

**THE INFLUENCE OF SOCIAL MEDIA ON THE AGGRESSIVE  
BEHAVIOUR OF PRIMARY SCHOOL PUPILS IN OREDO LOCAL  
GOVERNMENT AREA OF EDO STATE**

**ANIEFIOK ENDURANCE**

**UNIVERSITY OF BENIN, BENIN CITY**

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## **DECLARATION**

This project is based on a study undertaken **ANIEFIOK ENDURANCE** Matriculation number **EDU1803651** in the Institute of Education, University of Benin, Benin City, under the supervision of Dr. K. Imasuen in the Institute of Education.. All ideas and views are products of my personal research and where the works of others have been used and expressed, they are duly acknowledged.

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**ANIEFIOK ENDURANCE**  
**EDU1803651**

## CERTIFICATION

We the undersigned, certify that the work was carried out by ANIEFIOK ENDURANCE With matriculation number EDU 1803651 of the Institute of Education, university of Benin, Benin City, Nigeria, in partial fulfillment of the requirement for the award of B.ed in Early Childhood Education.

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**DR (.MR.) K. Imasune**  
**Project supervisor**

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**Date**

-----  
**Prof. K. Aluko.**  
**Project coordinator**

-----  
**Date**

-----  
**DR.(MRS)I.F. IYAMU**  
**Director, institute of Education**

-----  
**Date**

## **DEDICATION**

This project is dedicated to God Almighty for his wisdom, strength and uncountable blessings and grace throughout my stay in the Uniiversity and for the successful completion of his work. Also to my dearest parents, Mr and Mrs Aniefiok Effiong okon.

## ACKNOWLEDGEMENT

Special thanks to God Almighty for his grace and strength that made it possible for me to accomplish this work. I thank him for the gift of life and the wisdom throughout my four years in the university.

I wish to express my profound and sincere appreciation to my supervisor; Dr K. Imasuen. For his guidance, advice, contribution and corrections which led to the successful completion of this project work.

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I must not fail to appreciate all my friends that have motivated me in one way or the other from 100 level till this day, they include : Nathaniel bright, Oluwatobi Jegede, Sarah, kira, isoken, favour, and uwaje, , thank you all for being part of my journey, I love and appreciate you all, God bless you all.





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## **ABSTRACT**

This study sought to determine the influence of social media on aggressive behaviours of primary school pupils in oredo local Government area, Edo State. Four research questions guided the study. Adopting the descriptive survey research design, the study made use of 100 respondents both male and female from four selected primary schools. The research instrument used was validated by the supervisor in the institute of Education, necessary corrections were made before it was taken for administration. The instrument adopted was a structured questionnaire and the reliability of the instrument was ensured by using Pearson Product Moment Coefficients (Pearsum) reliability computation which yielded a Co-efficient index of 0.75. The questionnaire was administered. Mean and standard deviation were used to analyze the data. Results obtained showed that social media (exposure to violent television programs, watching violent films, videos/video games as well as assessing different social sites) have a negative impact on pupils as it promotes aggressive behaviours among them. Recommendations were made among which is restructuring of academic contents in our primary schools to be more practical, fact-finding and problem solving rather than just theoretical to enable the adolescents who at this stage of life are filled with life and energy to direct their attention even at home more to their academic pursuit rather than sitting down for hours watching films and assessing various social sites.

## CHAPTER ONE

### INTRODUCTION

#### **Background to the Study**

Social media is a term that refers to the use of online platforms that allow users to create and share content, and engage with others. Anjugu (2013) describe social media as a " group of internet based application that allows and exchange of users content. Social media has become a part of everyday life for many people around the world, including children. ( Ngonso, 2019). while the benefits of the social media are widely acclaimed, there have been lots of concern over the negative effects of social media. however, as the use of social media has increased, concerns have arisen about its potential impact on the behavior of children, particularly in relation to aggression.

Aggressive behaviors are those behaviours that are intended to harm another person who does not wish to be harmed. Thus hitting, kicking, pinching, stabbing and shooting are types of physical aggression (Anderson, 2016). Encyclopedia of children's health explains aggressive behaviour as reactionary and impulsive behaviour that often results in breaking household rules or the law. Aggressive behaviour is violent and unpredictable. Aggression can be problem for children with both normal development and those with psychosocial disturbances. Aggression constitutes intended harm to another individual even if

the attempt to harm fails. (Ackay and Ackay, 2019) pointed out that Aggression is defined by psychologist as any behaviour that is intended to harm another person. Exposure to social media violence could lead to the modeling of aggressive behaviour by children Unachukwu, Ebenebe and Nwosu (2019) share this view as they posited that children no longer show empathy due to their exposure to social media violence. Aggression can be caused by a variety of reasons, but are often a result of biological, environmental, or psychological factors. It is, at times, a natural human response to the feeling of losing control, fear, or stress. If one feels frustrated, mistreated, or unheard, they might respond aggressively if they are prone to one of these three factors.

The influence of social media on the aggressive behavior of children has become a growing concern in recent years. With the widespread use of social media platforms such as Facebook, Twitter, Instagram, and Snapchat, children are exposed to a range of content that can have a significant impact on their behavior. Research has shown that exposure to violent or aggressive content on social media can lead to an increase in aggressive behavior, both online and offline. Additionally, cyberbullying, which is a form of aggressive behavior, has become a significant issue on social media platforms, with many children experiencing harassment and abuse online. As such, there is a need for further research to

understand the impact of social media on the aggressive behavior of children and to develop effective strategies to mitigate these negative effects.

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. People use social media to stay in touch and interact with friends, family and various communities. Businesses use social applications to market and promote their products and track customer concerns.

Social media has changed not only our powers of thinking, but today governs our behaviour and social conducts as well (Gentile 2009). Media is entrenched in the lives of the generality of people that no day will pass without one accessing or interacting with one form of media or another. It has been observed that media violence and violent video games have had a very negative impact on children and their day to day behaviour. It has become an increasingly influential factor in the lives of children, with many spending several hours a day engaging with various platforms. While social media has its benefits, such as connecting with friends and family, it has also been linked to aggressive behavior in children. This essay will explore the influence of social media on the aggressive behavior of children. One way that social media can lead to aggressive behavior is through cyberbullying. Cyberbullying involves the use of electronic communication to bully or harass someone, and it is a growing problem among children. According

to a study by the Cyberbullying Research Center, approximately 34% of students have experienced cyberbullying, with social media being the most common platform for cyberbullying to occur. Children who are victims of cyberbullying may become angry, depressed, and aggressive towards others.

Another way that social media can lead to aggressive behavior is through exposure to violent content. Many social media platforms allow users to share violent videos and images, which can desensitize children to violence and make them more likely to engage in aggressive behavior. A study by the American Academy of Pediatrics found that exposure to violent media can increase aggressive behavior in children.

Furthermore, social media can also lead to aggressive behavior through the phenomenon of social comparison. Children may compare themselves to others on social media, which can lead to feelings of inadequacy, jealousy, and hostility towards others. This can result in aggressive behavior towards others as a way to compensate for their own insecurities

### **Statement of the Problem**

The widespread use of social media platforms has become a major concern for parents and educators in recent years. With the increasing availability of smartphones and tablets, children are exposed to social media at an early age. This

exposure has raised concerns about the potential negative impact on their behavior, including the possibility of increased aggressive behavior.

Numerous studies have suggested a link between social media use and aggressive behavior in children. Some research suggests that children who spend more time on social media platforms are more likely to exhibit aggressive behaviors, such as bullying, physical violence, and verbal abuse. Social media platforms provide children with access to content that can be violent or inappropriate, which may lead to aggressive behavior.

Furthermore, social media platforms often operate on a reward system, which can lead to addictive behaviors. Children may become addicted to social media and the attention and validation they receive from their online presence. This addiction can lead to a lack of empathy and a decrease in self-control, which may contribute to aggressive behaviors. Another potential factor is cyberbullying, which can be facilitated by social media. Cyberbullying occurs when a child is harassed, humiliated, or threatened by another child or group of children online. This can lead to emotional distress, depression, and anxiety, and may also contribute to aggressive behaviour. Social media use by children has been associated with aggressive behaviour. Factors such as exposure to violent or inappropriate content, addictive behaviours, and cyberbullying may contribute to this association. It is important for parents and educators to be aware of the

potential risks associated with social media use and to take steps to protect children from these negative influences. thus this study seeks to observe the influence of social media on the aggressive behaviour of pupils in primary school in ore Edo local government Edo state.

### **Research Questions**

This study was guided by the following research questions. They are:

- To what extent does social media affect the behaviour of pupils
- To what extent does the media promote aggressive behavior among pupils
- To what extent does violent films, video games/ video promotes aggressive behaviour among pupils
- To what extent does social sites promotes aggressive behaviour among pupils.

### **Purpose of Study**

The study has the following objectives:

- To investigate the level of influence of social media on the aggressive behaviour of primary school pupils in Oredo Local Government Area Edo State.
- To Know how does social media affect the behaviour of pupils

- To identify the positive and negative influence of social media on the behaviour of pupils

### **Scope and Delimitation of Study**

This study is designed to evaluate the influence of social media on the aggressive behaviour of primary school pupils in Oredo Local Government Area Edo State. It also States the measures that are used to address the problem of the use of social media. The challenges encountered in this study include;

- this study faced some challenges in the area of getting respondents to disclose information
- financial constraints involved in the course of this study were also a limitation
- Lastly the study will be limited to primary school pupils in oredo local government area Edo state.

### **Significance of Study**

this study will help school management in planning of programs for parents/guardians where they will be taught on the important of Taking caution on the kind of movies, videos games, cartoons, that is being to expose to their children because some of this video tend to impact negative behaviour such as bullying, fighting, stealing e.t.c on children. Parents/guardians will also benefits

from the study it will give them an understanding of the positive and negative influence of social media on the behaviour of children and how to take up their responsibility in checking out the kind of videos that is exposed to this youngsters.

### **Definition of Terms**

- **Social media:** this is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. it is an interactive technology that facilitate the Creation and sharing of information to a large number of people.
- **Aggressive behaviour:** aggressive behaviour is when a child or young person reacts in hostile way towards peers, siblings or adults. It can include verbal and physical aggression. it is also a behaviour that is intended to harm a person who does not wish to be harmed, it's include fighting,kicking, bullying e.t.c

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

This chapter present a review of related literature which will be shown under the following subsections.

Theoretical framework

Aggressive behaviour

The concept of social media

History of social media

Social media sites

Influence of social media on the aggressive behaviour of pupils

Positive effects of social media

Negative effect of social media

#### **Theoretical framework**

#### **This study was hinged on operant conditioning.**

Operant conditioning, also called instrumental conditiong was developed by B. F Skinner ( 1937). it is the study of human and animal behaviour, a mechanism of learning through which humans and animals come to perform or to avoid performing certain behaviours in response to the presence or absence of

certain environmental stimuli. The behaviours are voluntary—that is, the human or animal subjects decide whether to perform them—and reversible—that is, once a stimulus that results in a given behaviour is removed, the behaviour may disappear. Operant conditioning thus demonstrates that organisms may be guided by consequences, whether positive or negative, in the behaviours they produce. Operant conditioning differs from classical conditioning, in which subjects produce involuntary and reflexive responses related to a biological stimulus and an associated neutral stimulus. For example, in experiments based on the work of the Russian physiologist Ivan Pavlov (1849–1936), dogs can be classically conditioned to salivate in response to a bell. Food is presented to a dog at the sounding of a bell, the dog salivates involuntarily in response to the food, and over time the animal comes to associate food with the bell ringing. Eventually, the dog salivates involuntarily in response to the ringing bell when food is not present.

Aggression can be directly learned through operant conditioning, involving positive and negative reinforcement and punishment. Bandura proposed that aggression can also be learnt by the indirect mechanism of observational learning. Social learning theory maintains that children learn through a process of imitation. Aggressive acts carried out by a role model will be internalised by an individual and reproduced in the future. If the role model's behaviour is seen to be rewarded, then a child can learn that this is an effective way of getting what they want.

Through this process of vicarious reinforcement, rewards that are witnessed as a result of aggression result in the behaviour being seen as acceptable and then reproduced.

Bandura proposes that there are five main cognitive factors that mediate control of the aggressive behaviour:

**Attention** – A person/child must attend to the aggressor. So a child must pay attention to an act of aggression carried out by a role model; for instance, when a child engages in a computer game or watches a violent film they are attending to the aggression.

**Retention** – To model the behaviour, it needs to be placed into LTM, which enables the behaviour to be retrieved. A child needs to remember the aggression that they have witnessed.

**Production** – The individual needs to be able to reproduce the behaviour, i.e. have the physical capabilities. So for instance aggression displayed by superheroes is less likely to be imitated if the child does not possess the physical capabilities to actually carry out the behaviour.

**Motivation** – An individual must be expecting to receive positive reinforcement for the modelled behaviour. A child must expect they will get some kind of reward from carrying out aggression this doesn't have to be materialistic but could be linked to gaining higher status in the eyes of their peers.

**Self-efficacy** – Individuals must believe that their behaviour will attain a goal; they must have confidence in their own ability to carry out the action and that they will be rewarded for that action. Self-efficacy relates to the factor of self-belief in one's actions. If a child decides aggression will be an appropriate action, they must be confident that they can carry out the behaviour and that it will end up in a positive outcome.

Bandura believed aggressive reinforcement in the form of imitation of family members was the most prominent source of behaviour modelling. Parents are the primary role models for children; through a process of observation and identification their behaviour is modelled. The boy who watches his father attack his mother is more likely to become an abusive parent and husband.

In addition to the role models within the family, Bandura proposed that role models in the media can provide a source of vicarious reinforcement which can lead to aggressive behaviour being replicated. Bandura proposed that these role models can provide a child with a 'script' to guide their behaviour. Aggression can be directly learned through operant conditioning, involving positive and negative reinforcement and punishment. Bandura proposed that aggression can also be learnt by the indirect mechanism of observational learning. Social learning theory maintains that children learn through a process of imitation. Aggressive acts carried out by a role model will be internalised by an individual and reproduced in

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### **Social Learning Theory:**

Albert Bandura developed the concept of social learning ( 1977). this theory is seen as procedure involving observation and imitation. Keenly interested in the study of aggression, he conducted several studies on the behavioral impact on children who witnessed violent behaviors performed by others. In his famous Bobo Doll experiments, Bandura contended that children who observed aggressive behavior were more likely to repeat the behavior, especially if the behavior they observed was rewarded.

Skinner, Chomsky, and Hull influenced Bandura's social learning theory because of their foundational principles that learning resulted from a combination

of social interaction, reinforcement, and cognitive skills. However, Bandura went on to theorize that people themselves are constructive agencies of behavior whose beliefs influenced their actions and ultimate experiences.

This concept of human agency promoted the evolution of social learning theory into the social cognitive theory after 1986. The social cognitive theory encompasses the concept of self-efficacy, or the belief in one's abilities as a pivotal aspect of future expectations and success.

The social learning theory posits that individuals learn behaviors through observation, imitation, and reinforcement. This theory suggests that exposure to aggressive behavior in social media content can serve as a model for pupils, leading to the imitation of aggressive behaviors.

### **Cultivation Theory:**

The cultivation theory was developed by George Gebner (1969) . this theory suggests that prolonged exposure to media content shapes individuals' perceptions of reality. In the context of social media, constant exposure to violent or aggressive content may distort pupils' perceptions of acceptable behavior. If pupils frequently encounter aggressive behavior on social media, they may perceive it as normative, leading to desensitization and a higher likelihood of engaging in aggressive behavior themselves. This theory highlights the cumulative

effect of media exposure on shaping attitudes, beliefs, and behavior. Different from the then traditional mass communication research, which focused on the effects of individual messages, episodes, series, and genres on immediate attitudes and behavior changes, cultivation analysis emphasizes the general and pervasive outcomes of cumulative television exposure (Signorielli and Morgan, 2009).

Findings of nearly four decades of cultivation research on television message systems have unveiled a ‘distorted’ reality: exaggerated crime rates, overrepresentation of violence, gender-role stereotyping, nontraditional family composition, the ‘mean world syndrome,’ and so on (Morgan et al., 2009). This misshaped, yet repetitive represented ‘reality,’ gradually dominates the worldview of heavy viewers, who rely on television as their main source of beliefs and values. The notion of mainstreaming refers to “television viewing may reduce or override differences in perspectives and behavior which stem from other social, cultural, and demographic influences” (Signorielli and Morgan, 2009, p. 113).

Some of the major aspects in cultivation studies have examined television's influences in areas such as violence, gender-role stereotypes, health, family, and most recently, online gaming and psychological health implications (Signorielli and Morgan, 2009).

**Disinhibition Theory:**

The disinhibition theory was developed by Berkowitz & Alioto (1973) explains how individuals may exhibit more aggressive behaviours online compared to face-to-face interactions. Anonymity, reduced social cues, and decreased accountability in the online environment can lower inhibitions, making individuals more likely to engage in aggressive behaviours. Social media platforms often provide a sense of detachment and anonymity, allowing pupils to express themselves more freely, which may include aggressive or hostile interactions. The lack of immediate consequences for online aggression can further reinforce this behaviour.

**Interaction Effects:**

The theoretical framework presented here recognizes that the influence of social media on aggressive behaviour is multifaceted and interactive. The social learning theory, cultivation theory, and disinhibition theory do not operate independently but instead interact and reinforce one another. Pupils who are exposed to aggressive behavior on social media may develop aggressive scripts through observational learning (social learning theory), perceive aggression as a norm (cultivation theory), and feel empowered to engage in aggressive acts due to reduced inhibitions (disinhibition theory).

## **Concept of Aggression**

Aggression, also spelled as aggression, refers to a range of behaviors or actions that are intended to cause harm, injury, or discomfort to another individual or group. It is a complex concept with various psychological, social, and biological factors influencing its expression.

Aggression can manifest in different forms, including physical aggression (such as hitting or pushing), verbal aggression (such as yelling or insulting), relational aggression (such as spreading rumours or social exclusion), and indirect aggression (such as sabotaging someone's efforts or damaging their property). It can occur in interpersonal relationships, within groups or communities, or on a larger scale, such as in conflicts between nations.

The causes of aggression are multifaceted and can be influenced by both internal and external factors. Some common factors associated with aggression include:

**Biological Factors:** Biological factors, such as genetics, brain structure, and hormonal influences, can play a role in aggressive behavior. For example, imbalances in certain neurotransmitters like serotonin have been linked to aggression.

**Psychological Factors:** Individual psychological factors, including personality traits, learned behaviors, and cognitive processes, can contribute to aggression. For instance, a person with a tendency towards impulsivity or low frustration tolerance may be more prone to aggressive outbursts.

**Social Factors:** Social interactions, cultural norms, and environmental factors significantly impact aggression. Factors like exposure to violence, family dynamics, peer influences, socioeconomic status, and societal attitudes towards aggression can shape an individual's aggressive tendencies.

**Frustration and Provocation:** Frustration or feeling provoked can trigger aggressive responses. When individuals face obstacles or challenges that hinder their goals or experience perceived injustice, they may respond aggressively as a way to release their frustration or restore their sense of control.

**Modeling and Reinforcement:** Observational learning plays a significant role in the development of aggression. People may imitate aggressive behaviors they have witnessed, especially if they perceive those behaviors as effective or rewarding.

### **Aggressive Behaviour**

Aggressive behaviour is a complex and multifaceted phenomenon that encompasses a wide range of actions and intentions. Anderson (2016) define aggressive behaviour as those behaviours that is intended to cause harm to another

person who does not wish to be harmed. It can be observed in various contexts, including interpersonal relationships, sports, politics, and even in the animal kingdom. Aggression is often associated with negative connotations due to its potential for harm and conflict. This essay aims to explore the concept of aggressive behavior by discussing its definition, types, causes, and potential consequences.

Aggressive behavior refers to actions or conduct that is intended to cause harm, injury, or distress to others. It involves a deliberate act or series of acts aimed at asserting dominance, gaining control, defending territory, or achieving a desired outcome.. Aggressive behaviours as observed by Ackay and Ackay ( 2019) are behaviour which intended to harm another person. Aggression can manifest in different forms, such as physical violence, verbal threats, intimidation, or even passive-aggressive behavior. It is important to note that not all aggressive behavior is necessarily violent; it can also include non-physical acts that are hostile or assertive in nature.

### **Causes of Aggressive Behaviour:**

Several factors contribute to the development and expression of aggressive behaviour. These factors can be categorized into individual, environmental, and situational factors. Individual factors include genetic predispositions, hormonal

influences (such as testosterone), personality traits (e.g., hostility, low impulse control), and cognitive processes (e.g., hostile attribution bias). Environmental factors encompass upbringing, family dynamics, socialization, exposure to violence or aggression in media, and socioeconomic factors. Situational factors involve immediate triggers, such as frustration, provocation, or perceived threat to one's self-esteem or status.

### **Consequences of Aggressive Behaviour:**

Aggressive behaviour can have far-reaching consequences for both the aggressor and the target of aggression. For the aggressor, engaging in aggressive behavior can lead to short-term gains, such as dominance or the achievement of immediate goals. However, in the long run, it can result in negative outcomes, including damaged relationships, social isolation, legal consequences, and even physical harm or retaliation from others. Aggression can also have detrimental effects on mental health, contributing to increased stress, anxiety, and reduced well-being.

For the target of aggression, the consequences can be equally severe. Victims of aggressive behaviour may experience physical injuries, emotional trauma, diminished self-esteem, and a heightened fear of future aggression. Prolonged exposure to aggression can lead to the development of post-traumatic

stress disorder (PTSD) or other mental health disorders. In societal contexts, aggression can escalate into conflicts, violence, and even wars, causing widespread harm and devastation.

Aggressive behaviour is a complex phenomenon influenced by a multitude of individual, environmental, and situational factors. Understanding the concept of aggression is crucial for developing strategies to prevent and manage aggressive behaviour effectively. By addressing the underlying causes, providing appropriate interventions, and promoting positive alternatives to aggression, individuals and society can work towards reducing aggression and creating a more peaceful and harmonious environment for all.

### **The Concept of Social Media**

Social media has become an integral part of our lives, transforming the way we communicate, share information, and engage with others. Boyd and Ellison, (2018) define social media as a websites which allow profile creation and visibility or relationship or relationship between users. web based application which provide functionality for sharing , relationship,groups, conversation and profiles ( Kietzmann et Al, 2011) this concept refers to online platforms and technologies that enable users to create, share, and interact with content within virtual communities.Kaplan añd Haenlien( 2010) defined it as a:

Group of internet-,based application that build on the ideological and technological foundation of web 2.0, allows the creation and exchange of user generated content and depend on mobile and web based technologies to creat highly interactive platforms through which individuals and communities share, create, discuss and modify user generated content. they refer to internet - based social website like Facebook, Twitter, Instagram, e.t.c whichallow users to interactively communicate with one another.

Social media is also refer as a web-based platforms that facilitate the creation and exchange of user-generated content. These platforms enable users to connect with others, share information, and participate in online communities. Bryer and zavatarro (2011) see social media as " technologies that facilitate social interaction , make possible collaboration, and enable deliberations across stakeholders.

Rios-Aguilar and Gonzalez (2003) defined social media as web-based and Mobile applications that allows individuals and organisation to create, engage and share ideas or existing content in various forms of communication in digital environment. with the rise of digital and mobile technologies, interaction on a large scale became easier for individuals than ever before. Hence Vester ( 2010) observed that social media are fast becoming the default internet mode of interaction,

communication and collaboration. the terms social media and social networking are even used interchangeably.

**characteristics of social media include:**

**User-generated content:** Social media relies on content created by its users rather than traditional media outlets.

**Connectivity:** Social media platforms provide opportunities for users to connect with others, expanding their social networks beyond geographical boundaries.

**Interactivity:** Social media promotes active engagement and two-way communication, allowing users to comment, like, share, and participate in discussions.

**Real-time communication:** Social media platforms enable instant and simultaneous communication, facilitating immediate feedback and information dissemination.

**Multimedia integration:** Social media platforms support various types of media, including text, images, videos, and audio, enhancing the richness of user-generated content.

**Historical Evolution:**

The concept of social media has evolved over time, shaped by advancements in technology and changes in user behavior. The roots of social

media can be traced back to the early days of the internet, but the rise of social networking sites in the early 2000s marked a significant turning point. Platforms like Six Degrees, Friendster, and MySpace paved the way for the popularity of social media.

Facebook, launched in 2004, revolutionized social media by introducing a user-friendly interface and expanding its reach beyond college campuses. Twitter, Instagram, Snapchat, and LinkedIn are among the other platforms that have had a significant impact on the social media landscape.

### **Types of Social Media:**

Social media platforms come in various forms, each catering to different user needs and preferences. Some common types of social media include:

**Social networking sites:** Facebook, Twitter, and LinkedIn allow users to create profiles, connect with friends or professionals, and share updates and content.

**Microblogging platforms:** Twitter and Tumblr enable users to share short and concise posts, fostering quick and real-time communication.

**Video-sharing platforms:** YouTube, Vimeo, and TikTok allow users to upload, share, and discover video content.

**Image-based platforms:** Instagram, Pinterest, and Snapchat focus on sharing and curating visual content.

**Professional networks:** LinkedIn serves as a platform for professional networking, job searching, and industry discussions.

**Messaging apps:** WhatsApp, Facebook Messenger, and WeChat facilitate private and group messaging, often integrated with additional features like voice and video calls.

### **Impact of Social Media**

Social media has had a profound impact on various aspects of society, transforming the way we communicate, share information, and interact with others.

Here are some key impacts of social media:

**Communication:** Social media platforms have revolutionized communication by enabling people to connect and interact with others across the globe. It has made it easier for individuals, communities, and businesses to stay connected, exchange ideas, and engage in conversations.

**Information dissemination:** Social media has become a primary source of news and information for many people. It allows for the rapid spread of information, enabling individuals to access real-time updates on various topics. However, the ease of sharing information has also given rise to challenges such as the spread of misinformation and fake news.

**Social activism:** Social media has become a powerful tool for social activism and mobilization. It has facilitated the organization of grassroots movements, enabling people to raise awareness, advocate for causes, and drive social change. Movements like the Arab Spring and #BlackLivesMatter gained momentum through social media platforms.

**Business and marketing:** Social media has transformed the way businesses operate and market their products or services. It provides a platform for companies to engage with their audience, build brand awareness, and drive sales. Influencer marketing, in particular, has become a popular strategy for brands to reach and connect with their target consumers.

**Personal expression and identity:** Social media offers individuals an avenue to express themselves, share their thoughts, and showcase their talents. It allows people to curate their online identities and connect with like-minded individuals who share similar interests, leading to the formation of online communities.

**Mental health and well-being:** While social media has many positive aspects, it has also been associated with certain negative impacts on mental health. Constant exposure to curated and idealized versions of others' lives can lead to feelings of inadequacy, anxiety, and depression. Cyberbullying and online harassment are other significant concerns associated with social media use.

**Privacy and security:** The widespread use of social media has raised concerns about privacy and security. Personal data shared on social media platforms can be vulnerable to breaches, leading to identity theft or unauthorized access to sensitive information. Social media companies have faced scrutiny for their handling of user data and privacy policies.

**Political influence:** Social media has had a significant impact on politics and elections. It has become a platform for political discourse, campaigning, and mobilizing support. The ability to target specific demographics with tailored content and the spread of misinformation have raised concerns about the influence of social media on democratic processes.

## **Social media sites**

### **Facebook**

Launched in 2004, Facebook began as a social media site for college students. Created by Mark Zuckerberg while he studied at Harvard, Facebook soon began to gain popularity throughout the collegiate community and beyond to overtake other top social networks. By the end of 2004, it already boasted more than 1 million users.

Today, more than 3 billion people around the world use Facebook to form business and personal connections with like-minded individuals. Due to the

platform's massive success, its parent company, now named Meta, has made significant acquisitions and remains a force in the realms of communications, media and pop culture.

## **YouTube**

Launched in 2005 as a video-sharing platform, YouTube has grown into a popular social media site where users share content including how-to videos, recipes and humorous commentary. YouTube was created by a group of former PayPal employees after a fruitless search for a video-sharing website. With the upload of the first YouTube video, "Me at the Zoo," a phenomenon was born. When Google purchased YouTube for \$1.65 billion in 2006, there was no doubt that video would be the content of the future. Users around the world spend about 1 billion hours every day watching them, the equivalent of about 5 billion video views daily.

## **Twitter**

Founded by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass in 2006, Twitter changed the social media landscape as a microblogging platform with a maximum of 140 characters per post. Twitter's popularity as a microblogging service skyrocketed in 2009, and it saw its number of unique visitors increase by 1,300%. Twitter found financial success when it introduced

sponsored advertising. Its popularity among journalists and activists led to Twitter's role in both movements and controversies over the years. Its precise future remains in question since Twitter's somewhat chaotic purchase by entrepreneur Elon Musk.

## **Instagram**

Created in 2010 by founders Kevin Systrom and Mike Krieger, Instagram originated as a photo and video-sharing service, although the social media site also has evolved to become a community-building platform. Instagram's popularity spread like wild wire, and it reached 1 million registered users within just 2 months of its debut. Purchased by Facebook in 2012, Instagram has expanded its list of features to include live video streaming and shoppable posts. Today, Instagram boasts more than 1.2 billion users, and it's expected to add at least 50 million more by 2024.

## **TikTok**

TikTok first made its mark on the history of social media when it launched in 2016. Originally released only in the Chinese market, TikTok became available around the world in 2017 and 2018. The short-form video hosting service became extremely popular among social media influencers, who utilized the opportunity to create awareness of their brands among TikTok's active users. Now available in

more than 150 countries, TikTok is now the leading destination for short videos with more than 1 billion users.

## **Snapchat**

Stanford University students Evan Spiegel, Reggie Brown and Bobby Murphy introduced Snapchat in 2011 after initially pitching the concept during a product design class. The idea was for a photo-sharing social media site in which messages are deleted automatically after a set period of time, and fellow students called it terrible.

Fortunately for the founders, their classmates were wrong. Just one year after launching on Android, Snapchat users were sending 20 million snaps every day. Just a couple of months later, that number was up to 50 million. Today, 363 million people, especially young adults, use Snapchat each day.

## **Twitch**

The gaming community has its own social media platform in Twitch, a live-streaming service where users broadcast themselves as they play games in esports competitions. Twitch also features music broadcasts, creative content and other live streams. Introduced in 2011, Twitch started as a spin-off of the now-defunct general-interest streaming platform Justin.tv. By 2014, Twitch established itself as the fourth-largest source of peak internet traffic in the United States. Later

that year, Amazon acquired Twitch for \$970 million. Twitch now boasts more than 140 million unique monthly users.

## **Medium**

A social publishing site open to a wide array of stories, ideas and perspectives, Medium was created in 2012 by Ev Williams, who was one of the founders of both Twitter and Blogger. Williams developed Medium to publish content longer than 140 characters as an alternative to Twitter. While its authors remain a mixture of amateur writers and professional journalists, Medium has heightened its focus on independent submissions. Medium now offers its contributors a massive audience and extensive reach with between 85 and 100 million monthly active users.

## **Pinterest**

Pinterest was founded in 2010 by Ben Silbermann, Evan Sharp and Paul Sciarra as a visual discovery engine where users bookmark images, creating virtual vision boards. Initially available by invitation only, Pinterest launched for the general public in 2012. The same year reports that Pinterest had achieved 11.7 million unique U.S. visitors made it the fastest site ever to surpass 10 million unique visitors. By 2022, Pinterest boasted 431 million active users.

## **Reddit**

University of Virginia roommates Alexis Ohanian and Steve Huffman founded Reddit in 2005 after the duo received \$100,000 from Y Combinator to work on this project. They envisioned a place where users could share personal stories, discuss topics of interest and vote for the most popular content. The site soon took off among younger users who appreciated the forum to share ideas. Publishing juggernaut Conde Nast acquired Reddit for between \$10 and 20 million in 2006. The social media site continued to grow in popularity, and by 2020 it had 430 million monthly active users.

## **LinkedIn**

One of the earlier social network platforms to make its debut, LinkedIn launched in 2003 as a channel for business professionals to connect for enhanced career opportunities. Users not only rely on LinkedIn to network with business acquaintances, past coworkers and old schoolmates, but the platform now serves as a leading resource for job seekers and recruiters, boosted by its premium memberships. Showing no signs of slowing down in its third decade, LinkedIn boasts 875 million members in more than 200 countries around the world.

## **Understanding How Social Media Began**

Social media users around the world rely on a plethora of platforms to make connections and engage with online communities. Still, social media didn't get its start with Instagram, Facebook or even Myspace. The social networking activities we engage in today have their roots in some of the earliest forms of mass communication. Those building blocks include traditional mail, telegraphy and of course the birth of the internet.

### **Influence of Social Media on the Aggressive Behavior of Pupils.**

In recent years, the widespread adoption of social media platforms has revolutionized the way people communicate and interact with each other. While social media offers numerous benefits, it has also raised concerns about its potential negative impacts, particularly on the behavior and well-being of young individuals. Exposure to violence content can lead to the modeling of aggressive behaviours in children ( unachukwu, Ebenebe Nwosu 2019). According to McLuhan, the characteristics of any medium shape how people think and act. Applying this concept to social media, one could argue that its instantaneous and often anonymous nature may contribute to impulsive and aggressive behavior. other media are also rife in social aggression. in films, Behm- Morawitz and Mastro (2008)content analyze the top 20 grossing teen movies for amount and

context of social aggression. they said that female characters are significantly more likely to manifest socially aggressive behaviour than male.

Jean Baudrillard (1980) a French philosopher, explored the concept of hyperreality, in which the boundary between reality and simulation becomes blurred. Although Baudrillard did not address social media directly, his ideas on simulation, hyperreality, and the impact of mass media can be relevant. Social media platforms, by their nature, allow users to create and project idealized versions of themselves, potentially leading to a dissociation between online persona and real-life behavior. This disconnection could contribute to aggressive behavior, as individuals may feel less accountable for their actions. Albert Bandura (1970) argued that people learn by observing and imitating others. In the context of social media, pupils may be exposed to aggressive behavior through online content, and if they perceive such behavior as rewarded or normalized, they might imitate it in their own lives.

okeke, Nkechi uzochukwu & Anierobi, Elizabeth Ifeoma ( 2008) for the best interest of our children we should limit their exposure to violence acts. unfortunately violence is one of the most popular forms of entertainment in Nigeria especially on films and movies.

### **Social Media as a Facilitator of Aggressive Behavior:**

#### **A. Anonymity and Disinhibition:**

Social media platforms often provide a sense of anonymity and disinhibition to users. This perceived anonymity can embolden individuals to engage in aggressive behaviors they might not display in face-to-face interactions. The absence of immediate consequences or real-time feedback on social media can lead to a reduced sense of responsibility for one's actions, potentially encouraging aggression.

### **B. Deindividuation:**

Social media can contribute to the phenomenon of deindividuation, where individuals feel a diminished sense of personal identity and accountability. This loss of self-awareness can lead to a lower threshold for engaging in aggressive behaviors, as individuals may perceive themselves as part of a larger, anonymous group rather than as distinct individuals.

### **C. Cyberbullying:**

One of the most concerning aspects of social media's impact on aggression is cyberbullying. With the ease of online communication, bullies can harass and intimidate their peers through messages, comments, or public posts. The anonymity and lack of immediate consequences in cyberspace make cyberbullying particularly harmful and persistent, leading to detrimental effects on the mental health and well-being of victims.

### **III. Exposure to Aggressive Content:**

#### **A. Violent Media and Online Games:**

Social media platforms often feature violent content, including videos, images, and video games, which can desensitize young individuals to aggression and normalize violent behavior. Research suggests that prolonged exposure to violent media can increase aggression levels and decrease empathy among young people.

#### **B. Online Influences and Role Models:**

Social media allows pupils to follow and interact with influencers, celebrities, and public figures who may exhibit aggressive behaviors or glorify aggression. Such exposure to aggressive role models can shape pupils' attitudes and behavior, normalizing aggression as a means of problem-solving or gaining attention.

#### **Social Reinforcement and Peer Pressure:**

Social media platforms provide opportunities for individuals to seek validation, attention, and acceptance from their peers. Unfortunately, this can create a breeding ground for aggression, as aggressive behaviors may be rewarded with likes, shares, or comments, reinforcing their occurrence. The fear of missing

out and the pressure to conform to social norms can further fuel aggressive behavior among pupils.

### **Emotional Impact and Psychological Well-being:**

The continuous exposure to aggressive content and online conflicts on social media can significantly impact pupils' emotional well-being. Cyberbullying and aggressive interactions can lead to increased levels of stress, anxiety, depression, and feelings of social isolation. These negative emotions may further perpetuate aggressive behavior as pupils seek outlets for their frustration and negative emotions. Social media has become an importance part of the lives of many young individuals, providing both positive and negative influences.

### **Positive effects of social media**

The important of social media can not be overemphasize. with the help of social media one can conveniently send or receive information to or from anyone at any time irrespective of geographical barriers. Okpe and Olisa( 2010) have observed that " social media are new communication technologies which are used as channels of information dissemination to heterogeneous audience without the

constraints of time,space or distance". social media helps in transferring of informations irrespective of the distance.

Soda (2008:89) described social media as communication technologies with “impressive array of sophisticated, increasing efficiency, reliability, speed, accuracy, cheapness, portability and ubiquity made possible by micro processors.

Jürgen Habermas a prominent philosopher of communication and the public sphere, argue that social media platforms provide opportunities for individuals to engage in public discourse and participate in democratic processes. Through social media, people can express their opinions, discuss important issues, and engage in deliberative democracy.

Social media has become an integral part of our lives, revolutionizing the way we communicate, share information, and connect with others. While it has often been criticized for its negative impact, it is important to acknowledge the positive effects that social media platforms have brought about in various aspects of our lives.

### **Enhanced Communication:**

One of the most significant positive impacts of social media is its ability to enhance communication. Platforms such as Facebook, Twitter, and Instagram allow people to connect with friends, family, and colleagues from across the globe, breaking down geographical barriers. Social media enables individuals to share

news, ideas, and opinions in real-time, fostering open and democratic discussions. It has also revolutionized the way businesses communicate with their customers, enabling direct and personalized interactions, enhancing customer service, and facilitating rapid dissemination of information.

### **Fostering Social Connections:**

Social media platforms have transformed the way we build and maintain social relationships. They provide opportunities for individuals to connect with like-minded people who share similar interests, hobbies, or causes. Online communities and groups have emerged, creating spaces where people can find support, exchange knowledge, and engage in meaningful conversations. Social media has proven particularly beneficial for marginalized individuals who may face social isolation or have limited access to physical communities. It has allowed them to find support networks and build relationships that they might not have been able to access otherwise.

### **Empowerment of Individuals and Communities:**

Social media has empowered individuals and communities by providing them with a platform to voice their opinions, advocate for causes, and drive social change. It has given a voice to marginalized groups, enabling them to raise awareness about social issues and demand justice. Platforms such as Twitter have

played a crucial role in mobilizing social movements and sparking widespread conversations about important topics like gender equality, racial justice, and climate change. Social media has democratized the media landscape, allowing ordinary individuals to share their stories, challenge mainstream narratives, and hold those in power accountable.

### **Promotion of Education:**

Social media has transformed education by expanding access to information and providing platforms for collaborative learning. Educational institutions and teachers now use social media to share educational resources, engage with students, and create interactive learning environments. Online communities and forums facilitate knowledge sharing and provide opportunities for students and educators to connect, collaborate, and learn from each other. Social media has also made lifelong learning more accessible, with platforms like YouTube hosting educational channels and tutorials on a wide range of subjects.

### **Facilitating Social Change:**

Social media has become a powerful tool for driving social change and raising awareness about various issues. It has the ability to reach a global audience instantaneously, making it an effective platform for promoting social causes, fundraising for charitable organizations, and mobilizing support for important

initiatives. Through social media, individuals can engage in activism, share information about protests and demonstrations, and connect with others who are passionate about similar causes. Social media has played a significant role in bringing attention to human rights violations, promoting sustainability, and supporting disaster relief efforts.

While social media is often criticized for its negative impacts, it is essential to recognize its positive effects on society. It has revolutionized communication, fostered social connections, empowered individuals and communities, promoted education, and facilitated social change. By leveraging the potential of social media platforms in a responsible and ethical manner, we can harness their positive impact to create a more connected, informed, and socially conscious society.

### **Negative impacts**

the negative effects of social media on students' psychology, it can be argued that individuals may fail to understand that the content presented in social media is usually changed to only represent the attractive aspects of people's lives, showing an unrealistic image of things. We can add that this argument also supports the relevance of the Social Comparison Theory and the Interpretation Comparison Model (Stapel and Koomen, 2000; Stapel, 2007), because social media sets standards that students think they should compare themselves with. A

constant observation of how other students or peers are showing their instances of achievement leads to higher self-evaluation (Stapel and Koomen, 2000).

Social media can have several negative effects on the aggressive behavior of pupils which includes;

**Cyberbullying:** Social media platforms provide an avenue for cyberbullying, which can lead to increased aggression among pupils. Through online harassment, insults, or spreading rumors, individuals can experience emotional distress, anxiety, and a heightened sense of aggression.

**Desensitization to violence:** Exposure to violent content on social media can desensitize pupils to real-life violence. Continuous exposure to aggressive behavior, hate speech, or graphic violence can normalize such behavior and make it more acceptable in their minds.

**Comparisons and self-esteem:** Social media often promotes comparisons among pupils, leading to low self-esteem and aggression. Pupils may feel pressured to live up to unrealistic standards set by their peers or influencers, which can cause frustration, jealousy, and aggression towards themselves or others.

**Online disinhibition effect:** Anonymity on social media can lead to a phenomenon known as the "online disinhibition effect." Individuals feel less accountable for their actions and are more likely to engage in aggressive behaviors or make

offensive comments online, as they perceive a sense of detachment from the consequences.

**Echo chambers and polarization:** Social media algorithms tend to prioritize content that aligns with users' interests and beliefs, creating echo chambers. This can reinforce extreme viewpoints and lead to polarization, where pupils become more hostile towards those with differing opinions, contributing to aggressive behavior both online and offline.

**Sleep deprivation and emotional instability:** Excessive use of social media, especially during nighttime, can disrupt sleep patterns among pupils. Sleep deprivation can lead to emotional instability, irritability, and impulsiveness, which can increase the likelihood of aggressive behavior.

It's important to note that while social media can contribute to aggressive behaviour, it is not the sole factor. Aggressive behaviour is influenced by various individual, social, and environmental factors, and addressing these comprehensively is necessary to mitigate the negative effects of social media on pupils' behaviour.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

## **Research Design**

The research design that was used in getting this findings is a descriptive survey. this design helps to provide information that can answer research questions. it enable the researcher to study a representative sample of a target population. in descriptive design data are collected in order to test hypotheses. it also analyzing phenomenon, situation, problems and issues considering a Cross-section of the population at one point in time.

## **Population of the Study**

The population of the Study tends to evaluate a groups of individuals who share similar characteristics. These similar features can include location, gender, age, sex or specific interest. the population of this study constitutes of primary school pupils in Oredo Local Government Area, Edo state.

## **Sample and Sampling Techniques**

The researcher employed the use of simple random sampling technique which was used to select respondents of both male and females that form the sample size selected from four primary school located in Oredo Local Government Area Edo State

## **Research instrument**

This is simply a tool or method used in gathering information and getting respondents. the use of questionnaire was adopted as the measuring instrument. A questionnaire as a technique of data collection is the most popular in research and assessment of effective behaviour in the field of education. the questionnaire is a set of questions presented to respondents with which demographical data is collected with the intent of measuring the affective behaviour of respondents without having to observe them behave. Affective behaviour that is measured by questionnaire includes interest, values, attitude, beliefs, perceptions, opinions etc Demographical data that can be collected with the questionnaire includes sex, age experience, state of origin, nationality etc. the questionnaire is divided and United in tow sections; Section A and B. section A deals with the personal data of the respondents while section B deals with the research statement postulated in line with research questions and hypotheses.

The questionnaire was constructed in an easy and understandable way to the respondents. it was also self administered.

### **Reliability of the Instrument**

The reliability of the Instrument was obtained using test re\_ test method. it is the consistent of reliability of the instrument to measure what is supposed to

measure. The Pearson Product Moment Coefficient was used to determine the reliability of the instrument where a coefficient of 0.75 was obtained which indicates that the instrument used was reliable.

### **Validity of the Instrument**

The research instrument was validated by the researcher's supervisor in the institute of Education. The necessary corrections were incorporated in the final draft before Administration to the respondents.

### **Method of data collection**

The Data collection that was used in the analysis of the Study was gathered through the use of questionnaire that was distributed to the respondents at their various schools, and it was self administered by the researcher who also collected them from the respondents immediately after they were answered. this was so in order to guide the respondents where they may have problems in the questionnaire and to avoid the respondents about being biased about the questions.

### **Method of Data Analysis**

The Study employed the use of descriptive statistics of mean and standard deviation was used in analyzing the data collected from the respondents. the

hypotheses formulated for the Study were tested using mean and standard deviation , to determine whether there is a difference between observed frequencies and expected frequencies. descriptive statistics of mean and standard deviation was used because of many social scientists believe it's relatively reliable

**CHAPTER FOUR**  
**DATA ANALYSIS AND DISCUSSION OF FINDINGS**

This chapter present analysis, interpretation and discussion of data obtained from the respondents. it is presented in accordance with the research question.

### Data Analysis

**Research question one: To what extent does social media affect the behaviour of pupils**

**Table 1: The Extent Social Media Affects the Behaviour of Pupils**

	Mean	Standard deviation	Remarks
Kicking	2.92	1.11	Sometimes
Hitting	2.60	1.07	Sometimes
Pinching	2.67	1.09	Sometimes
Pushing	2.65	1.07	Sometimes
Shouting	3.24	0.76	Sometimes
Insulting	2.98	0.86	Sometimes
Harassment	1.83	1.08	Rarely
Inappropriate touching	1.52	0.84	Rarely
Rape	1.21	0.59	Never
Assault	1.38	0.65	Never
<b>Cluster</b>	<b>22.84</b>	<b>5.04</b>	

Table 1 reveals that the respondents sometimes kicking, hitting, pinching, pushing, shouting, and insulting behaviours. They rarely exhibit harassment, and inappropriate touching. But they never engaged in rape and assault. The cluster mean of 22.84 indicates that social media affect the behaviour of pupils to a low degree.

**Research question Two: To what extent does the media promote aggressive behaviour among pupils?**

**Table 2: The Extent the Media Promote Aggressive Behaviour among Pupils**

	Mean	Standard Deviation	Remarks
Violent media content can desensitize pupils to real life violence	3.31	0.85	Agree
Pupils often discuss with peers and classmates about a particular behaviour they witnessed from media content	3.47	0.71	Agree
Some pupils are likely to have change in behaviour after consuming violent media content such as feeling more aggressive or confrontational	3.39	0.79	Agree
Pupils do feel pressure to conform to certain standard or trends on social media	3.27	0.76	Agree
Most pupils imitate aggressive behaviour they witness in media content.	3.38	0.62	Agree
Some pupils frequently do consume media content (Tv show, movies, video games etc) that contain violent and aggressive scenes	3.41	0.57	Agree
Media creators and distribution have a responsibility to limit the portrayal of violence in films, video games and videos targeted at pupils	3.54	0.52	Agree
Media content should have limitation to minimize its impact on the aggressive behaviour among pupils	3.46	0.60	Agree
<b>Cluster</b>	<b>27.24</b>	<b>2.70</b>	

Table 2 shows that the respondents agree that violent media content can desensitize pupils to real life violence, pupils often discuss with peers and classmates about a particular behaviour they witnessed from media content, some pupils are likely to have change in behaviour after consuming violent media content such as feeling more aggressive or confrontational, pupils do feel pressure

to conform to certain standard or trends on social media, most pupils imitate aggressive behaviour they witness in media content, Some pupils frequently do consume media content (Tv show, movies, video games etc) that contain violent and aggressive scenes, media creators and distribution have a responsibility to limit the portrayal of violence in films, video games and videos targeted at pupils, and media content should have limitation to minimize its impact on the aggressive behaviour among pupils. The cluster mean of 27.24 implies that the media promote aggressive behaviour among pupils to a high degree.

**Research question Three**

**To what extent do violent films, video games/ video promotes aggressive behaviour among pupils**

**Table 3: The Extent Violent Films, Video Games/ Video Promotes Aggressive Behaviour among pupils**

	Mean	Standard Deviation	Remarks
When pupils are expose to violent films, video games or video it tends to increase aggressive behaviour in real life	3.38	0.78	Agree
Pupils often compare themselves with others on social media	3.41	0.70	Agree
Some pupils feel anxious or stressed when they are unable to access social media.	3.19	0.87	Agree
Teachers, parents and mentors do give guidance to pupils regarding media consumption and bits impact on behaviour	3.48	0.60	Agree
<b>Cluster</b>	<b>13.46</b>	<b>1.87</b>	

Table 3 revealed that the respondents agree that when pupils are exposed to violent films, video games or video it tends to increase aggressive behaviour in real life, pupils often compare themselves with others on social media, some pupils feel anxious or stressed when they are unable to access social media, and teachers, parents and mentors do give guidance to pupils regarding media consumption and its impact on behaviour. The cluster mean of 13.46 implies that violent films, video games/ video promotes aggressive behaviour among pupils to a high degree.

**Research question Four**

**To what extent do social sites promote aggressive behaviour among pupils**

**Table 4: The Extent Social Sites Promote Aggressive Behaviour Among Pupils**

	Mean	Standard deviation	Remarks
Facebook	2.98	1.09	Sometimes
WhatsApp	3.03	1.15	Sometimes
Instagram	2.38	1.27	Rarely
Snapchat	2.80	1.21	Sometimes
YouTube	2.52	1.19	Sometimes
Tiktok	2.46	1.28	Rarely
Skype	1.46	0.88	Never
We chat	1.33	0.82	Never
Hangout	1.30	0.78	Never
Pinterest	1.28	0.72	Never
<b>Cluster</b>	<b>21.39</b>	<b>7.49</b>	

Table 5 shows that respondents sometimes use Facebook, WhatsApp, Instagram, Snapchat, and YouTube. They rarely use Tiktok. However, they never used Skype, We chat, Hangout, and Pinterest. The cluster mean of 21.39 is an indication that

the extent social sites promote aggressive behaviour among pupils was to a low degree.

### **Discussion of Findings**

From the research question formulated and answered above the following findings were made. The research which were to find out the influence of social media on the aggressive behaviour of primary school pupils in ore Edo local Government area. Research question one revealed that respondents sometimes get involved in aggressive behaviour like kicking, hitting, pushing and insulting behaviour, they rarely exhibit harassment, inappropriate touching. but they never engaged in rape and assault this indicates that social media affect the behaviour of pupils to a low degree this was supported by ( Guman 2015) the possible threat associated with social media are great , because pupils engaging in private relationship outside the classroom circle beg for inappropriate behaviour to commence.

Research questions two shows that respondents agree that violent media content can decencies pupils to real life violence. and that pupils often discuss with peers and classmates about a particular behaviour they witnessed from media content. . this implies that the Media promote aggressive behaviour among pupils

to a high degree( Anthonia and Adoba 2011) social media influences the overall attitude negatively i.e socially, academically, emotionally and even health wise.

research questions Three revealed that respondents agrees that when pupils are expose to violent films, videos games or videos it tends to increase aggressive behaviour in real life. and that pupils ofen compare themselves with other's on social media, this is in support with ( staples 2007) that social media sets standard that younger ones should compare themselves with.

Research questions four shows that respondents sometimes use Facebook, WhatsApp, Instagram, Snapchat and YouTube. this implies that social sites promotes aggressive behaviour among primary school pupils. this is in agreement with( lewis 2008) he reported that social networking sites are becoming ubiquitous aspect of the youth and young ones, they have have become accustomed to this lifestyle vmuch more than older generation have in recent years, as this way of living is all they Know.

Finally respondents strongly agree that social media have an high tendency of increasing the rate of aggressive behaviours among primary school pupils. the findings show that 3.46 agrees that media content should have limitation to minimize it's impact on the agressive behaviour among primary school pupils.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### Summary

This study focused on the influence of social media on the aggressive behaviour of primary school pupils in Oredo Local Government Area Edo State. The descriptive research method was adopted in this research work. the population consist of 100 primary school pupils from Four selected schools. the objective of this study is to investigate the influence of social media on the aggressive behaviour of pupils. four questions guided this study these are:

1. To what extent does social media affect the behaviour of pupils
2. To what extent does the media promote aggressive behaviour among pupils
3. To what extent do violent films, video games/ videopromote aggressive behaviour among pupils
4. To what extent do social sites promotes aggressive behaviour among pupils

A convenient sampling techniques was used to gather information from different schools, the instrument used for data collection was a structured

questionnaire, which consist of two sections, Section A identified the demographic Data of the respondents while section B had a total of (15) questions the researcher used to elicit responses. the instrument was validated by the researcher's supervisor in the institute of education, the necessary corrections were made before administration to the respondents

Data collection was analyze using the mean and standard deviation. from this, the following findings were made:

Social media tends to increase the rate of aggressive behaviour among pupils such as bullying, hitting, pushing , kicking and insulting. it shows that when pupils are expose to violent films,or media content it tends to desentise pupils to real life violence. Media Creators and distributor have a responsibility to limit the potrayal of violence in films, video games and videos that is targeted at pupils.

## **Conclusion**

The study concludes that social media is an indespensable part of primary school pupils in oredo local Government area, and the negative health impact of social media overuse is exposed to scenes violence in almost all type of Media content. the amount of time spent on the screen can be problematic triggering sedimentary

lifestyle as well as tyrannical and risky behaviours. hence measures should be taken to curb them.

### **Recommendations**

Based on the findings of the Study, the following Recommendations were made:

1. Parents should avoid too much permissiveness in child rearing they should as a matter of fact supervise and monitor television programs as well as the social sites that Children visit daily.
2. Both the positive and negative impacts of social media should be spelled out for pupils by parents and teachers.
3. Access to the use of social media sites should be highly regulated by social Apps Developers so as to limit the use of it among young children.
4. Media Creator and distributor should limit the portrayal of violence in films, video games and video targeted at pupils.
5. Pupils should be guided on how to maximize the use of social media.

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Institute of Education  
Department of Education Monument  
University of Benin  
Benin City

Dear respondent,

**REQUEST FOR THE COMPLETION OF QUESTIONNAIRE**

I am a final year student of the above named department conducting research on " the influence of social media on the aggressive behaviour of pupils in primary school of oredo Local Government Area " Benin city Edo States.

Please kindly fill the attached questionnaire to assist me in carrying out the research. I assure you that the information supplied will be treated with utmost confidentiality and used for the research purpose only.

Thanks for your co-operation.

Yours faithfully

**QUESTIONNAIRE**

Questionnaire for research study on: the influence of social media on the aggressive behaviour of pupils in primary school of oredo Local Government Area in Edo state.

**PLEASE NOTE**

- 1 Carefully read each questions before responding
- 2 Tick ( ) as appropriate in the spaces provided.

**PART A**

**RESPONDENTS DATA**

SEX: Male ( ) Female ( )

RELIGION: (a) Christianity ( ) (b) Muslim ( ) (c) others religions ( )

**PART B**

Key: strongly Agreed (SA), Agreed (A), Disagreed (D), Strongly Disagreed (SD)

**1. TO EXAMINE THE LEVEL OF INFLUENCE OF SOCIAL MEDIA ON THE BEHAVIOUR OF PUPILS**

S/N		Strongly Agreed	Agreed	Strongly Disagreed	Disagreed
1.	Pupils do feel pressure to conform to certain standard or trends on social media				
2	Pupils often compare themselves with others on social media				
3	Some pupils feel anxious or				

	stressed when they are unable to access social media.				
4	Most pupils do spend time on social media platform				
5	Pupils get directed by social media even while in class.				

**2. TO ASSESS THE EXTENT TO WHICH THE MEDIA PROMOTE AGGRESSIVE BEHAVIOUR AMONG PUPILS.**

S/N		Strongly Agreed	Agreed	Strongly Disagreed	Disagreed
6	Media content glamorizes aggression or violence				
7	Teachers, parents mentors do give guidance to pupils regarding media consumption and its impact onbehaviour				
8	Pupils always discuss with peers and classmates about a particular behavior they witnessed from a media content				
9	Most pupils imitate aggressive behaviour they witnessed in media content.				
10	Some pupils frequently do consume media content ( Tv show,movies, videogame etc) that contain violent or aggressive scenes				

**3. TO ASCERTAIN THE EXTENT TO WHICH VIOLENT FILMS, VIDEOGAMES, AND VIDEOS PROMOTES AGGRESSIVE BEHAVIOUR AMONG PUPILS**

S/N		Strongly Agreed	Agreed	Strongly Disagreed	Disagreed
11	Violent media content can				

	desensitize pupils to real life violence				
12	When pupils are expose to violent films, video games or video it tends to increase aggressive behaviour in real life				
13	Do you agree that media creators and distributors have a responsibility to limit the portrayal of violence in films, video games and videos targeted at pupils?				
14	Some pupils are likely to have change in behaviour after consuming violent media content such as feeling more aggressive or confrontational?				
15	Do you agree that violent media content should have limitation to minimize its impact on the aggressive behaviour among pupils				

#### 4 TO IDENTIFY THE SOCIAL SITES PLATFORM THAT PUPILS FREQUENTLY VISIT.

Please indicate by a tick ( )

Facebook( )

WhatsApp ( )

Instagram ( )

Snapchat ( )

YouTube ( )

Pinterest ( )

Tiktok ( )

Hangout ( )

Telegram ( )

We chat ( )

Skype ( )

Others \_\_\_\_\_