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### **SOCIAL MEDIA AND CHANGING SOCIO-CULTURAL VALUES AMONG NIGERIAN UNIVERSITY UNDERGRADUATES: A STUDY OF NNAMDI AZIKIWE UNIVERSITY**

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#### **ABSTRACT**

Media scholars generally believe that the mass media have some kinds of influence on some kinds of mass media audiences. The main purpose of this study was to determine the influence of social media usage on the socio-cultural values of undergraduate students of Nnamdi Azikiwe University. The source of data was primary source of data collection with the aid of administered questionnaire. The statistical tools employed include the Quade test analysis, bar chart and pie chart analysis. From the findings of this study it was revealed that majority of undergraduate students make use of social media. It was equally observed that the use of social media influences social relationship of undergraduate students. Furthermore, it was revealed that the use of social media has negative impact on study culture of undergraduate student of Nnamdi Azikiwe University. In conclusion, it was revealed that there are negative influences associated with social media use by undergraduate students of Nnamdi Azikiwe University.

**Keywords:** Mass Media, Social Media, Socio-Cultural Values, Scholars.