This seminars and orientation will help postgraduate students understand social media tools hold and their capabilities. They should be oriented on how to use social media effectively in an official way, while the unskilled should get trained on how to become literate on the usage of the social media to increase knowledge sharing among people.

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