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*All correspondence to:*

The Editor  
Dr. Eserinune McCarty Mojaye  
Associate Professor of Mass Communication  
Journal of Communication and Media Research  
Department of Mass Communication  
Delta State University, Abraka,  
Delta State, Nigeria.

Email: [jcmrjournal209@gmail.com](mailto:jcmrjournal209@gmail.com)

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# Perceived effectiveness of social media platforms for HIV and AIDS information communication among university undergraduates in south-west Nigeria

AYODELE JOHN ALONGE\*, WAMBUI KIAI\*\*, Ph.D. AND NDETI NDATI\*\*\*, Ph.D.

## Abstract

The study examined the perceived effectiveness of social media on HIV and AIDS communication among undergraduates in southwest Nigeria. Data was obtained through the administration of 355 copies of structured questionnaire to respondents in University of Lagos, Obafemi Awolowo University and University of Ibadan. Data obtained was analysed using tables, simple percentages and bivariate regression analysis. The results showed that awareness of social media enabled 71.3% of the respondents to use social media sites. Out of this percentage, it enabled 27% to interact; 25.1% to exchange ideas, 11.3% to be informed on HIV and AIDS, and 7.9% stated increased knowledge on HIV. The result further showed that 90.7% of the respondents stated that HIV and AIDS information on social media platforms was very useful. Result showed that 23.7% of the male and female respondents had sexual intercourse 3 months ago, out of this, 10.2% used a condom (s), while 13.5% did not make use of condom. Despite this high level of awareness, regression result showed that sharing of HIV and AIDS information on social media did not have significant influence on condom use ( $F = 2.586, p > 0.05$ ). The study suggested that HIV and AIDS communication on social media should prioritize basic messages such as encouraging use of condoms and other prevention methods.

**Key Words:** Social Media, HIV and AIDS, Communication, Information, Nigeria

## Introduction

The use of the social media and its applications for health information purposes is on the rise with studies showing the social media as one of the most widely used resource for health information (Healio, 2011). Further, the emerging social media such as Facebook forums, message boards and health related social networking sites have received immense attention from health information seekers. According to Elkin (2008) cited in Sanghee and Soojung (2014), approximately one third of online health information seekers have used social media resources and this number is expected to grow as more and more people seek information and help from their peers (Fox and Jones 2009). Social media, in particular health related social media, can provide a venue through which people can connect with others,

exchange information and sharing experiences (Dahl, 2010).

Social networking sites have the potential to amplify the speed and ease with which information is communicated as well as enabling interactive communication flows within networks. Although not yet many in number, current health related social sites have harnessed this platform to communicate health messages and support societal participation in issues concerning their health. Crucial to these sites are the opportunities for dialogue that emanate from the use of social media. For example, many people make sense of information when they are able to discuss and debate it and for social change to occur there must be opportunities for dialogue (Figuroa et al., 2002). The study also, further states that when information helps

\*Ayodele John Alonge is a CARTA PhD Fellow, at the School of Journalism and Mass Communication, University of Nairobi, Kenya.

\*\*Wambui Kiai, Ph.D. is a Senior Lecturer at the School of Journalism and Mass Communication, University of Nairobi, Kenya.

\*\*\*Ndeti Ndati, Ph.D. is a Senior Lecturer and Director, School of Journalism and Mass Communication, University of Nairobi, Kenya.

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people communicate, participate and make informed choices, it is only then that the information becomes beneficial. Participation is critical if development or change is to occur, hence health related social media are seen as having much potential in communicating about HIV and AIDS as they can allow young people to discuss and debate issues of concern, enabling them to make informed choices.

From the foregoing, it is the researcher's proposition that although there has been a sparing use of social media, more research has to be conducted to validate their potential in fighting social ills within societies, given the huge numbers of undergraduate students using social media especially between 67% and 78% (Abah et al., 2014). Of particular interest, understanding the role social media can play in addressing issues of HIV and AIDS amongst the youth becomes critical as they are at the fore front in embracing and using social media. Fox and Jones (2009) further assert that as younger adults face more health care questions and challenges, they may turn to the tools that they have sharpened in other contexts of their lives to gather and share health advice.

### **Statement of the Problem**

In 2010, young people aged 15-24 accounted for 42% of new HIV infections (UNAIDS, 2014). Among young people living with HIV, nearly 80% (4 million) live in sub-Saharan Africa. It is apparent that social media presents an utmost significant platform on which to advance HIV and AIDS communication and information (Heldman et al., 2013). In Nigeria, youth are the most sexually active population and have shown to have multiple sex hence the most vulnerable to be infected with HIV/AIDS (Okpani & Okpani, 2014). HIV/AIDS statistics in Nigeria illustrate that young people are the high-risk group (UNAIDS, 2014). The United Nations Programme on HIV/AIDS (UNAIDS) in 2012 revealed that about 700,000 Nigerian youths, aged 15 - 32, are living with HIV/AIDS. Obinna (2014) attributed the situation to peer pressure, lack of communication between parents and child about sex; high level of illicit sex; high incidence of campus prostitution, poverty or harsh economic conditions among other factors. If the situation is left unaddressed, Nigeria risks the danger of increased new HIV infections hence the need for the youth to be properly educated about HIV/AIDS (UNAIDS, 2012).

There is extensive and growing use of social media by youth as observed by Madden et al. (2013) who established that teens share a wide range of information about themselves on social media sites. Twitter use among the youth grew significantly from 16% in 2011 to 24% in 2013 while a typical youth who is a Facebook user has an average of 300 friends. The foregoing indicates that social media can be exploited to attain better public health outcomes. Neiger et al. (2013) noted that, there is a need to leverage social media for significant conversations in HIV and AIDS discourse. Similarly, Chou et al. (2013) concluded that there is a need to harness the participatory nature of social media. However, the existing literature is not adequate on the perceived effectiveness of social media in HIV and AIDS communication. This inadequacy of pertinent literature, coupled with a lack of conclusive and compelling empirical findings on social media use for HIV and AIDS communication calls for a study to empirically establish social media effectiveness in HIV and AIDS communication. It is against this background that this study was carried out with a special focus on undergraduate students in southwest Nigeria.

The objectives of the study are to:

- Establish the usefulness of HIV and AIDS information on social media
- Determine influence of social media in encouraging undergraduate students in southwest Nigeria who had engaged in sex to use protection
- Examine role of social media in informing undergraduate students in southwest Nigeria about HIV risks
- Determine the influence of social media information on HIV and AIDS on behavior change among undergraduate students in southwest Nigeria

### **Method of Study**

A mixed methods research design was applied in this study. The study collected and analyzed both quantitative and qualitative data. This study was conducted in Southwest Nigeria, which is located in the western part of Nigeria. Southwest Nigeria has six states; Ekiti, Lagos, Ogun, Ondo, Osun and Oyo. It is majorly a Yoruba speaking area, although there are

different dialects even within the same state. Southwest Nigeria has a defined growing middle class. This region has the largest share of universities in Nigeria, including Federal universities, private universities, and state universities. Out of 113 Universities in Nigeria, southwest region alone has 33 which translate to 29.2% of universities in Nigeria (Ministry of Education, Nigeria). Each state (county) has a Federal University (National Universities Commission, 2016).

The research population comprised all full-time undergraduate students presently enrolled in the selected federal universities in southwest Nigeria. They are enrolled in various disciplines such as humanities, education, social sciences, sciences, agriculture, law, technology and management. The students are admitted from all the states (county) in the country using quota system to assure fair representative of students across the country. The students are from diverse socioeconomic background.

Based on Admission office, (UI, 2015), Record office (UNILAG 2015) and Admission office (OAU, 2015), the total population of the undergraduate students in the selected federal universities in the southwest Nigeria in the 2015/2016 academic session was 68,885. To determine the sample size for the study, the study employed the Fisher et al. (1983) formula. The formula applies to relatively large population sizes and it is which is illustrated below:

$$n = \frac{Z^2pq}{d^2}$$

Where n = the required sample size, when the target population is more than 10,000

Z = standard normal deviate at the required confidence level (1.96) at 0.05

p = the proportion of the target population estimated to have the characteristics being measured when one is not sure, so one takes middle ground (0.5)

$$q = 1-p$$

d is the level of statistical significance

$$\frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} = 384$$

Therefore n =

This gives a sample size of 384 which can be adjusted when population is less than 10,000 using the following relationship.

$$n_f = \frac{n}{1 + \frac{n}{N}}$$

n<sub>f</sub> is the desired sample size when population is less than 10,000

n is the desired sample size when population is more than 10,000

Given the total target population to be 68,885 the sample size was calculated as follows:

$$n_f = \frac{384}{1 + \frac{384}{68,885}} = 382$$

The calculation gives a sample size of 382 respondents who were distributed across the three sampled institutions proportionate to the population undergraduate students (Table 1). Nevertheless, at the end of administration of questionnaires out of the 382 questionnaire copies distributed to undergraduate students, 355 questionnaire copies were successfully collected, collated and deemed suitable for use with response rate of 92.9%.

**Table 1: Students' population and sample size calculation**

Selected federal universities	Population of undergraduate students in selected universities	Sample proportion	Sample size
<b>Questionnaires (Quantitative)</b>			
University of Lagos	25,261	25,261/68,885 x 382	140
University of Ibadan	21,192	21,192/68,885 x 382	118
Obafemi Awolowo University	22,432	22,432/68,885 x 382	124
<b>Total</b>	<b>68,885</b>		<b>382</b>

The study employed multi-stage sampling technique involving two stages. In the first stage, purposive sampling technique was used to selective the three federal universities due to their academic performance and records in the region. In the second stage, stratified sampling technique was used to selected male and female students from five (5) common faculties, namely: Education, Arts, Technology, Science and Law. In the third stage, systematic sampling technique was used in the administration of questionnaire to male and female students in the three universities. Data obtained was statistically treated using tables, simple percentages and bivariate regression analysis. Analysis was performed using SPSS 22.0 for Windows

## **Results and discussion**

### **Social media awareness on its use**

Social media is one of the 21<sup>st</sup> Century's global phenomena and a breakthrough in telecommunication that enables people to connect with one another, share information, pictures and other valuable information irrespective of geographic distance. The awareness of social media is overwhelming; people (both young and adults) have seen the need to be connected to it. Mangold et al., (2009) stated that social media allows for the commenting, critiquing, sharing information on a wide scope and in some cases in real time. The relevance of social media has positively encouraged millions of people worldwide to buy smartphone with operating systems that enable social media sites to be installed and used for diverse purposes. The results in Table 2 show the level of awareness of social media and the usage. The results showed that the global awareness of social media had enabled the 71.3% of the respondents use social media. This is apparent as students have seen the importance of social media which has helped them to remain connect with friends, make friends and upload pictures among others.

The results obtained above corroborate the findings of Musa et al., (2015) that the majority (98.2%) of the respondents in their study of Kano State polytechnic were aware of social networks and regularly used it. Despite the increased awareness on the importance of the e-telecommunication medium, not all the students were able to use it. This is the case as 28.7% of the students affirmed they do not use social media. The results imply an increase in the proportion of students using social media which

could be attributed to the awareness the students have on the importance of using it. Several reasons may be responsible for students' inability to make use of social media. One of such reason is money. Many of the smartphones are costly which are beyond the reach of some students. This can keep them away from using social media platforms even when they are aware of its importance. However, of the proportion (71.3%) of students across the universities that make use of social media, 27% stated that it enables them to interact, 25.1% stated it enabled them to exchange ideas and 11.3% stated it informed peers on HIV and AIDS, while 7.9% stated it helps to increase their knowledge on HIV. Informing peers on HIV and AIDS was the third reason selected by respondents for using social media. Also, in a similar study, Emmerson (2011) stated that adolescents are pleased with HIV and AIDs discussion forum due to its safe discussions and being able to express their. It means therefore, that only a few students' use social media to enable them inform their peers about HIV and AIDS. The results presented above agree with the findings of Griffiths et al., (2015) that apart from chatting and uploading personal profile among other, social networking is currently influencing health policy indirectly through increasing awareness and so demand for health care. It also agrees with the findings of Kaplan and Haenlein (2010) that through the use of social media pertinent information on HIV and AIDS can be shared among peers.

Nevertheless, the main reason given by respondents (27%) for the use of social media is for interaction. This agrees with the findings of Abah et al., (2014) that the main reason for social media use was for chatting (interaction) followed by learning. This is so as the majority of the students buy or wishes to own Smartphones to enable them install social media sites and keep interacting with their friends, lovers and peers as well as access health information. This agrees with the finding of Holloway et al., (2013) when they stated 70% of young men who have sex with men (YMSM) accepted to own smartphone due to their expressed a willingness to participate in a smartphone app-based HIV prevention program. From the result presented in Table 2, issues related to HIV and AIDS were not the prominent reasons for the use of social media or put differently, the awareness on HIV and AIDS is not the main reason for social media use. This assertion agrees with the findings of Clouse et al., (2015) where they found high

personal mobile phone ownership, but low usage for HIV communication among pregnant HIV-positive women receiving antenatal care in South Africa. The information in Table 2 therefore shows that the majority of the students across the selected universities make use of social media because of its growing importance for social communication and sharing of information. It further shows that the awareness on interaction and exchange of ideas are the two principal reasons for using social media. This result pays credence to the submission of Tukru and

Abdukadir (2013), when they identified communicating with friends, getting information about people, events and entertainment among others as the main reasons university students in Turkey use social media platforms like Facebook. In the same way, it agrees with the finding of Dlamini et al., (2015) that university students are aware of social media and they use it to interact with friends and loved ones as well as share ideas and messages among others.

**Table 2: Awareness and increased use of social media**

Variables	Universities						Total % N=355
	OAU		Unilag		UI		
	Freq (n= 111)	% (100)	Freq (n= 130)	% (100)	Freq (n= 114)	% (100)	
<b>Awareness and use of social media</b>							
Yes	84	75.7	88	67.7	81	71.1	71.3
No	27	24.3	42	32.3	33	28.9	28.7
<b>If Yes, reasons for usage</b>							
Not applicable	30	27.0	42	32.3	30	26.3	28.7
It has increased interaction	23	20.7	43	33.1	30	26.3	27.0
It has created a forum for exchange of ideas	32	28.8	26	20.0	31	27.2	25.1
It has informed peers about HIV and AIDS	18	16.2	14	10.8	8	7.0	11.3
Awareness has increased knowledge about HIV	8	7.2	5	3.8	15	13.2	7.9

### **Usefulness of HIV/AIDS information and sexual behaviour cum practice**

This part of the analysis examines respondents' viewpoints on the usefulness of social media on HIV and AIDS information dissemination as well as the sexual behaviour cum practice. The results obtained are shown in Table 3. It revealed that HIV and AIDS information on social media platforms was very useful. This is so as 90.7% of the respondents across the universities responded in the affirmative. No doubt, social media sites are vital platforms for the dissemination of information on HIV and AIDS because of its ability to reach millions of users both young and old, as such people are informed on how to prevent being infected and remedies to put in place to improve their situation. In explaining the

usefulness of social media in health communication campaign, the majority of the respondents across the three universities opined that the platform enables HIV and AIDS information on transmission and prevention reach large audiences.

This indeed is the benefit of the new media and its geographic advantage of diffusing information. Another usefulness of social media as opined by the respondents was that access to quality HIV and AIDS information can be facilitated through the opportunities provided by the social media. This is apparent as the best ways to live with the virus are shared and victims as well as users are educated on how to show care to people living with the virus among other quality health information. In a related

study, UNAIDS (2011) noted that social media helps to prevent HIV and AIDS by creating awareness through the provision of online resources and information such as the use of condom; need to have an HIV test; discussing HIV testing with one's sexual partner; and knowing about treatment for AIDS victims.

The study also sought to examine the sexual behaviour and practice of the respondents. On this note, respondents were asked if they had engaged in sexual intercourse in the previous 3 months. The results obtained showed that a small number had sexual intercourse, while a large number did not engage in sexual intercourse three months prior to the time of interview. The large number of respondents who did not have sex may be attributed to the age range surveyed as many may not have engaged in active sexual

intercourse or may not have started sexual intercourse. Out of the 23.6% that said they had had sexual intercourse, 10.2% used a condom (s), while 13.5% did not make use of condom. The result in Table 3 therefore showed that majority of the respondents (students) that had engaged in sexual intercourse sex in the previous 3 months did not make use of condom during sexual intercourse. The results obtained corroborates the finding of Silassie et al., (2016) that only a small number (8.9%) of students used the condom (s) during their first sexual intercourse, while 15.4% did not use condom. Similarly, Peltzer (2001) reported that 35.4% of first year students always used condom, 8.5% used condom irregularly, while 29.2% never used condoms in the past three months.

**Table 3: HIV and AIDS discussion forum, reasons for participation and non-participation**

Variables	Universities						Total % N=355
	OAU		Unilag		UI		
	Freq (n= 111)	% (100)	Freq (n= 130)	% (100)	Freq (n= 114)	% (100)	
<b>Usefulness of social media</b>							
Yes	95	85.6	124	95.4	103	90.4	90.7
No	16	14.4	6	4.6	11	9.6	9.3
<b>If Yes, in what ways</b>							
Not applicable	16	14.4	6	4.6	11	9.6	9.3
Enable HIV/AIDS information on transmission and prevention reach large audiences	65	58.6	84	64.6	71	62.3	62.0
Access to quality health HIV can be facilitated through the opportunities provided by the social media	26	23.4	34	26.2	25	21.9	23.9
Enables timely, accessible and credible HIV AND AIDS information	3	2.7	5	3.8	6	5.3	3.9
It is a trustworthy and credible source for HIV AND AIDS information	1	0.9	1	0.8	1	0.9	0.8
<b>History of sex</b>							
Yes	16	14.4	28	21.5	40	35.1	23.7
No	95	85.6	102	78.5	74	64.9	76.3
<b>If Yes, use of condom</b>							
Not applicable	88	79.3	104	80.0	79	69.3	76.3
Yes	8	7.2	15	11.5	13	11.4	10.2
No	15	13.5	11	8.5	22	19.3	13.5



**Social media and increased awareness on HIV/AIDS**

The result in Table 4 provides information on how HIV and AIDS information on social media has helped to inform people about the risks they did not know before. It revealed that the platform had helped informed majority of the respondents about risks they never knew before. This means that HIV and AIDS information shared on social media platforms makes people to be aware of associated risk of the deadly disease such as sharing of sharp objects and unsterilized objects among others. It also increases people's knowledge on how to associate with people living with the virus as well as things than can be shared with victims of the virus. Duggan et al., (2015) stated that the extensive use of social media makes it an essential pathway for communication about HIV/AIDS. However, 36.3% of the respondents did not feel information shared on social media has in any way added to the knowledge they had before concerning the virus. They stressed that the information they have come across on social media are based on way they have already known, as such no special informed risk practices are attached. The information in Table 4 notwithstanding shows that a significant number learnt new things on HIV/AIDS from the information shared or seen on social media.

On the informed HIV/AIDS risk learnt newly via the social media, a good number of the respondents alleged they learnt new ways of HIV

prevention and the several methods to remain negative. This is so as new findings have emerged on ways to successfully prevent contracting the deadly virus and many of these ways are often shared on social media. Another substantial percentage of the respondents learnt more on HIV transmission. Thus with the rising number of young people living with and at risk of HIV (UNAIDS, 2012 cited in Taggart et al., 2015), the social media is vital in exploring the viability of using social media to communicate about HIV prevention and treatment within this age group who are believed to be at risk of infection due to their sexual excesses (Mukhopadhyay et al., 2010). Hence, social media remains an important medium to communicate to young individuals and adults on new methods and ways of HIV/AIDS transmission and prevention. It remains one of the surest avenues to communicate new discoveries on the disease which at present has no known cure as well spread HIV/AIDS information. While reporting on the benefits of social media, Okoh (2015) alleged that many people do not know how to protect themselves from the virus as there are still widespread misconception and wrong information about HIV/AIDS, therefore, social media plays a very important role towards ensuring solving these issues.

**Table 4: Increased awareness of HIV/AIDS via social media**

Variables	Universities						Total %
	OAU		Unilag		UI		
	Freq (n= 111)	% (100)	Freq (n= 130)	% (100)	Freq (n= 114)	% (100)	
<b>Knowledge on HIV/AIDS</b>							
Yes	71	64.0	81	62.3	74	64.9	63.7
No	40	36.0	49	37.7	40	35.1	36.3
<b>Type of HIV/AIDS information</b>							
Not applicable	40	36.0	49	37.7	40	35.1	36.3
HIV prevention methods	33	29.7	50	38.5	59	51.8	40.0
HIV transmission	14	12.6	25	19.2	9	7.9	13.5
Anti-retroviral therapy	24	21.6	6	4.6	6	5.3	10.1

**Encouragement to connect and participate in interpersonal and small group relationships**

The result in Table 5 looks at the effect social media information on HIV and AIDS has in assisting people to connect and to participate in interpersonal and small associations. The result obtained revealed that social media did not yield positive results in influencing the majority of the respondents to connect and participate in interpersonal and small group associations. Only 33.5% of the respondents across the universities were driven or influenced to connect with others as well as participate in discussion forums on social media sites. This means that across the universities, few students are encouraged to connect with others and participate in HIV and AIDS related associations. Students need to be informed of the importance of existing interpersonal and small group associations on social media. In all, the information in Table 5 may therefore suggest that social media information on HIV and AIDS does not have much influence on students' desire to connect and take part in HIV and AIDS associations. This therefore calls for the need to create necessary awareness on the importance of connecting to such sites. The proportion of respondents that were able to connect and participate in online HIV and AIDS associations or forum stated that they were able to connect to peer support groups and social support for prevention of HIV transmission. These two groups mostly the former makes it possible for students to share information on HIV and AIDS and ways to care for loved ones with the infection. Implying it teaches students on care giving. . It also informs participants on ways

people with HIV and AIDS can live a healthier life and so on.

In addition, respondents were asked if social media information on HIV and AIDS has enabled them to express and share values related to support for people living with HIV. The result obtained indicated that HIV and AIDS information on social media did not make majority of the respondents to imbibe values related to support for people living with HIV. This means that a good number of respondents are not influenced by the various messages shared on the need to support people living with HIV. However, only 50 (14.1%) of the respondents across the universities stated that they changed values and were ready to show immense support to people living with HIV. This means that more campaign and sensitization workshops need to be carried out on the need to care and show love to people living with HIV. This is because messages on social media platform may not be able to influence behavioural change; because many people still have misconceptions concerning the transmission of the deadly virus such as: it is transmitted through physical contact and sharing of beds etc. These belief systems could be influenced through workshops and seminars organized in schools. However, the percentage of respondents who agree to imbibe and share values identified the need to encourage people living with HIV to participate in activities with their peers and discouraging discrimination against people living with HIV as the two main ways to show support for people living with HIV.

**Table 5: Desire to connect and participate in interpersonal relationships**

Variables	Universities						Total %
	OAU		Unilag		UI		
	Freq (n= 111)	% (100)	Freq (n= 130)	% (100)	Freq (n= 114)	% (100)	
<b>Encouragement to connect</b>							
Yes	37	33.3	38	29.2	44	38.6	33.5
No	74	66.7	92	70.8	70	61.4	66.5
<b>If Yes, in what ways?</b>							
Not applicable	74	66.7	92	70.8	70	61.4	66.5
Peer support groups	21	18.9	25	19.2	22	19.3	17.7
Social support for prevention of HIV transmission	15	13.5	5	3.8	14	12.3	11.0
Awareness group	1	0.9	8	6.2	8	7.0	4.8
<b>Ability to shared with HIV victims</b>							
Yes	13	11.7	15	11.5	22	19.3	14.1
No	98	88.3	115	88.5	92	80.7	85.9
<b>If Yes, in what ways?</b>							
Not applicable	98	88.3	115	88.5	92	80.7	85.9
Encouraged people living with HIV to participate in activities with my peers	10	9.0	8	6.2	11	9.6	8.2
Discouraged discrimination against people living with HIV among my peers	3	2.7	6	4.6	8	7.0	4.8
Maintained a culture of sharing with all without discrimination	-	-	1	0.8	3	2.6	1.1

**Analysis of the influence of HIV and AIDS awareness on social media and condom use**

Attempt is made by the researcher to examine the influence HIV and AIDS information on social media has on condom use during last sexual intercourse. In order to make the data suitable for the application of parametric test, the responses were recoded into dummies of 1 and 0 (Stockburger, 2012; Asante and Nyarko, 2014). Hence, responses with positive response (Yes) were recoded as 1 and negative response (No) as 0. Also, sex was recoded to Male as 1 and Female as 0. In addition, question such as *is HIV and AIDS information on social media useful?* with Yes and No options was recoded to 1 for Yes response and 0 for No response and so on. The analysis was carried out bivariate regression analysis. The model is defined thus:

$$Y = a + b_1X_1$$

Where:

Y = Dependent variable (condom use)

a = Y-intercept

X<sub>1</sub> = Independent variable (HIV/AIDS information on social media)

b<sub>1</sub> = Regression coefficient

The result in Table 6 showed that 26.9% of condom use was attributed to HIV and AIDS information on social media and the remaining 73.1% of unexplained variation was attributed to other factors not considered. The ANOVA result further showed that the sharing of HIV and AIDS information on social media did not have significant influence on condom use (F = 2.586, p>0.05). This is so as not all the students that

praised the usefulness of the social media in creating awareness on HIV and AIDS made use of condom in their last sexual intercourse. The sign of the regression coefficient showed decrease in increase in condom use with the increase in HIV and AIDS information on social media. Though, HIV and AIDS information on social media did not significantly impact or influenced students' practice to use condom

during sex, however, continuous access to HIV and AIDS information on social media could make some students decide to use condoms or a condom in the future. In a related study, Abah et al., (2014) stated that the social media is a possible pathway to create awareness about HIV and AIDS information. Such information they argued can be on prevention.

**Table 6 Summary of bivariate regression analysis**

Predictor Variable	Coefficients		
	B	$\beta$	t-value
HIV/AIDS information	0.089	-0.085	1.608
<i>Test results</i>			
F- value	2.586		
R	0.519		
R <sup>2</sup>	0.269		
Constant	0.182		3.464*

\*Significant at 5% significance level

### Conclusion

This study concluded that HIV and AIDS information on social media is useful as it enables HIV and AIDS information on transmission and prevention reach large audiences and access to quality health HIV could be facilitated through opportunities provided by the social media. It informed risks in HIV prevention methods and HIV transmission. However, it did not encourage undergraduate students who had engaged in sex to use condoms. This simply means that messages on social media platform is acknowledged to be useful but cannot influence behavioural change. Social media information on HIV and AIDS enable people to connect with others and participation in interpersonal and small group relationships that can be useful in creating a platform for HIV and AIDS awareness.

This study recommends that HIV and AIDS communication should prioritize basic messages such as encouraging use of condoms and other prevention methods. The agencies concerned with HIV and AIDS prevention should ensure that groups are formed in social media to sensitize the youth about HIV. The universities should ensure that power supply is not interrupted to encourage social media usage among students. The government should ensure that technological devices are affordable to encourage the youth to use social media.

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