

**THE INFLUENCE OF THE SOCIAL MEDIA ON THE SOCIO-COGNITIVE  
ADJUSTMENT OF ADOLESCENTS FROM AWKA NORTH LOCAL GOVERNMENT  
AREA OF ANAMBRA STATE**

**ANIEBO GRACE CHINEME**

**Department of Educational Foundations**

**Faculty of Education**

**Chukwuemeka Odumegwu Ojukwu University**

**Igbariam Campus, Nigeria**

**cg.aniebo@coou.edu.ng**

**+2348033490580**

**ANTHONY CHUKWUEMEKA SLYVESTER**

**Department of Educational Foundations**

**Faculty of Education**

**Chukwuemeka Odumegwu Ojukwu University**

**Igbariam Campus, Nigeria**

**anthonysilver18@gmail.com**

**+2348060781786**

**&**

**OJECHI PATRICIA CHISOM**

**Department of Educational Foundations**

**Faculty of Education**

**Chukwuemeka Odumegwu Ojukwu University**

**Igbariam Campus, Nigeria**

**[chisompatricia20@gmail.com](mailto:chisompatricia20@gmail.com)**

**+2348160822706**

**ABSTRACT**

*This study was on the influence of the Social Media on the Socio-cognitive Adjustment of Adolescents from Awka North Local Government Area of Anambra State. Two research questions guided the study. The design was descriptive survey. The area of study was Awka North local government area of Anambra State. The population of study includes all the senior secondary year one student (SS1) in public schools in Awka North Local Government area during the 2025/25 academic year. The sample size consisted of 500 students selected through simple random sampling techniques. The reliability of the instrument was established using split half method and the result obtained was analyzed using Pearson product moment of correlation and the reliability co-efficient ( $\alpha$ ) was found to be (0.74). Three briefed assistants helped in the distribution and collection of the questionnaires and all the questionnaire items were returned. The data collected were analyzed using mean scores to answer research questions 1 and 2. Among the findings of the study includes; that social media despite its wealth of advantages has negative influences on the life adjustments of the adolescents. The following recommendations were made and they include; Parents are*

*to regulate the social media usage of their adolescents, they are to censor the contents of the social media information before allowing them usages, counsellors have the task to re-educate both parents and adolescents on proper usage of social media, the communication industry should censor and sanction media agents that are not prudent about the products.*

**Keywords: Influence, Social media, Soco-cognitive adjustment, Adolescents.**

## **INTRODUCTION**

The term "adolescent" is a household word among educators, counsellors and social workers. (Okudo, Okwunalu & Nwankwo, 2023). As a concept, it dates back to the ancient times and has been variously defined by experts in different fields (Okudo and Obumse, 2022). Adolescents is defined as the transition phase between childhood and adulthood (Santruck, 2013, Okudo, and Obumse, 2022; Okudo, Obumse and Nwudu, 2023). This view was collaborated by Mathieson and Benerjee (2011), Stehlik (2018) who stated that adolescent's phase is one characterized by identity search, role crisis and quest for adult roles and changes in the ability to think abstractly. At the base of this realization is the acculturation received by the adolescent from the socialization agents whose primary role is to initiate the young adolescent into the norms, values, mores, culture, skills obtainable in the society (Ezebube and Emeka, 2019. Mallika and Radha 2015). Literature affirms that proper socialization will accomplish the above and among others in the child. (Okudo, Okwunalu, and Nwankwo, 2023).

Significant among the socialization agent is the social media. Kumar (2020) in Okudo, Obumse and Nwudu (2023) defined social media as computer mediated tools that allow people to create, share and exchange information, ideas, pictures, videos for virtual communities and learners. Agbazumani (2010) went further to state that social media have become an attracting tool for connecting people throughout the world. Some examples of social media include; my space, Whatsapp, Instagram, linkedin, google (+) skype, tango, telegram, twitter, sun city, face book, messenger, film industry etc. Okudo et al (2023) further maintained that the above mention examples of social media are used for interaction, exchange and communication. On this note Yunus (2017) maintained that social media helps students acquire vocabulary, encourages social development, good academic self worth, development of verbal abilities, peer interactions etc.

On the other hand Okudo et al noted that despite these wealth of advantages that social media also have some negative influences. Wang (2012) maintained that at first glance social media may seem a waste of time. This view was collaborated by Pandey (2018) and Palenchar (2011) who maintained that students stay longer hours on internet browsing, glued to motion films, watch obscene pictures that display violence, pornography, prostitution, robbery, criminal techniques. These inadvertently translate to the types of adjustment. According to Whitenin and Llyods (2007) adjustment is defined as variations and changes in behavior that are necessary to satisfy needs and meet demands so as to establish a harmonious relationship with the environment. Based on the above Okudo (2022) defined socio-cognitive adjustment as complex derivatives from the terms social and cognitive processes lived out by an individual.

While social adjustment are person oriented and can be called interpersonal relationship cognitive adjustments orients towards positive attitude to academic achievement. Succinctly put, they are social and cognitive provisions that supports positive attitude towards academic achievement and interpersonal relationships. Aryasauty and Arenus (2015) underscored social provisions as follows encouraging excursion/social outings, recreations, holiday trips, celebration of birthdays/anniversaries, participating in communal activities, participating in debates etc. (Ironkwe, 2021). On the other hand Durkheim (2012), Machebe (2012) outlined cognitive support provisions as provision of school materials, textbooks, reading materials at home, payment of fees etc.

### **STATEMENT OF THE PROBLEM**

The dualist will maintain that life is a two-faced coin implying that every reality must have its pros and cons, its positive and negative, its up and down. The two factors intertwine to play very active roles in adjustment processes of its recipient. In a similar manner, the social media despite its wealth of advantages has been known to impact negatively in the life of the present-day adolescents. Despite the fact that social media enhances communication and learning, it is also noted to contribute immensely to the gross corrosion of values rampant in the society. These result to enormous gaps in the lives the young adolescents. Therefore, informing the motivation for this study which sought to determine the influence of social media on the socio-cognitive adjustments of the adolescents.

### **PURPOSE OF THE STUDY**

The main purpose of this study is to determine the influence of social media on the socio-cognitive adjustments of adolescents from Awka North local Government of Anambra State. The study will specifically examine the influence of social media on the cognitive development of adolescents and secondly the influence of social media on the social development of the adolescents.

### **RESEARCH QUESTIONS**

The following research questions guided the study and they are:

- (1) What is the influence of social media in the cognitive adjustment of adolescents from Awka north local government area of Anambra State?
- (2) What is the influence of social media in the social adjustment of adolescents from Awka North local government area of Anambra State?

### **METHOD**

The design was descriptive survey. The area of study was Awka North Local Government Area of Anambra State. The population of study includes all the senior secondary year one student (SS1) in public schools in Awka North Local Government area. During the 2025/25 academic year. The sample size consisted of 500 students selected through simple random sampling techniques. The reliability of the instrument was established using split half method and the result obtained was analyzed using Pearson product moment of correlation and the reliability co-efficient ( $\alpha$ ) was found to be (0.74). Three briefed assistants helped in the distribution and collection of the questionnaires and all the questionnaire items were

returned. The data collected was analyzed using mean scores to answer research questions 1 and 2. Scores below the acceptable mean mark of 2.50 were rejected as non-influence.

## RESULTS

The data collected from the study were presented in tables below to highlight the findings

**Research question one:** what is the influence of social media on the cognitive adjustment of adolescents.

**Table one:** mean and standard deviation scores on the influence of mass media on the cognitive adjustment of adolescents

S/N	Items on the influence of mass media on the cognitive adjustment of adolescents	$\bar{x}$	SD	$\sum \frac{\bar{x}}{n}$	Decision
1	Challenges me towards setting high academic goals	3.10	0.71		
2	Learns vocabularies and dictions	3.29	0.69		
3	Improves skills and abilities	2.90	0.74		
4	Helps to acquire knowledge	3.01	0.71		
5	Improves on reading skills	3.04	0.73		
6	Improves my academic self-worth	2.89	0.65		
7	Differs on-line library	3.12	0.62		
8	Saves cost of teaching and learning	2.72	0.79		
9	Enables students to waste time	2.86	0.68		
10	Provides audio-visual aids for learning	2.96	0.72		
				2.98	

n = 500

The table above revealed that all the items in table one were rated above the acceptable mean score of 2.50. it further revealed that an average mean score of 2.98 was recorded for all the items measuring the influence of social media on the cognitive development of adolescents from Awka North Local Govt Area of Anambra State.

**Research question two:** what is the influence of social media on the social development of adolescents from Awka North Govt Area of Anambra State.

**Table two:** mean score and standard deviation table on the influence of social media on the social adjustment of adolescents.

S/N	Items on the influence of social media on social adjustment of adolescents	$\bar{x}$	SD	$\sum \frac{\bar{x}}{n}$	Decision
1	Vehicle for good social interaction	3.03	0.71		
2	Challenges me towards setting high social goals	3.10	0.74		
3	Helps me develop interest on other people	3.24	0.73		
4	Provides forums and avenues for interaction	3.10	0.68		
5	Provides means to relate with peers	3.15	0.72		
6	Assist men to cherish social and moral values	3.10	0.67		

7	Incites lawlessness	2.90	0.73
8	Incites violence	2.87	0.67
9	Teaches criminal technique	3.01	0.74
10	Helps you develop the ability to organize social programs	2.89	0.68
		3.03	

The table above revealed the adolescents rating of the influence of social media on their social adjustment. The table revealed an average mean score of 3.03 and further indicated that all the items were rated above the acceptable mean score of 2.50.

## DISCUSSION OF FINDINGS

The findings of this study were discussed in-line with the purpose of study which sought to determine the influence of social media on the socio-cognitive (social and cognitive adjustment of the adolescents.

Concerning the influence of social media on their cognitive adjustment, the table one revealed the items used to determine such influence. It was found that all the items n the table were rated above the acceptable mean score of 2.50 implying that such items were factors of cognitive adjustments influenced by social media. The table further revealed an average mean of (2.98) and strongly revealed that social media has both positive and negative impact on the adolescent's cognitive adjustment.

On the influence of social media on the social adjustment of the adolescents, the table two used to measure the influence revealed that the adolescents rated all the items above the mean score mark of 2.50 with an average mean mark of 3.03. The table went further to reveal that social media has both positive and negative impact on the adolescents social adjustments. The above results agree with the findings of Okudo, Obumse and Nwudu (2023), Yunus (2017) Wang (2012), Pandey (2018) and Palenchar (2011), These opines that social media has great impact on adolescent adjustment and very often has negative influences.

## CONCLUSION

The study was on the influence of social media on adolescents' social adjustment. The study revealed that social media despite its wealth of advantages has negative influences on the life of the adolescents.

## RECOMMENDATIONS

- (1) Parents are to regulate the social media usage of their adolescents
- (2) They are to censor the contents of the social media information before allowing them usages.
- (3) Counsellors have the task to re-educate both parents and adolescents on proper usage of social media.
- (4) The communication industry should censor and sanction media agents that are not prudent about the products.

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