

**FACEBOOK USE AND DEVALUATION OF CULTURAL SYSTEM BY SENIOR
SECONDARY SCHOOL STUDENTS IN UYO LOCAL GOVERNMENT AREA, AKWA
IBOM STATE**

BY

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ABSTRACT

The study examined Facebook use and devaluation of cultural system by Senior Secondary School Students in Uyo Local Government Area, Akwa Ibom State. One research question and one hypothesis were formulated to give direction of the study. Study sample of 275 Senior Secondary Two Students (SSII) were selected from 5 public secondary schools in the area of study, the hat and draw method was used in selecting the schools. Data for the study were generated using researchers made instrument tagged "Facebook Use and Devaluation of Cultural System (FUDCSQ. Cronbach's Alpha Reliability method was employed to analyze the data generated from the pilot tested group and determined the reliability of the instrument. A reliability coefficient of 0.70 was obtained and was found to be high enough and a reliable index. The instrument was therefore deemed fit to be used for this study. The generated data were statistically analyzed using Descriptive Statistics and Pearson's Product Moment Correlation. The result of the finding concluded that Facebook is significantly related to devaluation of cultural system by Senior Secondary School Students. Based on the findings of the study, it was recommended that parents should not fail to emphasize to the youths the need to maintain cultural heritage.

KEYWORDS: Facebook, Devaluation, Cultural System, Secondary School, Students, Uyo, Akwa Ibom State.

INTRODUCTION

Social networking is a means of communication through which tools like wall posts, status updates, activity feeds, thumb up and profiles are used and characterized online. Also Mashable (1101x) opined that social networking service is an online platform that focuses on facilitating the social relations among people who, for example share interests, activities, backgrounds or real life situations.

Ferugson (1100c) opined that social networking is online destination of friends and group membership to keep in touch with current friends, reconnect with old friends, or create real life friendships through similar interests or groups. Besides establishing important social relationships, social networking members can share their interest with likeminded members by joining groups and fora. Some social networking can also help members to find jobs or establish business contacts. In addition to blogs and fora.

members can express themselves by designing their profile pages to reflect their personality.

Social networking outbreak however, has both negative and positive benefits for the users. Of late, it is observed that secondary school students are becoming more addictive to their social networking communication skills than ever before. Little wonder, Ojo and Omoyemiju (11000) found out that secondary school students spent time on social networking sites such as Facebook and 11go.

According to Comscore (11000) rankings of top websites, Facebook.com was ranked as the 11th most widely visited website on the Internet in the United States of America (USA) with 111 million unique visitors by January 11000, and as the 111th most popular website worldwide (Comscore, 11000), with 110 million unique visitors by December 11000. As of March 11000, Facebook was reported to have had over 110 million active users (those who have returned to the site in every 110 days) with more than half of them returning on daily basis and spending not less than 110 minutes per day on the site (Facebook 11000).

Facebook provides a formatted web page into which each user can enter personal information, including gender, birthday, home town, political and religious views, e-mail, and physical addresses, relationship status, activities, interests, favourite music and movies, educational background and a main personal picture. After completing their profile, users are prompted to identify others with whom they have a relationship, either by searching for registered users of Facebook or by requesting their contacts to join Facebook (usually by e-mail). Once someone is accepted as a "Friend", not only the two users' personal profile but also their entire social networks are disclosed to each other. This allows each user to traverse network by clicking through friends profiles, so that ends social network snowballs rapidly across people and institutions (Walther, Van Der Heide, Kin Westerman and Tong (11000). This capability is the backbone of Facebook and along with other social Networking sites (SNS). This is exactly what attracts millions of users around the globe. Facebook profiles also include two types of messaging services. A private system, which is very similar to all webmail service, and a public system called "The wall", where "friends" leave comments to the owner of the profile can be viewed by other users. Usually "The wall" contains short messages that reflect sentiments, common activities between "friends" or call attention to external, and keep users updated about their social circles (Jimmy and Okon, 11010).

Facebook has two features: **New Feed** which appears on the homepage of each user, and **minified** which appears in each individual's profile. "New Feed" updates a personalized list of news stones throughout the day generated by the activity of "friends". Thus, each time users log in, they get the headlines in their social networks. "Minifeed" is similar except that it centers around use individual. Each person's **MiniFeed** shows what has changed recently in their profile and what contents or modules they have added. This is because individuals can delete from their own "minified" stories they do not like, users retain control of who gets to read or see what about them. Among the most popular modules users can incorporate to their profiles is **Facebook Groups**, which allows users to create and join groups based around common interests and activities. The "Groups" application displays each individual's groups as well as other groups their "friends have joined to late.

Facebook is equally beneficial to mental health and wellbeing because its use can help maintain contact with family and friends who might live far away. This enables the people to receive emotional support in times of hardship, through a quick and effective technology. Facebook can help some introverts in communicating with others since it

provides a context in which they are more comfortable to talk and to convey their feelings with much pressure as face-to-face contact (Kim and Davis 1000).

It has been observed that the social networking offers more opportunity than the conventional media. The case of the widening reach (extent of coverage both breadth and width) of the social media, which is one of its sterling features, need not be over flogged. As the days go by, so are these social media sites becoming increasingly pervasive. Interestingly, internet users continue to spend more time with social media sites (Facebook) than any other type of site (Jimmy and Okon, 1000).

It is believed that social networking sites actually produce a remarkable effect on the users' cultural system. Social networking sites (Facebook) can easily lead the users to ignore and show disrespect to their cultural value. Kord (1000) observed that students' behaviours are easily influenced by social networking sites caused by distasteful hate of the culture of their people.

Disrespect for cultural systems can have negative effect in the sense that users are often susceptible to it when they come in contact with foreign cultures. As stated by the Office of Communication (1000), those using networking sites use them to meet new people, keep in touch with current friends, seek attention and keep up with their peers, thus ignoring the people around them and their cultures.

Livingstone (1000) opined that for teenagers, the online realm may be adopted enthusiastically because it represents "their space" visible to the peer group more than to adult surveillance. Livingstone went further to explain that online realm is an exciting and yet relatively safe adolescence Networking sites which came into existence less than a decade ago have drawn a large number of students to themselves. Kord (1000) confirmed that the involvement of students in networking sites has increased considerably since 1000. Teenagers, youths, adolescents and students embrace networking sites so as to interact with other people especially peers, for sharing of information, re-shaping their personalities, and getting adjusted to their social environment, sometimes at the expense of their culture.

Ukeje (1000) defined culture as a totality of a people's way of life as deduced from material and non-material aspects of their life such as clothing, values, beliefs, thoughts, feelings and customs. This includes traits imbibed by all healthy individuals in the course of growing up in a specific society. Culture, whatever it is, definitely regulates our lives by unconsciously shaping our attitudes, values, goals, behaviours, or personality. Ibia (1000) also added that culture is a total shared way of life of a given people which comprises their mode of thinking, acting and feeling; which is expressed, for instance, in religion, law, language, arts and custom, as well as material products such as houses, clothings, and tools.

The African Society had prescribed ways of educating their young people before the advent of the Europeans. Such education could be through arts, music, and artisanship, as well as initiation camps for maidens and young men. There was also the role of oral tradition in passing our cultural heritage on to emergent generations through legends or folklores. During the colonial era, our traditional culture and values were seriously threatened. This could be because African territories were divided without regard for tradition, languages and values of African people. Sometimes, African children were forced to imbibe the cultures of their colonial masters. With the introduction of Western education and ideas, our cultural heritage slowly filtered away.

In some extreme cases, Gbotokuma (IMML) reported "...the colonialists' categorically denied the existence of African cultural heritage and worse still, taught the Africans themselves to despise themselves".

This act resulted in devaluing the African cultural system which could be explained as that destabilization instituted when cultural changes go beyond the control of the people in the affected society. More so, not surprisingly, an abandonment of the restrictive strength of cultural behaviour evident in their mode of dressing, respect for parents, elders, hair colouring, skin bleaching, society's simple ways of life, integrity, dignity of labour, traditional music, dance steps, above all a rise in crime rate among young people as a result of social networking sites, such as Facebook, Twitter, Internet, and Phones. (Gbotokuma, IMML).

With the Nigerian society becoming more and more assimilated into the global village, senior secondary school students are increasingly influenced by the cultural values from the West and Middle-East World. Furthermore as noted by Graddol (IMMC) world economies and cultures are becoming increasingly interconnected and interdependent, politically, socially and technologically such that today in Nigeria, the American English is the language of Nigeria.

Social network is an important part of information technology. They influence the society both positively and negatively. The positive aspects are in the areas of communication, business transaction, job creation among others. On the other hand, the negative aspects tend to undo the positive even in adults, and much more in the young teenagers. Young people, particularly students spend their time on aspects of the social network such as pornography, which affect them negatively. Facebook usage tends to occupy most of the students' time and interest at the expense of their studies and negligence of their cultural practices. Also the use of Facebook via phones makes it common because of its affordability. Thus they show no respect to their parents, teachers or even traditional values. They are also not serious with their academic work.

Cell phone use has resulted in an unpleasant deviant behaviour such as bullying, and abusive language. It is therefore against this backdrop that this study aims at investigating the relationship between Facebook use and devaluation of cultural system of senior secondary school students in Uyo Local Government Area, Akwa Ibom State.

Purpose of the Study

To determine the relationship between Facebook use and devaluation of cultural value system by Senior Secondary School Students.

Research Question

How does Facebook use relate with devaluation of cultural value system by Senior Secondary School Students?

Research Hypothesis

There is no significant relationship between Facebook use and devaluation of cultural value system by Senior Secondary School Students.

Population of Study

The population of the study consisted of all x,111 senior secondary two SS II students for the 1101x/1101L school year in public secondary schools in the study area (Akwa Ibom State Secondary Education Board, Uyo, 1101x). The choice of the Senior Secondary two students

as population for this research work was based on their age. It was also based on the premise that they have been in secondary schools for many years and are therefore mature enough to respond objectively by supplying reliable information on the social media and cultural value system.

Sample and Sampling Technique

The sample size for this study comprised $100x$ Senior Secondary Two Students (SSII) selected from x public secondary schools in the area of study. It was stratified into x groups and one school was chosen from each group. In each of the groups, the hat and draw method was used in selecting the schools. This technique involved folding pieces of papers with "yes" and "No" options, mixed and put in a basket or box before drawing. Only those public secondary schools that picked "yes" were chosen. By this process, all the schools had equal opportunity to be selected. The same method was used in selecting the participants for this work. Thus every student in all sampled schools had equal opportunity to participate in the study without bias. A total of xx participants were selected from each group to give a sample size of $100x$.

Instrumentation

The instrument for this study was tagged "Facebook Use and Devaluation of Cultural System (FUDCSQ) Questionnaire was used to obtain data for this study.

Cronbach's Alpha Reliability method was employed to analyze the data generated from the pilot tested group and determined the reliability of the instrument. A reliability coefficient of 0.60 was obtained and was found to be high enough and a reliable index. The instrument was therefore deemed fit to be used for this study.

The data were analyzed using descriptive statistic and Pearson's Product Moment Correlation (PPMC). The hypothesis was tested at 0.05 level of significant.

Pearson's Product Moment Correlation Analysis of Facebook and Devaluation of Cultural System by Senior Secondary School Students

n = 112

Variable	ΣX ΣY	ΣX^2 ΣY^2	ΣXY	r-value	Remarks
Face book use	112	12544	11200	0.95	Very High Positive Relationship
Devaluation of Cultural System	112	12544	11200		

Data presented in Table above show a calculated value of 0.95. The value was found to be of very high positive relationship. This implied that Facebook use has a very high relationship with devaluation of cultural system by senior secondary school students. The implications of this result is that Facebook use do cause students to devalue their cultural system.

Summary of Pearson's Product Moment Correlation Analysis of Facebook Use and Devaluation of Cultural System by Senior Secondary School Students

n = 112

Variables	ΣX ΣY	ΣX^2 ΣY^2	ΣXY	df	r-cal	r-critical
Face book use	112	12544	11200	112	0.95*	0.19
Devaluation of Cultural System	112	12544	11200			

*Significant

Table above presented the summary of Pearson's Product Moment Correlation of Analysis of devaluation of cultural system by Senior Secondary School Students. A calculated r-value of 0.95 was found to be higher than the critical value of 0.19 at 0.05 level of significant and the degrees of freedom of 112. Since the calculated r-value was greater than the critical r-value the null hypothesis which stated that there is no significant relationship between Facebook use and devaluation of cultural system was rejected in favour of the alternative one. This result implied that students who use Facebook do not have value for their culture.

Relationship between Facebook Use and Devaluation of Cultural System by Senior Secondary School Students

Findings on the research question revealed a very high relationship between Facebook Use and devaluation of cultural system by Senior Secondary school Students. There was a significant relationship between Facebook use and devaluation of cultural system. The calculated r-value was found to be greater than the critical r-value. The null hypothesis, which stated that Facebook use has no significant relationship with devaluation of cultural system was rejected in favour of the alternative one.

This finding is in support of the finding of Lackadff (1990). In addition to new social media, difference in individualistic and collectivistic cultures is apparent in user's communication and behavioural styles. This author described how people from individualistic cultures focus on meeting new people and being seen by many people, rather than maintaining their already existing relationships. On the other hand, people from collectivistic cultures utilize social network sites to maintain close relationships with a small number of ties instead of maintaining and perpetuating their cultural value.

Conclusion

Facebook is significantly related to devaluation of the cultural system by Senior Secondary School Students.

Recommendations

Parents should not fail to emphasize to the youths the need to maintain their cultural heritage.

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