

A Perceptual Survey of Students' Use of Social Media on Awareness of Drug Abuse in The Federal University of Technology, Minna

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Abstract

This study examines the perceptions of social media use on awareness of drugs abuse amongst the undergraduate students of the Federal University of Technology, Minna. The population was 21,687. Copies of survey questionnaire were given to 377 student respondents to collect data for the study. Overall findings revealed that the majority respondents used Facebook, the majority 154(39.5%) used the internet 164(43.5%) for 8-10hours per week. As for the level of social media positive influence, 179 of the respondents believed that the undergraduate students' exposure to social media has effect on their drug usage. On the effectiveness of social media in creating awareness, 175 of the respondents believed that social media is effective in creating awareness on drugs usage among the students. As for the impacts of social media on the creation of drugs use awareness, 166 of the respondents believe that the students perceived the impact of social media on drugs use. On the various ways of improving perception of social media use on awareness of drugs, the respondents 148 believed that creating awareness in the school helps in eradicating the issue. The study concludes that drug use constitutes one of the major social problems in Nigeria because of the hazardous effect on the health of people and also psychologically, physically, socially, and most especially, students' performance in schools. The problem appears to be endemic in Nigerian society to the extent that government, scholars, professionals, social workers, academicians, psychologists, sociologist have been trying to find solutions to the problem. Finally, the study recommended that there is need for development of suitable awareness program for undergraduate students in order to reduce the risk of drug use among these individuals.

KEYWORDS: Perceptions, Drug Abuse, Awareness, Social Media, Facebook, Positive Influence.

Introduction

The world today is celebrating the improvements in communication technology which has broadened the scope of communication through Information and Communication Technologies (ICTs). Ufuophu and Ayobami (2012), observing that the ICTs include internet, satellite, cable data transmission and computer assisted equipment. Social network is a social structure made up

of individuals or organizations called “nodes”, which are tied (connected) by one or more specific types of interdependencies, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships or relationships of beliefs, knowledge or prestige. Adeboye (2012), cited in Asemah and Edegoh (2012). Social network can also be referred to as a map of specified ties, such as friendship, between the nodes being studied. The nodes, to which an individual is thus connected, are the social contacts of that individual; the network can also be used to measure social capital the value that an individual gets from the social network. Social networking sites include: Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Google talk, Google Messenger, iPhone, Androids and so on. These networking sites are used by most people to interact with old and new friends, physical or internet friends. Adeboye (2012), cited in Asemah and Edegoh (2012). The expansion in technology has also affected internet software, thus leading to chatting sites known by the name “*social media*”. With social networking sites, one can send and receive messages almost immediately.

Therefore, the absent of regulation of the internet has led to its excessive use. McQuail (2008) avers that the internet penetrates more homes. It is a common sight to see a youth chatting in sensitive and highly organized places like church, mosque and lecture venues. Some are so carried away that even as they are walking along the high way, they keep chatting. The manufacturing and distribution of equally sophisticated cellular phones has complicated the situation, as youths no longer need to visit a cybercafé before they send and receive messages. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition.

Drug use is a global problem and affects many individuals, including students. Johnston et al. (2012) indicated, for instance, that 49% of full-time students had consumed an illicit drug at least once in their lifetime and 21% had done so in the last 30 days. Bennett and Holloway (2015). The United Nations Office of Drugs and Crime. UNODC (2015) reported that drug abuse is a rapidly growing global problem that is a threat in all nations, with students in primary, secondary, and tertiary institutions vulnerable to drug use and/or abuse. Mammon et al., (2014). According to the World Health Organization. WHO (2016), one out of 20 persons between the ages of 15 and 65

years (approximately 246 million) has used an illegal drug? Drugs that are abused include those that are legal such as alcohol and nicotine as well as those that are not legal such as cocaine, heroin, and cannabis. (American Psychiatric Association, (APA) 2013; Weiss, 2016). College students who use/abuse nonmedical prescription drugs (NMPD) are in most cases not aware of the adverse health effects such as paranoia, suicidal ideation, induced psychosis, and cardiovascular complications. Holloway (2015) and Reisinger et al., (2016); Recent researchers have found the use of NMPD to be hazardous to health and related to college students' negative academic performance. (Allen and Holder 2014; Schwinn et al., 2016).

Over the last 30 years, awareness of drug use, access to them and their abuse have dramatically increased. Despite major gaps in information, increases in the abuse of major dependence producing drugs are reflected in reports from official and unofficial sources. Reports from the United Nations, observations of experts, studies of crime, education, work and health all point to serious problems in developing and industrialized countries. Although systematic quantification of problems is not available, there is general agreement that populations at highest risk are those in the age range most needed for productive work. Other groups of people, however, are involved in substance abuse, such as students in developing countries as well as youth elsewhere who misuse volatile solvents, thinners and marijuana. Reports from the United Nations and other sources indicate increases in drug abuse and harmful consequences in most parts of the world. Substance-related deaths have been estimated at nearly 5 million annually for alcohol and tobacco. 200,000 annually for injecting drug abusers. Life years lost through disability related to drug dependence have been estimated for 1990 at 39.3 million years worldwide for males and 13.3 million years for females. Aggregate worldwide estimates of the burden of drug-related diseases, lost job time and the costs of other associated conditions are not available.

Due to the fact that many drug-impacted conditions were not included in this brief compilation, it is clear that figures cited here for mortality, morbidity, disability or impairment are not only incomplete but are also underestimates of the real impact of addictive disorders. Patterns of abuse in different countries show enormous variation, including different drugs abused, individuals who take drugs, various settings and a range of impacts. A problem of major concern is the consumption of drugs in areas producing opium/heroin, coca/cocaine and cannabis. Another way of expressing

this problem is in terms of a shift in consumption from developed to developing countries. To the extent that producers of these drugs are themselves regular users, they represent a permanent market: their own pattern of drug abuse ties them closely to future illicit production. Since 1989, estimates of opium production have been between 3,000 and 4,000 tons per year. Coca leaf, produced in fewer countries than opium, has increased since 1988, from just below 295,000 tons of leaf to slightly over 330,000 tons.

While these are not precise totals of world production, they do indicate the magnitude of world supply, a first step in understanding the supply-demand equation. The magnitude should be considered in the context of commodities that may not be very large in volume but have enormously high value and unit costs. Production of both opium and coca take place in the developing world where favourable growing conditions, remoteness from the law and cheap labour are available. Control of precursors and chemicals essential for production of illicit drugs has become increasingly difficult with more movement of people, more porous national boundaries and, in many countries, reduced government authority. Extremely high profit margins provide cash to hire new waves of couriers, finance insurgent movements, buy political protection and give financial support to terrorists. The world of drugs dealing is harsh and ruthlessly competitive, with marginal and incompetent dealers often eliminated by rival gangs or police action.

Statement Of The Problem

The role of social media shaping people's attitudes, behaviors and perceptions especially on drugs awareness cannot be overstated. Despite all the good attribute and assertive nature of social media, it is so despairing that with all effort made by the media house it seems as if much has not been achieved, because use of drugs is a pandemic problem and it increases in an alarming rate in Nigeria today. The Nigerian National Drug Law Enforcement Agency (NDLEA) has stated that drug use is a major problem in schools, colleges and universities in Nigeria. This is a critical problem which affects the society as it hampers the academic performance of students who are expected to develop and become leaders of tomorrow. The undergraduate students who are the youth and the future hope of the society have created a social problem of engaging in drug that can be destruction to their academic endeavors (NDLEA, 2022). In support of the above assertion; drug use may entail a lot of social problems ranging from lateness to classes, family neglect, deviance behaviors involvement in crimes etc. To the society as a whole crime, promiscuity, armed

robbery and other vice are all linked to drug abuse. Despite the overwhelming intervention strategies by the Government, religious organizations, non-state actors and many other keen stakeholders to curb the problem of drug and substance use especially among the undergraduate students, the number of schools going youth being suck into drug use seems to be escalating day by day.

Therefore, this study is motivated by the alarming influence of drugs perception of social media use on awareness of drug use and to ultimately prevent indiscriminate use of drugs amongst undergraduate students of FUTMINNA.

Objectives Of the Study

The objectives of the study are;

1. To ascertain the degree at which social media has positively influenced the undergraduate students of FUTMINNA on drugs use awareness.
2. To determine the students perceptions on the effectiveness of social media in creating awareness on drugs use amongst undergraduate students of FUTMINNA.
3. To examine the impact of social media on the creation of drug use awareness amongst undergraduate student of FUTMINNA.
4. To identify the various ways of improving perceptions of social media use on awareness of drugs amongst undergraduate students of FUTMINNA.

Literature Review

Influence of Social Media

For the first time, the social media is recognized to govern and control the information that is sent to the public, primarily on subjects that are deemed to be current at the appropriate time. One of the most important functions of mass communication is to convey to the general public important issues, whether they are political, financial, or health-related to be spread all over social media. Because of the professionalism entrusted to media houses, media folks might display concerns relating to its call for significance and high demand (Sokey et al, 2018).

Most student's trust that a news story is tied to the actual person presenting the story. Television's ability to provide sound and pictures as evidence for news stories' claims, as well as the ability to

use hyperlinks to external sources in online news, explained why television news was perceived as more credible than print journalism in the 1960s, and why online news was perceived as more newsworthy than television news early in the twenty-first century. Not much is known about the personalities of social media thrusters and distrusters, but we do know that media trust is linked to interpersonal and other types of political trust. Conservatives are more skeptical of the news media, while liberals are more trusting, and extremists are more skeptical than moderates (Gollust, 2019). Involvement with the issues covered by the social media also reduced trust in news coverage; these findings suggest that students trust or mistrust of the media is explained by their own biases; trust is known to lead to collaboration, whilst mistrust is known to inhibit cooperation.

Further type of evidence demonstrating the consequences of social media trust demonstrates that students trust in mainstream news, social media is associated with mainstream news exposure and that audience mistrust of mainstream news is associated with exposure to non-mainstream media. This also demonstrates that the social media is important in spreading information on social issues as well as contributing to individuals' choice of action or behavior to resolve social and health issues.

Social Media Awareness on Health Issues

Social media has played a unique role in combating the spread of information's. Communication frequently directs and furnishes useful information to its specific audience, as well as appropriately direct and well sort out a greater number of health projects to delineate its motivation. D'Mello-Guyett (2020) further stated that nonetheless, communication has progressed and will continue to do so because the majority of people rely on the social media to impact their behavior and beliefs about specific health issues. Regardless, "it is smarter to counteract sickness entrance in the general public than to battle for the cure." Social media is out for advocating and enhancing social health care activities in general, which is important for preventing sickness and promoting wellbeing. Information, states of mind, subjective standards, goals, and conduct were found to have no or small effects in studies comparing an online interpersonal organisation with no data against data supplied through various routes. We have low trust in these outcomes as a result of limited examinations and flaws in the way the media house is handled, as well as their performance in providing proper information distribution; nonetheless, this does not suggest that there is no impact

(Bou-Karroum, 2017). It is expected that the majority of persons who have been incapacitated by an infection have failed to adhere to instructions and warnings about exploitation of their health. It should be highlighted that communication is not flexible in its efforts to promote wellbeing, unless it is a clear proclamation that communications messages on wellbeing have little impact on the students (Kayal, 2018).

Influence of Drug Use on Students

Drug use has become a serious problem that has envelope students. It seems to have become a prominent social problem. In terms of health, drug use leads to serious health hazards for drug addicts. Drug use has adverse effects on the brain, kidney, liver, pancreases, heart and lung, thereby making them vulnerable to disease (Nwaiwu, 2012). It also leads to other physical complications such as hepatitis, hepatic failure, and tuberculosis in relation to alcohol abuse, infection and emaciation. Again, drug use may result to serious psychiatric implications; these include confusion, restlessness and sometimes serious abnormal behavior or outright madness. Apart from the general health problems caused by drug use, it also has much influence specifically to the student academic performance and activities. Drug use brings about lack of motivation to the student, this is because the ideas of reading and studying is no more in them. What rings in their memory is all about how to get high up with drug. It is also brings about decreased focus and increases forgetfulness. Research have proven that When a student is been indulge in drugs, the part of the brain that help in retaining what is learnt start to get weak thereby decreasing the spirit of focus in the student and making the person to forget easily (Nwaiwu, 2012).

Another influence of drug use is disobedient to lecturers, cause student to get high and when this happens, they feel that they have authority of their own and they can easily challenge their teachers or even have the mind of molesting the female teachers sexually. Drug use influences student to disobey the school rule, cause them to have low interest in school work, sneaking out of the school and heading for party where they can get high. It also pushes them to become truants as they have low interest in school activities. More precisely, it also make student to have excessive sleep even during teaching hours, this highness caused by drug use can also push student into destroying school properties (Adedeji, 2003).

Review of Empirical Studies

Yoo, Kim, and Lee (2018) reviewed how the social media has become a key communication tool for health campaigns. Through social media, health campaigners have been adept at disseminating information to thousands of individuals who are following the campaigns. Social media campaigns differ from conventional online efforts in that they encourage real-time interaction and dialogue among users. It examined message recipients' active communicative actions and varied communication channels, arguing that campaign studies tended to focus on the source of information or how to modify people's behavior through campaign messaging. Three variables have been studied by scholars: informational subjective norms, relevant channel beliefs, and social media efficacy. These variables are highly pertinent to this study due to the distinctive qualities of social media. The utility of channel-specific variables in predicting communicative behaviors and developing a novel social media campaign model in the health context was proved in this study. It also gives scholars a better understanding of how people develop health behavioral intentions by using health-related, social-media-related, and communicative behavior variables.

Misra, Rai and Takeuchi. (2018) stated that because most people rely on what the media portrays to them, public health information delivered through the media is critical in preventing the spread of infectious illnesses. Social media and television commercials are effective tools for informing people about the spread of infectious diseases and how to prevent them. This paper therefore proposes a mathematical model to see how TV and social media advertisements impact the dynamics of an infectious disease. Keeping in mind the importance of information provided to the population through social media and TV ads regarding the protection against any infectious disease and the cost involved in TV advertisements, this study formulates and analyse a nonlinear mathematical model to study the effect of TV and social media ads, which includes internet information as well as print media, for the control of an infectious disease. This study proves that the cumulative number of TV and social media ads is considered to increase according to the number of infected individuals in the modelling process, and their growth rate decreases with the increase in the number of conscious individuals. The susceptible population is thought to be prone to both infection and information (through TV and social media advertisements). It's also expected that the rate of expansion of TV and social media commercials is related to the number of infected people, with the number of conscious people decreasing.

The feasibility of possible equilibrium is addressed, as well as their stability features. The increase in the growth rate of TV and social media ads destabilises the system, resulting in periodic oscillations due to Hop-bifurcation. It has also shown that as awareness spreads among vulnerable populations, fascinating dynamics about the stability of endemic equilibrium emerge, leading to a stability switch. Therefore, in conclusion, it has been noticed that commercials on TV and social media about the spread of infectious diseases have the capacity to modify people's behaviour and control the spread of diseases. Analytical results are also supported by numerical simulations (Misra, Rai and Takeuchi, 2018).

According to Ogutu, Sagwa and Evans (2019) the term “Mental Health Literacy” (MHL) is about beliefs and knowledge about mental disorder which aid recognition, management or prevention about something. MHL is about understanding some disorder, understanding when and how to search suitable mental health information, and related causes and risk factor-based knowledge about drugs usage. It also consists of understanding of health-related information, risk factors, self-treatments, and seeking professional help the college life time is a transitional stage among individuals’ development and also contains high risk for initiating drugs. It is estimated that globally, about 1.2 billion individuals are victims of drug use. At global level, there is increase in use of addictive drugs since now these drugs are easily available and mostly individuals adopt using these because of poor company.

They also stated that the use of drugs among university level student is increasing across the world. Common factors leading to this trend include easily availability, desire to be popular rapidly, poor role model, pressure from peer group and experimentation behavior leading to this trend. There is trend of using drugs all over the world through social media and this trend is more concentrated among university and college level students. The alarming factor is that a lot of time, college and university level students and the health professionals have poor knowledge of the negative effects of harmful effects of drug usage. Studies conducted in this domain shows that the drug usage is facilitated because of poor knowledge about its effects. The objective of the study are as follows; To measure the mental health literacy (perceptions about drugs use) among medical college

students in a Kenyan medical college. Aiming to assess the drug use related literacy among the medical students in government based medical college in the Nairobi, Kenya.

The methodology of the study was cross sectional based on survey method. Result states that majority of students reported there is presence of drug abusing youths are existed in their classrooms. Results also shows that there is low level of self-intake of drugs and increase assertiveness as found among medical students. The conclusion of the study is that among the medical students surveyed, majority of students reported higher risk of drug use due to the staying with such individuals. Majority of students agreed that if they take drug home, it will also be used by some family members. Majority of individuals reported that there is someone in their circle who is using drug. However, it can also be concluded that medical students are aware of the negative effects of those drug's use (Evans Vidija, 2019).

The study examined the perception of drug use amongst Nigerian undergraduates living off-campus. Students were surveyed at the Lagos State University, Ojo, allowing for a diverse sample that included a large percentage of the students from different faculties and departments. The undergraduate students were surveyed with a structured self-reporting anonymous questionnaire modified and adapted from the WHO student drug survey proforma of the 1000 students surveyed, a total of 807 responded to the questionnaire resulting in 80.7% response rate. Majority (77.9%) of the students were aged 19-30 years and unmarried. Six hundred and ninety eight (86.5%) claimed they were aware of drug use, but contrarily they demonstrated poor knowledge and awareness. Marijuana, 298 (45.7%) was the most common drug of use seen by most of the students. They were unable to identify very well the predisposing factors to drug use and the attending risks. Two hundred and sixty six (33.0%) students were currently taking one or more drugs of use. Coffee (43.1%) was the most commonly used drug, followed by alcohol (25.8%) and marijuana (7.4%). Despite chronic use of these drugs (5 years and above), addiction is not a common finding. The study also revealed the poor attitudes of the undergraduates to drug addicts even after rehabilitation. It was therefore concluded that the awareness, knowledge, practices and attitudes of Nigerian undergraduates towards drug use is very poor. Considerably more research is needed to develop effective prevention strategy that combines school-based interventions with those affecting the family, social institutions and the larger community (Oshikoya & Alli, A, 2006).

According to Elsevier social media increasingly integrated into the lives of today's teenagers, there are two urgent needs: for further research on online exposure to substance use and for clear recommendations to mental health practitioners, adolescents, and parents about the need to assess and monitor teens' online exposure to substance use. In this issue of the *Journal of Adolescent Health*, make an important contribution to this much-needed research by demonstrating an association between exposure to friends' alcohol-related postings on social networking sites and the later onset of drinking behaviors.

Their finding of perception of peers' approval of alcohol as a mediator is a key step in elucidating a potential pathway between social media exposure and subsequent substance use. Substance use is rampant and often glorified by celebrities and others on social media. There have been reports of social media being used as a strategy for selling drugs, with hashtags facilitating the process of pairing buyers with sellers. Tobacco, electronic cigarette, and alcohol industries have widely integrated social media platforms into marketing strategies that are fully accessible to teens. In this way social media has opened up doors for these industries to market to youth even when direct marketing to minors is against the law or supposed to be internally regulated. The burgeoning cannabis industry is opening up even more opportunities for teens to have exposure to advertising through social media. Exposure to substance use imagery is associated with subsequent onset in use, which is why drinking alcohol and using drugs in movies warrants rating, while social media is harder to regulate. Questions remain about the nature of the relationship between exposure to substance use on social media and subsequent use.

Theoretical Framework

Theories are formulated to explain, predict, and understand phenomena and, in many cases, to challenge and extend existing knowledge within the limits of critical bounding assumptions. The theoretical framework is the structure that can hold or support a theory of a research study. The perception of social media use on awareness of drugs amongst undergraduate students is influenced by a number of intellectual frameworks and theories. The early psychological theory previously described prevalent explanation on drugs usage problems. This

hypothesis evolved into a more comprehensive theory with more explanatory ability. While the Eco social theory provides a construct for drugs awareness.

Psychological Theory

These theoretical approaches to the explanation of drug usage having often been based on concepts that are common to those of other syndromes of behaviour involving compulsive or impulsive behaviours, such as obsessive-compulsive disorder, gambling and social media (Miller, 1980). In particular, emphasis is given to the fact that there is impaired control over use and continued use despite usage problems.

Eco-social Theory

The Eco social hypothesis of awareness looks at how people's social interactions influence each other. This theory gets its name from the prefix eco, which comes from the word ecology, which is the study of how living and inanimate things interact through time and place (Leavell & Clark, 1958). There are five core aspects of Eco social theory: scale, dynamic state, level of organization, mathematical modelling, and understanding the phenomena with regard to general processes.

- (i) **Scale:** refers to observable, quantifiable dimensions such as the number of drugs usage cases or outbreaks.
- (ii) **Dynamic State:** is the interaction of inanimate and animate inputs/outputs in a dynamic state is defined as the phenomena and processes being scale dependent.
- (iii) **Level of Organization:** are the specific nested hierarchies, such as friends or families that are infected by drugs.

For epidemiological research, Eco social theory provides a theoretical checklist. It examines what or who determines present and/or changing patterns of social interaction. In the case of drugs, this theory can be used to investigate what causes drug usage outbreaks in certain groups of people. The Eco social perspective combines biological and ecological analysis with the social production of drugs perspective. Eco social constructs include embodiment; pathways of embodiment; interplay of exposure, resistance, and susceptibility; and accountability and agency.

- a. **Embodiment:** is the process through which people integrate the environment in which they live. Without knowing someone's history and societal ways of life, no part of their

biology can be understood. With regard to drugs, how does drug usage affect a person's biological makeup, and where does the infection originate?

- b. Pathways of embodiment:** are the possibilities and restrictions of an individual's biology. It also includes societal arrangement of property and power structures that are based on consumption, production, and reproduction. In the case of drugs, how do societal structures (social awareness) affect an individual's vulnerability and probability of drugs usage infection?
- c. Interplay of exposure, resistance, and susceptibility:** is the interaction between each factor and its distribution along the pathways of embodiment.
- d. Accountability and agency:** involve Institutions, households, individuals, scientists, and epidemiologists are all held accountable for their work, and they must weigh both the benefits and limitations of their findings. This framework holds both institutions (such as drug agencies) and researchers accountable for not only their research but also their efforts to provide needed assistance.

So we can utilize Eco-social theory to look into the perception of social media use on awareness of drugs amongst undergraduate students of FUTMINNA and also in different populations and communities.

Methodology

The survey research design through the administration of questionnaires was used for the study. By using the survey research design since the study requires the use of experimental and control groups, the study will be able to obtain information from a sample of undergraduate students from both campuses of the FUTMINNA.

Population of the Study

Research population is the entire pool from which a statistical sample is drawn. This could be an entire group of people, events or objects. The target population for this research is the undergraduate students of the FUTMINNA, Niger State. The population covers the nine (9) schools in the University. The study population is the collection of the study unit from which it is possible to determine the value of the interest variable. The population for the study is the total

number of undergraduate students of the FUTMINNA, Niger State for 2021/2022 academic session. This population is 21,687

Sample Size and Sampling Technique

Krejcie and Morgan's (1970) table of sample size determination was used to the sample size. The table establishes corresponding sample sizes for a size range of population at 95% level of confidence at 5% sampling error. It is known that if the population of study is above 20,000 and less than or equal to 30,000, the sample size of population should be 377. Hence the sample size for this study is 377 since the total population of students is 21,687 which is above 20,000 and less than 30,000. Therefore, the sample size for this study is 377 students, comprises of boys and girls in the School, using all the departmental student.

Sampling technique is the process of choosing units of people or organization from a population of interest by the study, the sample may modestly generalize result back to the population from which they were chosen. A Sample is a group of individuals, objects or items taken for measurement from a bigger population, to ensure that we can generalize the findings from the research sample to the population as a whole, the sample should be representative of the population. In case of this study, the strata are the nine schools in FUTMINNA.

Data Analysis

Research Question One: Level of social media positive influence.

Table 1: Respondents response to the level of social media positive influence

Items		Scale						
S/N	Level of social media positive influence	1	2	3	4	5	6	7
1	I believe that the undergraduate students spend more time on social media?	17	22	9	49	138	16	26
2	I believe that the students now rely on social media about drugs usage without consulting other sources?	4	13	16	53	162	85	44

3	I believe that the undergraduate students' exposure to social media has effect on their drug usage?	0	7	50	33	179	92	16
4	I believe that the influence of social media on drugs usage awareness of students is positive?	0	0	46	42	168	100	72
5	I believe that the undergraduate students involved in this act is because they want to gain power and fame?	0	0	27	25	143	110	72

Table 1: (above), shows the responses of the respondents on level of social media positive influence. According to the table, the majority 138(36.6%) of the respondents agreed that most the undergraduate students spend more time on social media, while 22(5.8%) of them strongly disagreed. Whereas majority 162(43.0%) of the respondents agreed that the undergraduate students now rely on social media for drugs usage, while 16(42%) of the respondents disagreed. And 50(13.3%) of the respondent disagreed that the undergraduate students' exposure to social media has effect on their drug usage, while majority of the respondents 179(47.5%) agreed. Whereas, the majority of the respondents 168(11.1%) of the respondents agree that the influence of social media on drugs usage awareness of students is positive, while 46(12.1%) of the respondent disagreed and some undecided. Also, the majority of the respondents 143(38%) of the respondents agreed that most of the influence of social media on drugs usage awareness of students is positive. While 27(7.2%) disagreed respectively.

Research Question Two: Effectiveness of social media in creating awareness

Table 2: Respondent responses to the effectiveness of social media in creating awareness

S/N	Items	Scale						
		1	2	3	4	5	6	7
1	I believe that social media is effective in creating awareness on drugs usage among the students?	0	0	6	21	175	103	72

2	I believe that the information you find on social media are relevant and useful?	3	0	0	24	144	134	72
3	I believe that social media has effects on students drug usage?	0	0	3	57	115	123	79
4	I believe that students who spend more time on social media are likely to perform poorly in their academic activities than those who do not?	3	0	0	59	67	165	83
5	I believe that the student idea of social media drug use habit is attributed with their parents drug habits?	6	0	71	41	113	123	23

Table 2 (above), shows the responses of the respondents on the effectiveness of social media in creating drug use awareness among the undergraduate students. According to the table, the majority 175(46.4%) of the respondents agreed that social media is effective in creating awareness on drugs usage among the students, while 21(5.6%) of the respondents agreed that social media is effective in creating awareness on drugs usage among the students. Whereas the majority 144(38.2%) of the respondents agreed that the information you find on social media are relevant and useful, 3(0.8%) of the respondents disagreed, while the majority 123(32.6%) of the respondents strongly agreed that the information you find on social media are relevant and useful, and 57(15.1%) of them were indecisive. Also 165(43.8%) of the respondents agreed that the undergraduate students who spend more time on social media are likely to perform poorly in their academic activities than those who do not, while 3(0.8%) of the respondents strongly disagreed. Whereas the majority 123(18.8%) of the respondents disagreed and some indecisive.

Research Question Three: Impacts of social media on the creation of drugs use awareness

Table 3: Respondent responses to the Impacts of social media on the creation of drugs use awareness

Items	Scale
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S/N	Impacts of social media on drugs use awareness	1	2	3	4	5	6	7
1	I believe that the students perceive the impact of social media on drugs use?	0	0	14	26	166	38	73
2	I believe that you have abused drugs through social media prescription?	0	0	7	27	136	132	75
3	I believe that the harmful effects of drugs use are only temporary?	0	3	8	58	116	121	71
4	I believe that the influence of social media drug use is as a result of students associating with their peer group?	4	3	11	43	74	153	83
5	I believe that most of the undergraduate student don't know the harmfulness of social media on drugs use?	6	8	63	33	120	103	37

Table 3 (above), shows the responses of the respondents on the Impacts of social media on the creation of drugs use awareness. According to the table, majority 166(44.0%) of the respondents agreed that the undergraduate students perceive the impact of social media on drugs use, while 14(3.7%) of them disagreed. Whereas the majority 136(36.1%) of the respondent agreed that they have abused drugs through social media prescription, while 7(1.9%) of them disagreed. Also, majority of 121(32.1%) of respondents strongly agree that the harmful effects of drugs usage are only temporary, while 58(15.4%) of the respondents indicated indecisive. Whereas 153(40.6%) of the respondent agreed the influence of social media drug use is as a result of students associating with their peer group, while 11(2.9%) of the respondent disagreed. Whereas, the majority 120(31.9%) of the respondent agreed that most of the undergraduate student don't know the harmfulness of social media on drugs use, while 68(18.4%) of the respondents disagreed and some undecided.

Research Question Four: The various ways of improving perception of social media use on awareness of drugs.

Table 4: Respondent responses to various ways of improving perception of social media on drugs awareness

S/N	Items	Scale						
		1	2	3	4	5	6	7
1	I believe that Counselling is the best way in which social media drug use could be reduced among the student?	17	23	62	19	127	75	54
2	I believe that introducing a platform on social media for interaction can help in curbing challenges of drugs usage awareness?	7	41	48	18	114	99	50
3	I believe that treatment program specifically related to drug use on social media?	16	29	27	16	131	86	72
4	I believe that creating awareness in the school helps in eradicating the issue?	15	18	43	7	148	94	52
5	I believe that introducing health advertisement on social media regarding drug use awareness among the undergraduate students can help in curbing the challenge?	15	25	45	13	144	63	72

Table 4 (above), shows the responses of the respondents on possible various ways of improving perceptions of social media on drugs awareness. According to the table, the majority 127(33.6%) of the respondents agreed that counselling is the best way in which social media drug use could be reduced among the undergraduate student, while 62(16.4%) of the respondents disagreed. Also, the majority 114(30.2%) of the respondent agreed that introducing a platform on social media for interaction can help in curbing challenges of drugs usage awareness, while 48(12.7%) of the respondents disagreed. Whereas the majority 131(34.7%) of the respondents agreed that that treatment program specifically related to drug use on social media, while 29(7.6%) of the respondents strongly disagreed. Also 148(39.2%) of the respondents agreed that creating awareness in the school helps in eradicating the issue, while 43(11.4) of the respondents disagreed.

Whereas, the majority 144(38.2%) of the respondents agree that introducing health advertisement on social media regarding drug use awareness among the undergraduate students can help in curbing the challenge, while 45(11.9%) of the respondents disagreed and some are undecided.

Discussion Of Findings

From the findings it shows that the undergraduate students do have access to social media and that the extent to which the students have access to social media is high. This is evident in the majority of the respondents who agreed to that effect. The implication of this is that the students have access to social media. This is mainly because they use social media for various purposes. This is in line with the uses and gratifications theory which says that audience members use the media to satisfy various purposes. Findings further show that Facebook is the social media network that is most used by the undergraduate students. This is evident in the majority of the respondents who agreed that Facebook is the social network mostly used by the students. This however corroborates Asemah and Edegoh (2013) who noted that Facebook is the most used new media by students. The Facebook, as noted by Asemah and Edegoh (2013), is a social networking site, which allows participants to create a profile, search and receive friend request. Participants can upload profile pictures, tag pictures and comment on pictures of friends. It also gives participants the opportunity to upload and share information, either public or private. There is also room of privacy in which participants grant access to selected participants within his or her group of friends. Facebook is one of the fast developing social networking sites, particularly popular with people under the age of 40, with nearly 500 million users worldwide. In many cases, it is just a way for people to keep in touch with each other and exchange news and photographs. Increasingly, though, young people prefer it as a source of news and information, rather than listening to radio or watching television (Asemah & Edegoh, 2013). The findings also show that the exposure of the undergraduate students does have an effect on their drug usage. This is also evident in the table where the majority of the respondents answered in the affirmative. Similarly, items on the table show that the influence of social media on the awareness of students is positive. Students who spend more time on social media are likely to know more about drug usage. This is because, instead of reading their books, they spend their time chatting and making friends via the social media and this will definitely have an effect on their awareness.

The result presented from the analysis shows that the social media is effective in creating awareness on drugs usage among the undergraduate students. Also the respondent indicated that information's find on the social media are not always relevant and useful. And the respondent indicated that social media has effect on students drugs usage. While concern about students who spend more time on social media are likely to perform poorly in their academics. This is because, instead of reading their books, they spend their time chatting and making friends via the social media and this will definitely have negative effect on their academic performance, because when you do not read, there is no way you can perform well academically. Similar to research by Asemah and Edegoh (2013) which shows that the exposure of the undergraduate students of have effect on their academic performance. This is also evident from the research shows where majority of the respondents answered in the affirmative are correct. The research show that social media have negative influence on the academic performance of the undergraduate students.

Respondents result from the table based on the impacts of social media on the creation of drugs use awareness amongst undergraduate students. Respondents agreed that the students perceive the impact of social media on drugs use. On the respondent agreed that they have abuse drugs through social media prescription. The respondent also show concern about the harmful effect of social media drugs use are temporary, thereby agreed. It is also shown from the table the influence of social media drugs use is as a result of students associating with their peer group.

Lastly, concern about the various ways of improving perception of social media use on awareness of drugs amongst undergraduate students. Form the analysis this implies that the respondents considered that adequate measurers of improving perception of social media use on awareness of drugs amongst undergraduate students is through counseling, creation of preventive measures, treatment programs and creations of awareness to eradicate the issue.

Conclusions

Drug use constitutes one of the major social problems in Nigeria because of the hazardous effect on the health of people and also psychologically, physically, socially, and most especially, students performance in schools. The problem appears to be endemic in Nigerian society to the extent that government, scholars, professionals, social workers, academicians, psychologists, sociologist have been trying to find solutions to the problem. This research is the outcome of unsubstantiated

statements and generally held beliefs concerning the issue or incidence of drug use among Nigeria undergraduate students which is held by various people, institutions and organization in the society. Such belief and opinions include those of religion and political leaders, parents, the mass and print media etc which most times, portray students as heavily and almost solely dependent on drug use especially these days. In line with the finding of the study and the discussion, the researcher makes the following conclusions. Social media drug use is a social problem basically associated with young people. These young people involve themselves in social media as a means and excessive taking of some drugs which may alter the body system or may cause damage to the health. Drug use is very common among undergraduate students, they take drugs, to get intoxicated or feel high or for them to just feel among or fit into the environment while some take this drugs through the influence of friends or other people they meet on social media.

Recommendations

The research therefore makes the following recommendations;

1. The first recommendation is that there is need for development of suitable awareness program for undergraduate students in order to reduce the risk of drug use among these individuals.
2. Students should reduce their exposure to social media on drug usage and pay more attention to their studies.
3. Students, especially those who has disability or health issue should guide themselves against the use of social media.
4. The government should consider the possibility of evolving a policy on undergraduate student's exposure to drug use on social media.

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