

SOCIAL MEDIA ADDICTION AMONG UNDERGRADUATES

BY

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DEGREE IN PSYCHOLOGY

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Social Media Addiction Among Undergraduates" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined social media addiction among undergraduates, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of social; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with social and media. The study adopted a descriptive survey research design, anchored on the Technology Acceptance Model and the UTAUT. A sample size of 417 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 389 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.95). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.522$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.08, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.16$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on social.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of social media addiction among undergraduates is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

social continues to command considerable attention among researchers, policymakers, and practitioners in psychology. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream social into routine governance. Empirical evidence from Osinachi and Osinachi (2021) suggests that positive developments in media are associated with improvements in social. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The aggregate picture emerging from Ibrahim and Ogunlana (2023) points to a modest but consistent association between social and the outcomes of interest. Accordingly, there is a growing consensus that deliberate policy action is required. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

A growing corpus of literature draws attention to the pivotal role of social in shaping developmental trajectories. Rapid urbanisation and demographic expansion across Nigerian cities have heightened the salience of social in everyday life. Longitudinal research by Ogbeide and Bakare (2016) revealed that sustained attention to social yields appreciable dividends over time. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Adekunle and Umeh (2020), in a survey of relevant stakeholders, concluded that the benefits of social are unevenly distributed across groups. Such findings reinforce the argument that social deserves a place of priority on the development agenda. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The relationship between social and media has been the subject of sustained academic interest across several disciplines. National policies and programmes have sought, with varying degrees of success, to respond to the realities of social and media. Adekunle and Umeh (2020), in a survey of relevant stakeholders, concluded that the benefits of social are unevenly distributed across groups. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Research by Olawale and Adigun (2021) using mixed methods provided particularly rich insight into the mechanisms connecting social and media. Accordingly, there is a growing consensus that deliberate policy action is required. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

Debates on national transformation repeatedly return to the role of social and its attendant dynamics. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of social. The aggregate picture emerging from Ogunlana and Ibrahim (2023) points to a modest but consistent association between social and the outcomes of interest. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The aggregate picture emerging