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THE IMPLICATIONS OF SOCIAL MEDIA USE ON DEVELOPMENT IN AFRICA: A DEVELOPMENT THEORY PERSPECTIVE

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1. INTRODUCTION

It is an undeniable fact that the internet has become the most important achievement of modern society (Madon, 2000). Revolutions in social media have improved access to education, information technology, science and entertainment. Asurand Huberman (2010) further adds, social media swiftly alter the public discourse in society and sets trends and agendas on topics such as environment and politics, technology and the entertainment industry. Thus (Page, 2013) asserts that individual's hesitance to use these platforms eliminates the individual from cyberspace. Therefore, social media allows its users to generate and exchange information and has capability to connect societies from the nook and corner of the world through a single platform which attracts more and more people towards it (Irshad & Soomro 2018). Frøyen, (2019) depict that social media has deeply transformed humankind's culture and values. In just a few decades social media platforms managed to permeate the society and ultimately changed their lives. In fact, social media plays an integral part of daily habits of people. As opinionated by Pieterse (2010) Development theory serves as an ideological function and therefore, perception registers

and shapes reality whilst knowledge reflects and constructs reality. In fact, from the development theory perspective, social media users begin to articulate and share ideas on the platform, it unites their cause of action to form a coalition directed towards an ideology for the purpose of development of their society. Thus this platform gives people the opportunity to air their views on the problems and progress of society in evaluating successive governments' policies.

In addition, internet users can carry out business and financial transactions with various products offered, e.g., by banks (Flavian et al., 2005). In so doing, Kaplan and Haenle in (2010) argues that, social media provide opportunities for many business executives. Hence, consultants and decision makers can classify ways in which firms can gain profit using applications such as Instagram, Facebook, YouTube, and Twitter (McCain & Barlow, 2015). Moreover, with the use of social media, firms can engage in timely and direct end-consumer contact at relatively low cost along with higher levels of efficiency. This ultimately suggests social media as being an essential platform for gigantic multinational firms, as well as medium to small scale enterprises, nonprofit and governmental agencies. Therefore, it is expedient to note that social media have become an integral part of the lives of all classes of people in various endeavors (Golbeck et al., 2011). Furthermore, in the field of e-government, Gersh on et al. (2018) posited that due to its ease of use, speed and reach, internet penetration is a vital component and a driver for e-government. Not only does it provide a platform for dialogue and engagement among citizens, government and businesses but also offers citizens an opportunity to engage in governance, including demand for accountability.

In the academic discourse, academics also use social media. The usage of social media is confirmed through the enhancement of study experience to students through the provision of e-support services (Dabner, 2011). Social media are used to facilitate communication among and between students in virtual communities. For example, Facebook is regarded as their most favorite and recommended to be the means of communication and interaction among students (Mack et al., 2007). With social media, virtual communities and virtual learning environments are

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highly promoted (Hussain, 2005). Not only do students freely interact in their virtual communities with members of the community but are also able to share information, study experiences and research projects. In the report of Armstrong and Franklin (2008), it was found that students use social media to enhance and strengthen learning through reflection and collaboration of activities in virtual environments. The continuous interaction of students on these platforms creates a community discourse where students are able to share their views on problems of society and propagate developmental ideologies.

Despite the advantages of social media, some users abuse them by using them for malicious purposes against other users, organizations and public services. The rapid growth in the malicious use of social media has ultimately given rise to fraud, racism and other illegal unhealthy behaviors such as addiction. Therefore, this article seeks to assess the effect of social media in Africa's development from the development theory perspective with a desktop approach. The rest of the article is organized as follows: Definition of terms, followed by development theory, the next is literature review on social media and development, recommendation and policy implication and conclusion.

II. LITERATURE REVIEW

a) *Social Media*

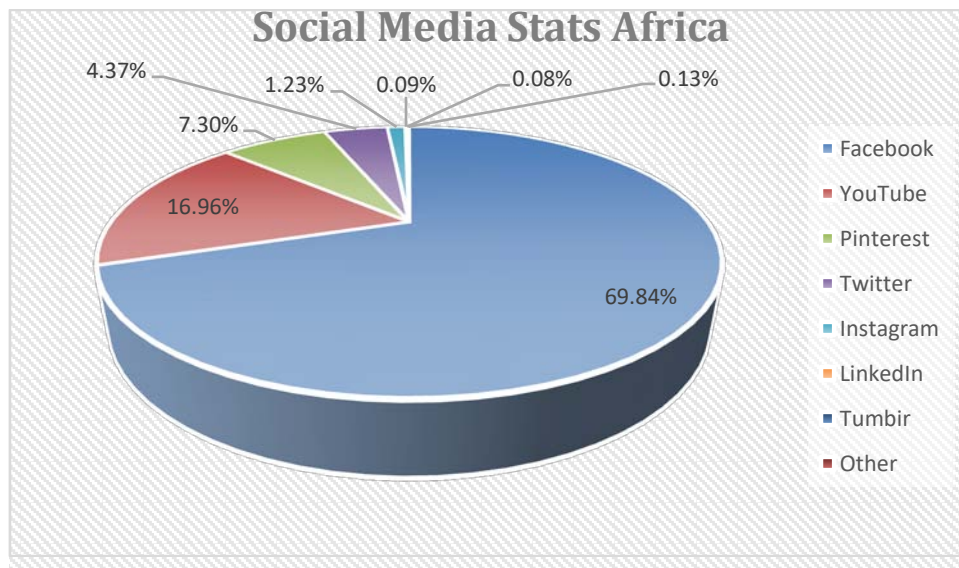
Social media networks are applications that allow users to connect through creating personal information profiles, inviting friends and colleagues to have access to those profiles, also sending e-mails and instant messages between each other (Kaplan & Haenlein, 2010). Photos, blogs, videos, audio files and information are incorporated in the personal profile. social media sites like LinkedIn provides a platform for professionals to publish their accomplishments, best traits, achievements and skills that help them get recognition among potential employers, colleges and like-minded individuals. Additionally, they can highlight their brands and startups or search for jobs relative to their domains.

Walker (2018) asserts that Instagram allows users to capture and share instant, real-time experiences through a mobile application. Di Min in et al. (2015) claim that Instagram as an image-based platform primarily used for sharing self-generated content varies from other sites such as Twitter and Facebook, which are used to pass on content and links provided by other users, public figures or businesses frequently. Moreover, Instagram has been used in various studies including nature tourism, from visitor monitoring in parks to understanding tourist preferences for nature-based experiences (Hausmann et al., 2017; Tenkanen et al, 2017) where as Asur and Huber man (2010), corroborates that twitter is a tremendous popular

online micro blogging service launched on July 13, 2006 with its vast user base composed of several millions of users (321M unique users in Jan 3, 2019). It is regarded as a directed social network, in which a user has a set of subscribers known as followers.

Numerous cases emerged on Facebook regarding Identity Theft. Facebook introduced a security feature that alerted its users in the form of an email or SMS pertaining to unauthorized access to their account. This typically takes place when someone tries to log into ones' account from a different location or from a device that one does not normally use for logging in. in the similar vein, Instagram has an option under its control setting where one can authorize or revoke certain third-party apps such as Word Press to access their accounts. Social media sites developers are more vigilant and aware at present and are also constantly taking measures to curb its affects due to the fact that some countries have claimed that women get impersonated on these sites and suffer from social and cultural ramifications.

However, since social media are a double-edged sword, African countries experience the negative effects of adopting the technology of social media as it results in violence against girls and women in Africa through cyber bullying and cybercrime. Cyber bullying statistics worldwide reveal alarming facts about virtual harassment, its impact, and the many different shapes and forms it can take. This report is based on global statistics. Cyber bullying is a form of harassment that employs electronic forms of contact. Online bullying statistics encompass a variety of shapes and forms of this aggressive behavior—hate speech, sexual remarks, stalking, trolling and ridicule. Bullying in general leads to feelings of "incompetence, alienation and depression" (Le Roux et al, 2010:51); in schools, it has been shown that cyber bullying may result in "low self-esteem, family problems, academic problems, school violence, delinquent behavior and suicidal thoughts" (Goodno, 2011:645). If we ignore this toxic behavior, it can easily escalate to criminal levels like impersonation, leaking private images/video, even death threats.



Source: Stat counter Global Stats

Figure 1.0: Social Media Stats Africa

III. DEVELOPMENT THEORY

In conceptualizing development theory, it is imperative to understand development. According to Sen (2001) development is defined as the freedom of choice and action by continuously increasing them. Greif (2006) corroborates that development is a complex historical process whose factors interrelate economically, politically, socially and culturally to influence the welfare of concerned individuals. Hoff and Stiglitz (2001) suggest that development does not only exist as a process of capital accumulation but rather exist as a process which ultimately changes organization. Therefore, North (2001) puts a positive correlation that development is the process of formation, change, and development of political and economic markets including the way in which the process transpires. Development is conveyed as remedies for the shortcomings and maladies of progress and serves as a mirror of changing economic and social capacities, priorities and choices (Pieterse, 2010). Therefore, Development theories bring about an understanding on how the processes of change in societies take place. Pieterse (2010) denotes that development theory comprises of grand theories with broad explanatory frameworks. He refers to 'development theory' as a part of social science which emphasizes the influence of classical economic and social thought. He further adds that social forces must carry development theory for its significance. Thus, there should be a counterpart of their worldview and articulation of their interests which ultimately serve an ideological function. Perception registers and shapes reality whilst knowledge reflects and constructs reality. Hence, knowledge is politically shaping perceptions, agendas, and policies (Pieterse, 2010). In the contextual approach to development

theory, both political contexts and influences from social science count (Corbridge 1995; Leys 1996; Cowen, 2003). Hence, it is regarded as an organized intervention in collective affairs according to a standard of improvement (Pieterse, 2010). A development theory perspective about how social media affect development, accentuates how people are organized on these social media networks with information at their disposal to bring about a positive social change in their various communities. The articulation of their own views and organizing of masses on these networks or platforms helps build a common interest culminating into ideologies to propagate development in society.

IV. METHODOLOGY

It is very empirical that the objectives of the findings are run under a litmus test. Therefore, the paper adopts a desktop approach by using secondary data from peer review journals, articles, reports, books, websites inter alia for the purpose of conceptualizing the implications of social media use on Africa's development. The purpose of using the secondary data stated in the methodology is because, they present past literature and findings of social media use on the continent's development. Further, it gives an overview of various happenstances of social media and its impact on Africa's development for the purpose of detailed analysis of the subject matter.

V. SOCIAL MEDIA AND EFFECT ON DEVELOPMENT AROUND THE GLOBE

In his study of human development, Marshall McLuhan asserts that the world has become a 'global village' and human beings are social animals (Volkmer, 2003). The oneness of the globe through social media gives the opportunity to people to interact amongst

themselves. The most commonly used social media networks include Facebook, Twitter, Instagram and WhatsApp.

In addition to the idea of social media as a resource, the new technologies also serve as communication channels, through which potential protesters are targeted by 'recruitment agents' who inform them of upcoming protest events and encourage their participation (Royster, 2005). The most infuriated and risk-acceptant citizen will not be able to participate in an anti-government demonstration if the individual is not well informed about such an event. The likelihood of a person becoming mobilized increases with their network 'embeddedness' and movement leaders can use such embeddedness to help recruit larger numbers of participants. Overlapping memberships allow information about upcoming protest events to travel beyond the boundaries of a network of hard-core activists and 'spill over' to networks of less-engaged citizens.

Social media networks encompass audio and visual capabilities, which consist of web-blogs, wikis, social bookmarking, media sharing spaces, RSS Feeds, micro-blogging sites, Facebook, LinkedIn, etc. and have potential to promote synchronous or asynchronous interactions (Armstrong & Franklin, 2008). Another important function of social networks in this context is to build a collective identity supportive of protest actions, which is achieved through interpersonal conversations with other network members. Collective identities motivate protest participation by providing the potential participant with a sense of in-group solidarity and an oppositional consciousness of 'us' versus 'them'. It can thus be assumed that the internet is conducive to increasing awareness about collective action events, such as mass demonstrations of the kind observed during the Arab Spring. This was increasingly coordinated by digital elite that could collate, translate, and communicate disparate nodes of grievance in the country in ways that galvanized a more national focused critique of the Bin Ali regime.

Castells (1999) denotes that availability and use of information and communication technologies are a pre-requisite for economic and social development worldwide but does not mean that technology really solve social problems. In a study conducted by Buntar (2012), it was found that the dismissal of any false information by the Royal Brunei Police Force was likely to distract public order. Kon (2013) further reiterated that promotion scams on cash loans with on-the-spot approval was likely to be circulated on WhatsApp. Roslan (2014) also adds that, one of the major concerns of social networking is the spread of salacious videos and images. According to Roslan (2014: p. 190), "we thrive on information, be it small or big, important or non-important, but to ostracize someone over WhatsApp?" He noted that although WhatsApp has some

important benefits which include simplicity in communication, however, it was likely to a wanton repercussion on a company's reputation and in addition creates unnecessary anxiety or panic to the public. Therefore, it is important that the public should exercise discretion when disseminating social media content through these media (Roslan, 2014). For instance, Brunei's law on disseminating of Public Information; Section 34 of the Public Order Act, Cap 148 asserts that, any individual found to be involved in the spread of false information which violates the promulgated act was liable to a fine of USD2,5000 or a three-year jail term.

He further accentuates that information and communication technology is a two-edged sword in stimulating development and thus allows an increase in the competitiveness of countries to leapfrog stages of economic growth through modernizing their production systems faster than in the past. He stipulated Asian Pacific economies as an example, in particular the cases of Hong Kong, Taiwan, Singapore, Malaysia and South Korea. This is so despite the current financial crisis, which is unrelated to competitive performance but related to the attractiveness of booming Asian economies to global capital flows. Besides, the economies' retardation becomes cumulative due to the difficulties encountered in adapting to the new technological system.

Additionally, Information Age depends on the capacity of society's education in order to assimilate and process complex information. This initially involves education system, from the primary school to the university. Cain et al. (2009) affirmed the enhanced usage of Facebook by pharmacy students with low understanding of the issues related with e-professionalism and accountability. Social media plays a communication facilitator to students; they believe that usage of social media will enhance educational access and interaction (Hussain, 2012). Moreover, social networking fills in the learning gap informally between "digital native" students and "digital immigrant" faculty (Hussain, 2012).

VI. SOCIAL MEDIA AND EFFECT ON DEVELOPMENT IN AFRICA

Social media has been entrenched to majority of people which in due course result into its impact in social, political, and economic life in Africa (Adelaja, 2013). Szarka (1990) portrays that usage of networks reduce transaction costs and risks for entrepreneurs and improve learning and information-sharing possibilities. In a region where capital markets are basic, financial disclosure limited, and contract law very weak, interpersonal networks are critical to take risks and shift economic resources. Global linkages are critical for the passing on of information and ideas and for gaining experience via learning from others. Huggins (2000)

mentions that, entrepreneurs and new companies must engage in networks to survive. Barr (2000) discloses that studying business networks in Ghana constitute that; network diversity amid manufacturers in Ghana is significant on account of productivity divergence between enterprises. In the same study it is revealed that networking assists Ghanaian entrepreneurs in achieving gin creasing returns to scale and facilitates in expansion of enterprise.

VII. SOCIAL MEDIA CONNECTIVITY, INTERACTION AND COMMUNICATION

Genres that are popular in social media integrate the public nature of interest-driven computer mediated communication with more intimate dynamics of interpersonal computer mediated communication (Ellison & Boyd, 2013). Social networking sites also decrease the level of communication barriers and they have developed into a genre of social media that lowers barriers to communication and assists in the display of identity information (Ellison & Boyd, 2013). Lotan et al. (2011) also connotes that social media connects journalists and citizens particularly during political uprisings. For instance during crisis incidents in Rwanda, South Sudan and some other African Countries, social media acted as the speedy platform for youth to air their grievance and provide a deep resistance. Iwilade (2013) points out that, media platforms allow African youth to renegotiate their power in the political process more specifically during the protest discourses that takes place in Africa. Thus, social media provide various ways of renegotiation patterns of authority and control and deepening stability challenges in the continent.

Through social media, voices of people are heard globally. Asur and Huberman (2010) add a positive correlation that the social media feature; speed, ease of use and reach has eventually changed society's discourse in relation to environment, politics, and technology (Adelaja, 2013). He further portrays that it has not only changed the society's viewpoint and use of information but also have sites that open different portals that provides information and creates more diverse news outlets. This is veracious because people nowadays rely on social media for obtaining information worldwide instead of listening to radio, reading newspapers or even watching news on television. The use of social media acts as a guide for terrorists with operational tool in their enrolment, training and communication with their followers as well as their potential recruits. Social media propaganda is also employed in publicizing attacks and kidnappings. For instance, in April 2014, it was reported that 276 schoolgirls in Northern Nigeria were kidnapped. The groups also criticized opponents and demonstrated

their tactics through the use social media propaganda (Cox et al., 2018).

VIII. NAVIGATING CRISIS: AFRICAN YOUTH AND PROTEST DISCOURSES

This segment tends to show how youth have utilized web-based social networking for dissents and for molding social talk since 2008. It centers explicitly around challenges that have been driven by intensifying financial conditions in two nations: Mozambique (sustenance mobs of 2010) and Nigeria (fuel endowment dissents of 2012). These two dissent developments have a few similitudes which make them suitable to light up the contentions being made here. In the first place, both rose because of government choice to expand the cost of basic amenities. Secondly, the choice to expand costs was due to monetary challenges being looked at by the states as a result of the worldwide financial compression and was in this manner to fortify the monetary position of the government. Third, the two dissents were to a great extent inserted in youth populaces and were driven fundamentally by youth tension (Iwilade, 2013). At long last, the two challenges were essentially prepared and composed utilizing new media innovations. Web journals, content informing offices and online life destinations, for example, Twitter and Facebook gave significant spaces inside which contradiction was both enunciated and facilitated. Obviously, there were additionally a couple of relevant varieties in the two cases. In Mozambique for example, versatile instant messages played an unquestionably more critical job than in Nigeria where Facebook and Twitter were progressively obvious. Mozambique challenges were additionally more profoundly installed in poor uneducated youth populaces, not at all like in Nigeria where the lower white-collar class were instructed youth increasingly noticeable. These varieties, nonetheless, the two cases are wealthy in experiences that exhibit the way youth shape challenges and the talks that support them, utilizing the instrumentality of new media.

A study by Iwilade (2013) also articulates that social media was used for protests and for shaping social discourse since 2008. He further explains that coordination between Maputo and Matola riots would not have been possible without the application of social media were the main channels of communication channels and debate. Social media, therefore, area sphere dominated by youth discourses and cultures, as it turns out to be unprecedentedly relevant for shaping public debate and power and control interactions that emerge, which is different from traditional forms of communication such as newspapers and radio (Iwilade, 2013).

IX. POLITICS AND RELIGIOUS CONVICTION

In religious settings, social interaction facilitates communication of imperative political information and spiritual matters and transforms citizens into more active participants in the political process. McKenzie (2004) reveals the attribution of politically based conversations in religious social networks influence black political behaviour; informal political discussions apparently surface from regular interactions amongst congregants regarding church services and church-related community outreach efforts. Social media have really transformed Africa by providing access of sharing ideas and participating in politics. They also allow people to actively participate in national politics by commenting or sharing their views through their personal blogs or other social medial web pages. Religious conversations through social networks augment black political involvement not only by overcoming the paradoxes of participation but also developing a motivating political consciousness in citizens, thus provides feedback to group civic norm (McKenzie 2004). Of ua for (2010) explains how the new media influence 'media reportage' in Nigeria. He stipulates that new media have resulted in significant impact on Nigerian politics by raising people's consciousness to demand 'free and fair elections' in the country and the formation of 'social communities that champion democracy, lobby for political sensitization and political campaigns' (Ofuafor, 2010, p. 6). The impediments that hinder the use and access to new media technologies in Nigeria are therefore applicable to Zimbabwe and other developing countries. Besides, Moyo (2007) argues that news Websites run by Zimbabweans in the Diaspora are 'alternative media' in the sense that 'they give voice to the voiceless and articulate viewpoints that would otherwise not see the light of day under Zimbabwe's tightly controlled media environment'.

X. CULTURE

Through social media platforms, Africans can convey and express their perceptions, anger, hopes, and dreams because some of these platforms are uncensored. Society can also use either technological equipment or software to sustain their culture or to embrace others culture (Solo-Anaeto & Jacobs, 2015). Communication and socialization enable transmission of culture and keeps it alive from generation to generation. Thus, communication is the substratum of any culture as it is also mentioned in the cultural transmission function of the mass media that media creates sustenance of a culture through its coverage, reporting of people and activities of a particular culture (Solo Anaeto & Jacobs, 2015). However, most Africans consider social media as African culture pollutant as it poses negativity on Western culture content which basically relies on attitude, behavior and language. Johnson (2012) asserts

that social media realities and globalization create new spaces and new contexts for the emerging new virtual and cyber communities in which amalgamation of various cultures of different civilizations and races takes place. However, social media have provided African countries with the opportunity to develop their own socio-cultural statements. Social media assist African society to develop, enrich and preserve its own cultural values ensuring that it is conspicuously represented in the emerging global culture (Ohiagu, 2014).

XI. INTERCULTURAL COMMUNICATION

In accordance with Sawyer and Chen (2012) investigation, social media connect international students to their intercultural adaptation, and create a community for them to interact with people globally. This does not only result in strong bonds of community relationships and vast knowledge but also supports international students to overcome cross-cultural communication barriers pertaining to intercultural adaptation phase. Social media act as a guide for the communities with language barriers and other difficulties in their daily activities particularly in buying stuffs online, booking for events or celebration, arranging trip plans, making friends and sharing the idea in group or even creating study groups (Zaw, 2018). Ephraim (2013) articulates that activities of social networking such as chatting and uploading pictures are replacing previous online activities like sending e-mails, research and posting queries at an incredible pace. A prior South African Youth study reveals that the youth spend most of their time on social networks doing other things than chatting, uploading pictures, posting opinions, obtaining current and social news, and downloading wallpapers, ringtones and software (Ephraim 2013). However, since social media are a double-edged sword, African countries experience the negative effects of adopting the technology of social media as it results in violence against girls and women in Africa through cyber bullying and cybercrime. This takes place in various ways like posting information or pictures on platforms that are embarrassing. In another incident, Molosankwe (2019) on online newspaper 'The Star', reported that a young woman went missing in May 2019 in the South African city of Johannesburg after meeting a 25-year-old security guard known as Thabiso Mndawe on Facebook.

XII. ECONOMY

Economy imposes hiring, price, productivity and innovation. According to Granovetter (2005) a form of social structure which is social networks has a great impact on the flow and the quality of information as it provides subtle information and difficult to verify or to believe impersonal sources but rely on well-known people. Granovetter (2005) imposes that through social interaction, information is disseminated unavoidably

transmitting details about employers, employees and jobs which flow continuously through social networks of which community maintain massively for non-economic reasons. Therefore, the cost is less than the formal search intermediaries as individuals use social contacts and networks which are already in place and need not invest in constructing them.

XIII. HEALTH

Social media for health communication informs the general public, patients, and health professionals communicating about health issues using social media platforms such as Facebook and Twitter” (Moorhead, 2013). According to Chou et al. (2009) social media may bear health-enhancing potential through several mechanisms. Internet-based social networks may increase perceived social support and interconnectivity among individuals and with the increase of user-generated content, information sharing is not only seen as democratic and patient controlled but also enables users to exchange health-related information needed thus, making the information more patient/consumer-centered. Public health programs have recently demonstrated success in adapting social media as a communication platform for health promotion efforts such as smoking cessation and dietary interventions which result in proliferation of their reach through cyberspace. Through social media tools, web users utilize effective tools and services to share and disseminate information by interactively collaborating with each other in digital communities through blogs, social networking and video sharing sites worldwide. Therefore, social networks are considered as effective media for communication discourse. Also, the intensive use of social media networks among the citizens of the Middle East and North African (MENA) regions indicate that the internet has the potential to be a multi-vocal platform through which silenced and marginalized groups can have their voices heard (Shirazi, 2013). It plays a vital role of the voice of the voiceless Case Study of South Africa

Looking specifically at Southern Africa, penetration rates are a mix of relatively low with 51% having access to the internet and 38% using social media (Business Tech, 2019). However, in South Africa, More than half of South Africans are connected: thus making 54% of its population which represents about 31 million people. It is estimated that they spend the 6th longest time using the online with an average connection of 8 hour and 25 minutes daily far higher than the global average. This implies 5 million more South Africans are using social media than a year ago. According to the report, South Africa's social media activity is also one of the fastest growing in the world, where the country ranked 17th for its relative growth (with 28% increase in activity year-on-year) and tied for

9th for net growth, having added 5 million new users since January 2018. This is on par with Nigeria and Mexico – though far below China, which added 100 million new users in the past. South Africans also spend more time using social media platforms than the global average, with the report recording the average time spent at 2 hours and 48 minutes each day. The average social media user, globally, spends 2 hours and 16 minutes on social platforms each day – with extreme users (Philippines) spending over.

XIV. RECOMMENDATION AND POLICY IMPLICATIONS

Since the nature of peer-pressure relationships possibly influences the negotiation of cognitive conflict, the pace of social media network formation also overrides the development of trust. This article conceptualized the use of social media networking as a two-way sword, it is used in building networks and relationships which lead to new business and enhance business performance and the community building within social media networks is viewed as being central to building business value in Africa. On the contrary, social media use results in leakage of privacy, and physical problems to its users since they become more addicted to it. Social media should therefore be regulated in four motives; privacy, identity, utility, and propriety, which are explicated in depth. The first tactic involves the creation of more than one profile on a social media site to have separate persona within a single site. The second tactic should be the use of privacy settings in order to present a single persona within a single site in a different way to multiple audiences. Thirdly, the segmentation of audiences between social media sites, or a systematic limiting of access to certain persona based on contextual setting should be practiced. Regulation is generally classified as regulation by site and regulation by linkage. Regulation by site refers to the range of technical boundary-setting behaviors that restrict a third party's access to a profile in a social media site. On the other hand, regulation by linkage comprises a range of social and technical practices that restrict linkage between personas. This method of regulation involves interaction between social practice and technological affordance such as privacy settings. Regulation by linkage is a connection between identities that cross an established boundary. For instance, in the first form, linkage is identified between profiles: a person, who works in business development can have two public Twitter accounts, one for personal reasons and one for his or her business. Theories of boundary regulation, which locate the management of interpersonal disclosure within a framework of optimization should also be engaged to be able to explore how participant group regulation strategies most effectively produce a desired level of disclosure, and

how this desired level of disclosure is constructed in relation to the group, the context, and the affordance of the site. The proliferation of popularity and constant innovations of social media platforms and applications has transformed ways of interacting, working, creating value and innovating in Africa therefore, authentic applications that are not involved in fraud should be authorized because some of these sites may be created for the sole purpose of Identity Theft by creeping into your personal details. Credibility, status and influence as well as media has to be enhanced in the social environment for the development of an ideologically-sound society.

XV. CONCLUSION

The present time is regarded to be the information age providing open access to all. The younger generation seems to be much inclined towards having information by using modern technologies. This generation is even called "NET- Generation". Educational usage of social media seems useful for all levels of education. The study indicated that social media is used to enjoy friendship and revealed that university students preferred Facebook as it is most popular media. However, they faced some problems such as leakage of privacy, and physical problems. Moreover, whilst social media may have eased the process of relationship building it has also added further layers of complexity. The era of social media networks has created significant opportunities for business relationship development yet there exists a paucity of research in this area. As I have discussed earlier, the emergence of social media networks has created unparalleled opportunities for businesses, international students and people globally. Social media support international students to adapt the different culture while living in new community. The pace and immediacy of network formations and interactions have been hastened through the presence of social media, therefore rapid relationships are being built yet importance is still attached to the Nightmares of social media on Africa's Development.

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