Perceived Risks and Benefits of Instagram and Twitter Usage on the Behavioural Intent of Youths in Select Towns in Anambra State, Nigeria

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Abstract
Globally, social media use is becoming alarming due to their respective features. Social media explains people's way of life, work, and progress in both local and international community. It plays an essential role in this aggressive environment. Social media has become a very important part of life for many young generations in the world today. Social media is made up of websites created to help users share information, exchange ideas, and participate in content modification online. These include: Facebook, YouTube, Twitter, Instagram, LinkedIn, Google₊ and other interactive websites. Instagram is currently the most popular social media platform among young people around the world. On the other hand, Twitter is versatile, accessible and valuable tool for communicating thoughts, ideas and visions. The study was conducted to ascertain the perceived risks and benefits of Instagram and Twitter usage on the behavioural intent of youths. The study anchored on Technological Determinism Theory and Theory of Planned Behaviour. The population comprises of Online Instagram and Twitter users. Online Survey was used to solicit information. Purposive sampling method was used to gather data for the study. The study revealed that both perceived risks and perceived benefits have significant influence on the youths' satisfaction and intent to use Instagram and Twitter. The study recommends there is need for media literacy on the appropriate application of citizen journalism through periodic online and physical orientation for users of social media on the risks and

benefits of use of social media (Instagram, Twitter and other social networking platforms).

Keywords: Perceived Risks, Perceived Benefits, Instagram, Twitter, Behavioural Intent, Youths

Introduction

Social media has gained distinctive attention and become vital part of every one's life. The transformation of social media is strongly affected by youths in the recent days with emergence of large number of social media sites like WhatsApp, Facebook, Twitter, Blogs, Instagram, Snapchats, Pinterest, Skype and other apps which easily connected the people with each other apps which easily connected the people with each other across the globe. The advanced technology and usage of social media modes allows the people to share or exchange information idea, images, videos and other messages through the specific network. Thus, it plays essential role in this aggressive environment (Rauriar, Rawski & Simmnes, 2009).

Social media influences youth's life style and it is helping them to create a network throughout the world. Social media makes it effortless to make relationship with anyone expressing their likes and dislikes, which can be easily done. Users are able to connect with everyone through texting, sharing pictures and videos to their friends and the information can be passed on immediately at cheaper cost. Social networking offers a platform to discuss some burning current issues. It is a channel through which users are able to share their thoughts and feelings with their peers. As the youth get older, they are in dilemma as what can be done, they get guidelines for the problems in their life. It helps students to share information regarding assignments to be submitted. Social media has facilitated change as youths are more aware of politics now than ever.

Instagram is currently the most popular social media App among young people around the world. More than 70% percent of people between the ages of 12 and 24 are Instagram users. Instagram is a social App that uses images as the means of communication. Moreso, Twitter is versatile accessible and valuable tool for communicating thoughts, ideas and visions. However, social media possess a vast range of addictive things which youths interact and devote tremendous time. The information shared on social media usually exposes users to feasible attacks through bad remarks from other users. Most often the use of Instagram and Twitter have higher risks of Cyber bulling. The 2021 #EndSars Protest was facilitated easily through the Twitter which led to the ban of Twitter in Nigeria. This study aims at analyzing the perceived risks and perceived benefits of

Instagram and Twitter on behavioural intents of youths.

The use of Instagram and Twitter is predominant amongst youths. These media platforms allow the creation, sharing, manipulation and consumption of user-generated contents. Though they have huge positive impacts on the youths, they keep the youth connected to their friends and provide updates of important thing going across the globe. Inasmuch as there are positive impacts of the use of Instagram and Twitter, these social media platforms also have negative impacts. They exert tremendous influences on the behavourial intents of young people thus, apparently affecting their personal lifestyles by creating social distrust where they have aggressive threatening behaviour. Most often, using Instagram and Twitter has higher risks of cyber bullying when someone sends threatening messages, videos and discussions. Sharing excessive information, posts, pictures, also lead to privacy issues. This study aims at ascertaining the perceived risks and benefits of Instagram and Twitter on the behavioural intents of youths.

Research Objectives

The following objectives guided the study:

1. To find out the extent of enthusiastic usage of Instagram and Twitter amongst the youths.
2. To find out the perceived risks and benefits of Instagram and Twitter usage on the youths.
3. To find out the significant influence of perceived risks and perceived benefits of Instagram and Twitter usage on the behavioural Intent of youths.

Literature Review

Social Media

Researchers have conceptualized social media in a range of ways. Magro (2012) sees social media as an application that allows the creation, sharing, manipulation and consumption of user-generated contents. Ashraf & Javad (2014) believe that social media has been characterized as much less prices and handy digital equipment that empowers people to distribute, gather data and work together on a usual exertion and assemble connections. In line with the above definitions of social media, Aula (2010) highlights that social media helps people send, receive and process content material for use. The core feature of social media is interactivity or interconnectedness, community participation, and immediacy. Alikilic & Atabek (2012) believe that social media encompass blogs, podcasts, social networks, communities, content material aggregators, and digital words.

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-

alone and built-in social media services currently available introduces the challenges of defining it (Watts, & Duncan, 2003).

Social media is a set of collective channels for online communications sources dedicated to varieties of input, communication, sharing and collaboration. It is especially based on websites, applications, blogging, social networking, social book mart and wikis are the different types of social media. Social media is interactive web, internet-based applications. User-generated content, such as text, posts, or comments, digital photos or videos, and data generated through all online interactions, are the life blood of social media. Users create service-specific profiles for the websites or apps that are designed and maintained by social media organizations. Social media facilitates the development of online social networks by connecting a users profile with those of other individuals or groups. It uses web-based technologies, desktop computers and mobile technologies (Smart Phones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss and modify user-generated content or premade content posted online. It introduces substantial and persuasive changes in communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate.

Instagram

Instagram is currently the most popular social media app among young people around the world. More than 70% of people between the ages of 12 and 24 are Instagram users launched in October 2010. Instagram is a combination of words "instant" and "telegram". With numerous built-in photo filters to create quality visual effects, Instagram is a social media app that uses images as the means of communication. Two years after its launch, the number of Instagram users reached three hundred Million. Facebook therefore acquired Instagram in 2012 for USD 1 billion. Instagram has become an important social networking platform for youths. Visualized communication has become the most favoured way of communication for modern youths. At present, Instagram has more than 700 million monthly active users. In the US, nearly 60% of Instagram users are between the ages of 18 and 29 and the majority of users are female.

A background survey of Instagram users in Taiwan revealed that female users constitute the majority and are also more active. Most users have a college education or higher degree. In Taiwan, significantly more individuals from junior school students at the age of 12 to fresh university graduates under the age of 24 visit Instagram than individuals from other age group. Moreover, 71% of young people between ages of 18 and 24 are Instagram users which shows that Instagram is extremely

popular among young people in Taiwan. On Instagram, users can currently share posts in the form of images, videos, carousels and stores. In addition to their posts, an increasing number of commercial brands aimed at Youths are placing ads on Instagram via Facebook. The image, video, carousel and stories format are available for Instagram Ad.

Understanding Twitter

Twitter is a widely used free social networking tool that allows people to share information in a real time news feed (Mistry, 2011) through posting brief comments about their experiences and thoughts. Public messages are sent and received via Twitter and tweets are limited to not more than 140 characters and can include links to blogs, web pages, images, videos and all other material online. Despite the brevity imposed by this media tool, Twitter is extensively used in a wide variety of circumstances and, according to Mollet (2011), thousands of academic and researchers at all levels of experience and across all disciplines already use Twitter daily.

After setting up a Twitter account (www.twitter.com), users establish a profile and a Twitter account appears in the user's Twitter feed and in the feed of anyone who is following them. Searching can also be used to find relevant tweets. This can be by keywords, often identified by user-defined Hashtags, identified by # symbol (for example #occupation, #politics). Hastags help to locate particular areas of discussion (Bristol, 2010). As a communication tool, Twitter allows the free exchange of ideas nationally and globally, between people interested in similar areas of expertise as well as providing opportunity to engage in critical debate.

Perceived Benefits of Social Media

Researchers have different opinions regarding the advantages of social media. Siddiqui and Singh (2016) state that social media applications provide an opportunity for people to share their opinions, ideas, common interest, and build up new relationships. Ellison (2007) establishes that social media help preserve current socialties and new connections. Whitty & Mclaughlin (2007) state that social media helps facilitate online entertainment and gather facts about its users.

There are numerous benefits of social media usage. Social networking sites (SNS) can help improve communication with other people inside an organization, and with people outside an organization. Social media has been used as effective marketing tools. Social media can also aid collaboration (sharing knowledge, views) with others. The youths have the perfect place to express themselves in such a way in which they won't be allowed to do in public. This is what makes the youth feel better about them and they hold some positions in the society (Bhasin, 2019). It helps the

youth in developing social skills and the best part is that a number of friendship can begin from the social websites. Youths generally like make new friends and know about others as much as they can (Bhasin, 2019).

Perceived Risks of Social Media

Kaplain & Haenlein (2010) conceptualize risk as the possible loss, the value of failure and uncertainty. Ulleberg & Rundino (2003) also conceptualize risks as future troubles that can be prevented or mitigated or alternatively current issues that should be addressed immediately. The common perception is that there is bound to be different forms of risks involved in the use of the Internet. Irfan (2018) expatiates that social media devices have destructive consequences on employees' development and productivity.

Qualman (2012) believes that social media possess a vast range of addictive things towards which youths interact and devote tremendous time. This is a potential challenge to their academics, places of work, inflicting personnel to be unproductive in their work. Featherman & Pavlou (2003) explain that psychological risk could be described as a social media user's challenge that results in loss of vanity, contributing to a harmful effect on feelings and peace of mind. The information shared on social media usually exposes users to feasible attacks through bad remarks from users (Forest & Wood, 2012).

The Effects of Perceived Risks and Perceived Benefits on Behavioural Intent

Several researchers in the area of information system have shown that perceived risks negatively affect behavioural intent (Featherman & Pavlou, 2003; Cunningham et al, 2005 Lee, 2009; Littler & Melanthiou, 2006; Martins, 2014). The negative impacts associated with perceived risks and behavioural intent can be related to attitude-action (Kesharwani & Bisht, 2012). Similarly, Hae-Kyung Sohn, Jeonglyeol & Yooshik (2016) establish that there is a significant relationship between perceived risks and behavioural intent. The findings of Crofts & Law (2017) and Aejoo (2013) submit that perceived risks significantly influence behavioural intent.

With regards to the perceived benefits and behavioural intent, wide range of studies has revealed that, there are significant and positive associations between perceived benefits and behavioural intent. Jarrenpaa, (2000), Dolnicar, (2005) & Axelsons & Swan, 2010 suggest that perceived benefits usually accelerates the consumer's behaviour intent to take decision. Also, Siegel (2015) reveals that perceived benefit has significant and positive influence on behavioural intent. Furthermore, it confirms that perceived risks and perceived benefits affect a person's behavioural intent.

Theoretical Framework

Theory of Planned Behaviour
Ajzen & Fisbein (2016) hold the view that the central aspect of planned behaviour theory is a person's aim to carry out given action. Thus, intents are seen to capture the motivational elements that affect behavior. They are indicators of how difficult human beings are willing to try, the number of attempts they plan to act in that behaviour. The theory explains three determinants of intention. First, the way of thinking in the direction of action focuses on how someone is a favourable assessment of the behaviour in question.

Second, subjective norm has to do with the perceived social pressure to function. This refers to the belief about whether most people approve or disapprove of the behaviour. Last antecedent of intent has to do with the level of perceived ease or subject of acting the behaviour (Townsend, 2006). Ali (2016) holds the view that when there are a favourable mind-set, subjective norm, and more perceived behavioural control with regards to behaviour, there ought to be a stronger intent to perform the behaviour under consideration.

Technological Determinism Theory
This theory believes that technology is an autonomous force that changes the society. It provides an explanation for many changes that could be observed through the new media technology in the society. Technological Determinism theory states that media technology shapes how individuals in the society think, feel, act and how the society operates as we move from one technological age to another. We learn, feel and think the way we do because of the messages we receive through the current technology that is available. The medium is the message (McLuhan, 1962), the theory envisaged a world of media explosion and revolution in which the new electronic media have formed unified groups radically altered the way people think, feel and act. The new media effects have permeated every aspects of the society, so much that it is now difficult to challenge the postulations of 1962 by the Canadian media researcher, Marshal McLuhan.

Methodology
This study adopted the survey research design with questionnaire as research instrument since it involves studying a large population. According to Ohaja (2003), whenever the major sources of primary data for a study are the views of members of the public or any particular group, a survey will be called for. The suitability of the survey method was informed by the need to collect data from youths in Anambra State within the stratified towns in the three senatorial sections of the State. The population for this study comprised of 4,177,828 people according to the National Population Commission 2006 Census which has been currently projected to about 5,527,800 people in 2016. The study

population includes adults residing in Awka, Nnewi and Onitsha. A sample size of four hundred (400) respondents was selected as a representative sample for the study. This sample size is based on the population of the study area which is determined by applying Taro Yamane's formula for selecting sample size.

This study adopted multistage sampling approach. In the first stage the stratified sampling method was used to divide Anambra State into three senatorial zones. They are: Anambra North, Anambra Central and Anambra South senatorial zones. The second stage involved selecting the local government areas used in each senatorial zone. The draw simple balloting method was used to choose one local government from each senatorial zone. The purposive sampling method was used in selecting one town from each of the local government areas representing the three senatorial zones. The proportionate stratified sampling was used to arrive at the number of respondents selected from each of the three state strata of the population.

Data Presentation and Analysis

For the distribution of questionnaire, the researchers employed both physical distribution and online survey methods. Out of 400 respondents that were evaluated based on either physical issuance of questionnaire or online survey, 360 copied were validly filled thus, forming the basis for data analysis.

Demographic Variables

Table 1: Age Distribution

Variables	Frequency	Percentage (%)
18 – 25 years	270	75
26 – 30 years	65	18
31 – above years	25	7
Total	**360**	**100**

Table above shows 270 respondents (75%) fall within the age bracket of 18-25 years. The implication is that the respondents are active users of Instagram and Twitter. Secondly, it shows that most social media users are within the ages of 18-25years.

Table 2: Gender

Variables	Frequency	Percentage (%)
Male	285	79
Female	75	21
Total	**360**	**100**

The above Table shows that major users of Instagram and Twitter under study comprised of male respondents than female with varying significant percentage scores of 79 – 21% respectively.

Table 3: Preference of social media

Variables	Frequency	Percentage (%)
Instagram	205	79
Twitter	155	21
Total	**360**	**100**

Table 3 shows that relative use of Instagram and Twitter respectively. It shows that respondents make relative use of both social media platforms under study.

Table 4: Extent of enthusiastic usage of Instagram and Twitter amongst the youths

Variables	Frequency	
	Instagram	**Twitter**
Great Extent	185 (90%)	75 (48%)
Low Extent	20 (10)	80 (52%)
Total	205 (100%)	155 (100%)
Total	**360**	**(100%)**

Differences on the extent of enthusiastic use of both social media platforms indicate 'Great extent' of Instagram (90%) as against the use Twitter (75%) among the respondents. The implication is associated with easy use of Instagram for youth-related online activities such as uploading of pictures, videos and audio materials. On the other hand, the officiality associated with Twitter reduces its preference among the respondents.

Table 5: Influence of perceived benefits of Instagram and Twitter usage on the behavioural Intent of youths

Variables	Frequency	Percentage (%)
Positive	360	100
Negative	-	-
Total	**360**	**100**

All respondents agreed to positive benefits of the use of Instagram and Twitter.

Table 6: Perceived Benefits of Instagram and Twitter usage on the youths

Variables	Frequency	
	Instagram	**Twitter**
Build up new relationships	130 (63%)	5(3%)
Boosts information dissemination	25 (12%)	100 (64%)
Provides avenue for relaxation	45 (30%)	15 (10%)
Increases literacy/education	5 (2%)	35 (23%)
Total	205	155
Grand Total	**360**	**(100%)**

Table 6 shows that significant scores of 63% for users of Instagram to build up relationship than other benefits. There is also significant use of Instagram for relaxation. The implication is that Instagram is seldom used for literacy/education purposes. On the other hand, the significant scores of 64% and 23% show that Twitter is best used for information dissemination and increase in literacy/education respectively. There is insignificant use of Twitter for building up new relationship.

Table 7: Influence of perceived risks of Instagram and Twitter usage on the behavioural Intent of youths

Variables	Frequency	Percentage (%)
Males	320	89
Females	40	11
Total	**360**	**100**

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The responses of significant score of 320 respondents (89%) indicate that there are perceived risks associated with the use of social media networking sites (Instagram and Twitter).

Table 8: Perceived Risks of Instagram and Twitter usage on the youths

Variables	Frequency	
	Instagram	Twitter
Loss of the social-cultural value	15 (7%)	10 (6%)
Unhealthy addiction to Internet Use	25 (12%)	20 (13%)
Waste of time	60 (29%)	105 (68%)
Exposure to immoral acts	90 (44%)	5 (3%)
Cyberbullying	15 (7%)	15 (10%)
Total	205	155
Grand Total	360	(100%)

For users of Instagram, exposure to immoral acts and waste of time are significant risks associated with the use of Instagram. This finding supports the position of Qualman (2012) and Featherman & Pavlou (2003) on the effect of overexposure to social media platforms which causes waste of time on the parts of users and possible exposure to immoral contents. For users of Twitter, there is reduction on effects on immoral content with significant propensity for waste of time due to addiction to the Internet.

Both social media platforms recognized the risk of cyber bullying.

Discussions

Summarily, the analyses make the following findings:

a. The study found that active Internet users are within the age bracket of 18-25 years. However, other ages are Internet-friendly but at varying degree of usage.

b. On the basis of preference, the study found that Instagram is mostly used against Twitter. The degree of preference is affected by different factors such as contents and interactivity. Besides, Twitter is too formal that certain contents are not permissible for use.

c. All respondents agreed to both benefits and risks associated with the use of Instagram and Twitter. On the risks associated with use of both social media platforms, most Instagram users agreed that exposure to immoral acts and waste of time are significant risks associated with the use of Instagram. In the case of Twitter, there is significant reduction on effects on immoral content with significant propensity for waste of time due to addiction to the Internet. Both social media platforms recognized the risk of cyber bullying.

d. For benefits of both platforms, there is significant use of Instagram to build up relationship followed by its use

for relaxation. Regrettably, the finding showed that Instagram is seldom used for literacy/education purposes. On the other hand, Twitter is best used for information dissemination and increase in literacy/education respectively.

Conclusion

In line with the study objectives, the findings reveal significant exposure to both social media platforms as Instagram and Twitter appeal to young people. However, there are varying uses of both social media platforms. Twitter is said to be too official in use than Instagram. The study clearly identified areas of significance of perceived benefits and risks associated with the use of Instagram and Twitter.

Recommendations

Based on the findings of the study, the following recommendations are proffered:

a. There is need for media literacy on the appropriate application of citizen journalism. The popular belief that owning a camera confers the status of a reporter on social media users is wrong. There should be periodic online and physical orientation for users of social media on the risks and benefits of use of social media (Instagram, Twitter and other social networking platforms).

b. Prospective journalism should be trained on social media use for online reporting with emphasis on training others who are not students of journalism. This will reduce multiplicity of citizen journalists who do not understand the processes of newsgathering and dissemination.

c. There should be some online regulations of what is shared on the Internet. This is possible when social media firms develop software that can dictate contents that cause sedition and endanger the morality of users.

d. Social media networking platform should always update the Application software to review society's demands for a decent society. This will reduce the inclusion of immoral advertisements in various social networking platforms.

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