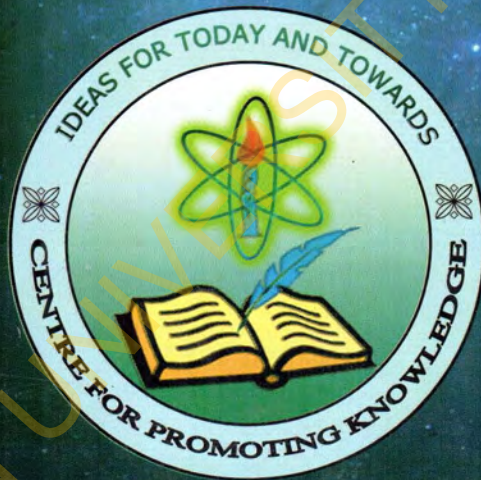


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Nature of HIV/AIDS information shared on social media sites by undergraduate students in southwestern Nigeria

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Abstract

In the past 5 years, there has been a phenomenal increase in the use of social media for health information communication, despite this, not much study has looked at the type of HIV/AIDS information shared on social media platform. The study therefore assessed the nature of HIV/AIDS information shared on social media sites by undergraduate students in southwestern Nigeria. Structured questionnaire copies were administered to 355 undergraduate students in Obafemi Awolowo University (OAU), University of Lagos (Unilag) and University of Ibadan (UI). Data gathered from the administered questionnaire were analyzed using descriptive and inferential statistics. Result showed that 71.3% of the students across the selected universities were aware of social media and made use of it. Facebook was the most favourite social media platform followed by Instagram and WhatsApp, while Kinschat, LinkedIn, Skype and BBM were least preferred social media sites. Independent samples test result showed there was no significant gender difference in the preference of social media sites ($t = 1.039, p > 0.05$). The result showed that 81.4% of the students had come across HIV/AIDS information on social media, while only 24.8% had shared HIV/AIDS information on social media. Prevention methods and general HIV/AIDS knowledge were the main types of information shared. ANOVA result further revealed significant variation in the type of HIV/AIDS information shared on social media among the three universities ($F = 5.177; p < 0.05$). The Post Hoc Test of multiple comparison indicated that type of HIV/AIDS information shared in UI differed significantly from those shared in OAU and UNILAG respectively.

Keywords: HIV/AIDS Information, Favourite Social Media Sites, Undergraduates

Introduction

For more than 5 years, there has been increasing number of publication on the use of social media platforms or networking sites for health information communication. An increasing number of youths make use of the Internet and social media sites daily for assessing health information among others (Atkinson et al., 2009; Capurro et al., 2014). The phenomenal rise in the use of social media sites or platforms for both interpersonal and public communication has assumed an unprecedented dimension. Social media sites have become popular channels for chatting, updating profiles, connecting or making new friend, uploading pictures and sending messages to loved ones and friends. Social media therefore provides a rich platform to study information behaviour (Khou, 2015). Eke et al., (2014) stated that social networking sites have become modern interactive communication channels which enable people connect to one another, share ideas, experiences, upload pictures, and send messages and information of interest.

There are several social media sites which include Facebook, YouTube, Instagram, Twitter, WhatsApp and MySpace among numerous others (Taggart et al., 2015). As a result of its usefulness to youths and young adults, a good number of youths log into these social media sites for various reasons. As a result of its wide use as a surest pathway of communication, young adults are fully aware of these social media sites and make use of them daily. However, the preference on the use of these sites varies among social media users. The preference of one site over the other depends on several reasons such as its popularity, ease of use and the number of friends on such site. Among the available social media sites usually used by youths, a study carried out in January 2015 showed that the most popular social media platforms used by huge numbers of users were Facebook, WhatsApp and Twitter with 1.3 billion, 600 million and 284 million active registered account users respectively (statista.com, 2015). As a result the high awareness and use of social media platforms by youths,

they have become an ideal platform and pathway for health information communication (Mpofu and Salawu, 2014). Recently, Facebook has been used by private bodies and government agencies for health communication and promotion.

For instance, top health life advice (tophealthlifeadvice.com), health in style (healthinstyle.com) and natural medicine box among several others are used as means of creating health awareness for healthy and for people to make informed health decision. These sites give vital information concerning diverse health problems and tips on how to manage them as well as early warning signs or symptoms of many diseases. Apart from these sites, government agencies such as National Agency for the Control of Aids (NACA) in Nigeria has an official Facebook account where users visit to get up-to-date information on HIV/AIDS and the site shows NACA's activities aimed at eliminating spread of the deadly virus in Nigeria. Facebook users with concerned health information do visit this site to link up with experts to privately discuss HIV related problems. The existence of these sites on Facebook and other social media sites like Twitter (Capurro et al., 2014) helps to create necessary awareness and provide its follow-up responses to affected person thereby helping to reduce the rate of new infection and spread of the deadly. The benefit of these health provision sites on Facebook is that it enables users to discuss freely with online experts on various health issues with high degree of secrecy and confidentiality. Blackstock et al., (2015) noted that among the benefits of social media is its ability to offer a neutral platform for engagement people with similar health problems to connect and share information on prevention and treatment initiatives.

This process helps to resolve the issues of apprehension, coyness and shame among others that hinder free sharing of health related information vis-à-vis discussion. There is rapidly increasing literature on social media networking sites and its usefulness on information dissemination and health communication (Desouza and Jyoti, 2008; Chou et al., 2009; Horvath et al., 2013; Sanghee and Soojung, 2014; Eke et al., 2014; Blackstock et al., 2015; Taggart et al., 2015). Studies have also been carried out to assess use of social media by university students (Dlamini et al., 2015; Adebayo, 2015). Several others examined the utilization of individual social media sites for various reasons except health communication (Rouis et al., 2011; Linvill et al., 2012; Barczyk and Duncan, 2013; Barhoumi, 2015; Yeboah and Ewur, 2015). A critical look at these study show that gap still exists to accommodate more studies. It shows that despite the phenomenal increase in the use of social media for health communication, not many studies have examined the type of HIV/AIDS information shared on social media by students. It is imperative to know the prominent type of HIV/AIDS information shared on social media platforms, the percentage of students involved in the sharing of such information and the need for more HIV/AIDS campaign using social media. The study therefore evaluates the nature of HIV/AIDS information shared on social media sites by undergraduate students in southwestern Nigeria. Particularly, the study examines how social media platform is used for the sharing of HIV/AIDS related information among undergraduate students.

Materials and methods

Research Design and sampling technique

The study employed the descriptive cross sectional survey design to collect detailed and factual information on the subject of investigation. The multi-stage sampling technique was employed. In the first stage, using purposive sampling technique was used to select Obafemi Awolowo University (OAU), University of Lagos (Unilag) and University of Ibadan (UI) based on their familiarity in the southwestern region. In the second stage, all undergraduate students were selected using stratified sampling technique. In the fourth stage, systematic sampling method was employed to administer the structure questionnaire to students across the three universities. In order to ascertain the exact number of students to sample or administer questionnaire, the total population of undergraduates in Obafemi Awolowo University (OAU), University of Lagos (Unilag) and University of Ibadan (UI) were obtained from the Admission Office in the three universities. Fisher et al. (1983) formula was used to determine the sample size. Similar formula was employed by Ndeti (2013) as follows:

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

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

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

p = is 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

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

The calculation indicated that 384 undergraduates would be sampled. Hence, the distribution of questionnaire was done in relation to the population of undergraduate students in the respective schools. University of Lagos was administered 141 questionnaire copies, University of Ibadan had 118 questionnaire copies and Obafemi Awolowo University had 124 questionnaire copies. At the end of questionnaire administration, out of the 384 questionnaire copies distributed, 355 copies were successfully collected, collated and deemed suitable for use.

Data collection and analysis

The structured questionnaire was personally administered with assistance of two trained research assistants. Data gathered were analysed using tables, simple percentages; bar chart, One-Way Analysis of Variance (ANOVA) and Independent Samples Test were employed to analyze the quantitative data.

Result and discussion

Demographic characteristics of respondents

The demographic result indicated that 60.3% of the respondents were males (Table 1). The result obtained lends support to the finding of Idubor (2015) who reported male undergraduate students' dominance of 71.7% in social media use and addiction. The age distribution indicated that majority (89.0%) of the respondents in the three universities fell within the ages of 17 – 22yrs; implying that majority of the students surveyed in the three universities are adolescents. Similar age range was reported by Idubor (2015) where undergraduates aged 16 – 20yrs were identified to constitute majority of the age cohorts of the study. The religion of respondents identified Christianity and Islam as the widely and commonly practiced religion by 99.4% of the respondents (Table 1). It however showed that a good number of the respondents in the three universities were Christians, followed by Islam with traditional worshippers and atheists being unpopular religion. The study showed that 100 – 300 level making up 80.3% dominated the survey and this category of students are believed to make most use of social media platforms (Table 1). It further showed that in OAU and Unilag, 100 level students were most dominant, while 200 level students were dominant in UI. In all, the level of students shows that a good number of the students are at their early and near- stage of completion of their education. The result obtained is at variance with the study of Swidan et al., (2013) where 300 and 400 level students dominated the survey.

Table 1: Demographic and Socio-economic characteristics of respondents

Variables	Universities						Total %
	OAU		Unilag		UI		
	Freq (n= 111)	% (100)	Freq (n= 130)	% (100)	Freq (n= 114)	% (100)	
Sex of respondents							
Female	42	37.8	55	42.3	44	38.6	39.7
Male	69	62.2	75	57.7	70	61.4	60.3
Ages of respondents							
16yrs	-	-	1	0.8	-	-	0.3
17 - 19yrs	56	50.5	83	63.8	59	51.8	55.8
20 - 22yrs	52	46.8	39	30.0	27	23.7	33.2
23 - 25yrs	-	-	2	1.5	3	2.6	1.4
>25yrs	3	2.7	5	3.8	25	21.9	9.3
Religion of respondents							
Christianity	63	56.8	82	63.1	63	55.3	58.6
Islam	48	43.2	47	36.2	50	43.9	40.8
No religion	-	-	1	0.8	-	-	0.3
Traditional worshippers	-	-	-	-	1	0.9	0.3
Level of study							
100 Level	32	28.8	64	49.2	30	26.3	35.5
200 Level	28	25.2	24	18.5	36	31.6	24.8
300 Level	28	25.2	26	20.0	17	14.9	20.0
400 Level	20	18.0	10	7.7	29	25.4	16.6
500 Level	3	2.7	6	4.6	2	1.8	3.1

Social media awareness and its influence on use

Social media is the 21st Century global phenomenon and 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 as such; people (both young and adults) have seen the need to be connected to it. Mangold et al., (2009) stated that social allows for the commenting, critiquing, sharing and information possible on a wide scope and in some cases in real time. The relevance of social media has made millions of people worldwide to buy Smart-phones with operating systems that enable social media sites to be installed and used for diverse purposes. The result in Table 2 shows the level of awareness of social media and the usage. The result showed that the global awareness of social media had enabled majority of the students to make use of social media. This is apparent as students cannot do without social media which has helped them to connect with friends, make friends and upload pictures among others.

The result obtained above corroborates the finding of Musa et al., (2015) that majority (98.2%) of the students of Kano State polytechnic is aware of social networks and regularly use 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 not to use. In all, the result implies increase in the proportion of students using social media which is 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 Smart-phones are costly which are beyond the reach of some students. This can cut them off from using social media platforms even when they are aware of its importance. However, the proportion of students across the universities that make use of social media alleged that it enables them to interact, exchange ideas and inform peers on HIV/AIDS. Informing peers on HIV/AIDS is the third reason why students use social media. It means therefore that only few students' use social media to enable them inform their peers about HIV/AIDS. Kaplan and Haenlein (2010) stated that through the use of social media pertinent information on HIV/AIDS can be shared among peers.

Nevertheless, the main reason for the use of social media is for interaction. This is glaring as majority of the students buy or wishes to own Smart-phones to enable them install social media sites and keep interacting with their friends, lovers and peers. Issues related to HIV/AIDS are not the prominent reasons for the use of social media or put differently, the awareness on HIV/AIDS is not the chief reason for students' use of social media. The information in Table 2 therefore has it that majority of the students across the selected universities make use of social media because they are fully aware of it. 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 %
	OAU		Unilag		UI		
	Freq (n= 111)	% (100)	Freq (n= 130)	% (100)	Freq (n= 114)	% (100)	
Awareness and use of social media							
Yes	84	75.7	88	67.7	81	71.1	71.3
No	27	24.3	42	32.3	33	28.9	28.7
If Yes, the ways it has							
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

Favourite social media platform used by undergraduates and choice of usage

The 21st Century affords youths and young adults different social media platforms used for chatting and sharing information among other uses. The choice of these social media platforms varies with their ease of use, popularity and data consumption among other reasons for such preference. The preferred or favourite social media platforms normally used by undergraduates for diverse purposes are shown in Table 3. The result showed that Facebook was the most favourite social media platform used by undergraduates in the three universities; this was closely followed by Instagram and WhatsApp (Figure 1). Kinschat, LinkedIn, Skype and BBM were identified as least preferred social media sites. It does not mean that these platforms are not used by the students, but they are not among the favourite sites frequently entered by students for diverse purposes. Facebook is used by students to share pictures, messages and make new friends.

This result lends support to the finding of Rosen (2010) who reported that Facebook constitutes the largest social media platform in the world, with over 80 per cent of a teenager’s time normally spent on this platform. Also, Boyd and Ellison (2007) alleged that adolescents often make use of social media sites notably Facebook, Whatsapp, YouTube, and Twitter among others to create and maintain relationships with people. It also lends support to the study of Owusu-Acheaw and Larson (2015) who reported in their study that 66.2 per cent of the students found Facebook as their most favourite social media platform. Facebook enables people across different geographical locations to connect with one another. Indeed, many students spend much of their time on Facebook to comment, like and love their friends’ post and all that. As a result of its wide usage and users, Facebook has received immense attention from health information seekers who use the platform for health information dissemination; the information passed is then shared by students on their walls.

The sharing of health information on wall enables it to reach millions of youths mostly. The secondly mostly used social media platform was Instagram. This platform makes it possible for students to share messages, pictures and other necessary information. On this platform, pictures on health information can be posted or shared to create awareness. The third most preferred site was WhatsApp, and at present, it is used by students

for basically chatting and information dissemination. However, with recent upgrade, the platform can now be used for the sharing of files. Nevertheless, these three social media platforms are mostly used by students in tertiary institution for chatting, sharing of pictures, messages and making of new friends. The information whether health related or otherwise shared on these social media sites can contribute substantially to attitudinal change. Mostly health information, when shared, it enables young individuals to be cautious of their behaviour and ways of association. In a related study, Hoffman & Novak (2012) stated that social media platforms make it possible for information to be easily shared by users on demand as well as increases the possibility of collecting and sharing information across geographical location.

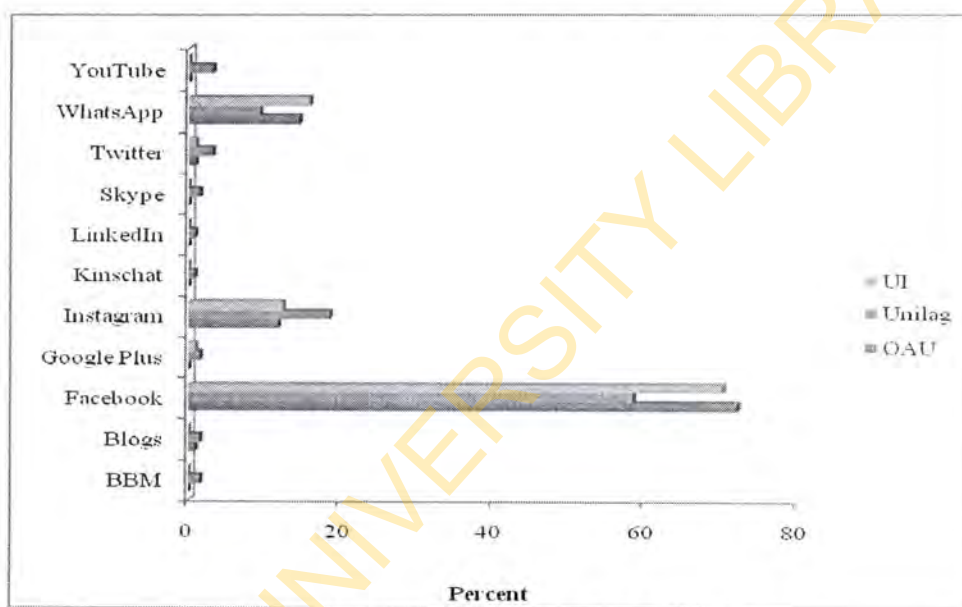


Figure 1: Favourite social media platforms

Similarly, Mangold and Faulds (2009) opined that users of these social media platforms with just a few keystrokes are now able to share information with hundreds or thousands of fellows. The reasons given by the respondents for the preference of Facebook, Instagram and WhatsApp are presented in Table 3. The informative (educative) and ease of use were the principal reasons given for the preference of these three social media sites over others. This is obvious because millions of educative messages and pictures can be easily shared on these platforms. Other significant or noticeable reasons for the choice above were making people less bored and peer influence (many people make use of these platforms because many of their friends, relatives, colleagues and loved ones use them as such, they can easily connect to them). Abah et al. (2014) stated that Facebook is the most popular social media site. They further noted that social media sites are helpful in sharing health information and solving their health related problems.

Table 3: Favourite social media platforms usually used by students

Social media platforms or sites	Universities						Total %
	OAU		Unilag		UI		
	Freq (n= 111)	% (100)	Freq (n= 130)	% (100)	Freq (n= 114)	% (100)	
BBM	-	-	2	1.5	-	-	0.6
Blogs	1	0.9	2	1.5	-	-	0.8
Facebook	80	72.1	76	58.5	80	70.2	66.5
Google Plus		-	2	1.5	1	0.9	0.8
Instagram	13	11.7	24	18.5	14	12.3	14.4
Kinschat	-	-	1	0.8	-	-	0.3
LinkedIn	-	-	1	0.8	-	-	0.3
Skype	-	-	2	1.5	-	-	0.6
Twitter	1	0.9	4	3.1	1	.9	1.7
WhatsApp	16	14.4	12	9.2	18	15.8	13.0
YouTube	-	-	4	3.1	-	-	1.1
Reason (s) for platform choice							
Give me information	1	0.9	-	-	-	-	0.3
I find it informative	36	32.4	64	49.2	57	50.0	44.2
It is easy to use	49	44.1	40	30.8	-	-	25.1
I is encouraging	-	-	2	1.5	-	-	0.6
it is engaging	2	1.8	4	3.1	7	6.1	3.7
It is relaxing	5	4.5	3	2.3	12	10.5	5.6
It's intriguing	5	4.5	4	3.1	9	7.9	5.1
Keeps me less bored	12	10.8	7	5.4	10	8.8	8.2
Many of my friends use it	1	0.9	6	4.6	19	16.7	7.3

Gender assessment of favourite social media platform

Further analysis was carried out to find out the favourites social media sites between male and female as well as to determine if preference of social media sites differs between gender. Mazman and Usluel (2011) opined that male and female social network users have preferred sites they often log onto to update their profiles, share information, reflect on daily life, establish and maintain social contacts and relationships, and facilitate delivery of education. The information in Table 4 showed that Facebook, followed by Instagram and then WhatsApp were the most favourite or preferred social networking platforms used by both male and female users to accomplish the purpose mentioned above. Facebook is identified as the prominent social media sites mostly used by both sexes. This result pays substantial credence to the study of Pempek et al., (2009) and many others who identified Facebook and Twitter as sites that are most popular and commonly used by teenagers and young adults of both genders. The Independent Samples Test result in Table 4 showed that the probability value of 0.299 is greater than 5% (0.05) significance level, which meant that there was no significant gender difference in the preference of social media sites ($t = 1.039, p > 0.05$). This is apparent as the listed social media sites are used by both males and females for different purposes. In a related study, Abah et al. (2014) identified Facebook is the most popular social media site frequently used by male and female social media users.

Table 4: Favourites social media sites between male and female

Social media platforms	Gender			
	Male		Female	
	Freq.	%	Freq.	%
BBM	1	0.5	1	0.7
Blogs	3	1.4	-	-
Facebook	148	69.2	88	62.4
Google Plus	1	0.5	2	1.4
Instagram	27	12.6	24	17.0
LinkedIn	1	0.5	1	0.7
Skype	1	0.5	1	0.7
Twitter	5	2.3	1	0.7
WhatsApp	25	11.7	21	14.9
YouTube	2	0.9	2	1.4
Total	214	100.0	141	100.0

Gender	Independent samples test				
	N	Mean	SD	t-cal	Sig (2-tailed)
Male	214	4.31	2.49	1.039*	0.299
Female	141	4.60	2.63		

*Difference between means is insignificant at 5% alpha level; df =353

HIV/AIDS information and type of information shared

Respondents were asked if they have seen or come across HIV/AIDS information on social media platforms. The result obtained is depicted in Table 5. The result showed that 289 of the respondents representing 81.4% responded in the affirmative, while 66 representing 18.6% of the respondents had not seen or come across HIV/AIDS information. It therefore implies that majority of the respondents have seen or come across information on HIV/AIDS on social media sites. This means that social media sites are not only used for chatting, uploading of pictures and profiles, but also for sharing of health information on HIV/AIDS. The health information shared on these sites is able to get to a significant proportion of students who by their ages are at the risk of the infection due to their unguided sexual practice or inducement. In a related study, Somba et al., (2014) noted that there is high tendency of sexual activity among young people (adolescence). Likewise, Mukhopadhyay et al., (2010) stated that adolescent sexual behaviour is a serious health, social and demographic problem mostly in developing countries.

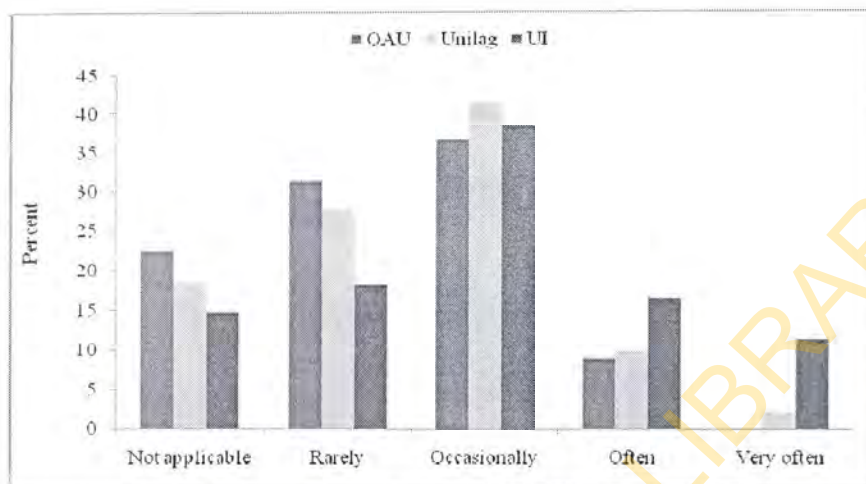


Figure 2: Frequency of seeing HIV/AIDS information

The word termed *not applicable* applies to respondents who affirmed that they have not seen or come across HIV/AIDS information on social media platforms. Thus, the proportion of respondents who affirmed to have seen information on HIV/AIDS on social media platforms did so at different times (Figure 2). A good percentage (39.2%) of them had occasionally seen such messages or information; 25.9% had rarely seen the messages; 11.8% had often seen the information, while only 4.5% saw it very often. From the pattern that emerged, it was apparent that majority of the respondents not often or infrequently see HIV/AIDS information on social media platform. This goes to show that health information mostly on HIV/AIDS is shared on social media but it is hardly seen by a good proportion of social media users. This is so because out of the 289 respondents that have seen messages on HIV/AIDS on social media sites, only 20.1% are frequently privy to such information, while the remaining percentage (69.9%) are not frequently privy to it. this calls for the need to make HIV/AIDS information a default message on social media platform mostly on Facebook, WhatsApp, BBM, Twitter and Instagram.

In addition, respondents were asked if they have ever shared HIV/AIDS information on their social media site (s). Varied answers were obtained (Table 5). It showed that 24.8% of the respondents shared HIV/AIDS information on their social media site (s), while a larger percentage did not share HIV/AIDS information on their social media site (s). This clearly shows that HIV/AIDS information is not the kind of health information people like sharing on their social media site (s). The reason for this may be as a result of the ill-feelings and perception people attach to issues related to HIV/AIDS. Other health issues or information is often tolerated and people are always willing to read, but information on HIV/AIDS comes with fear as such it is not always shared. However, despite the negative attitude towards the disease and the perception people hold towards it, only few individuals (students) were able to share it on their social media site (s). The study therefore reveals that HIV/AIDS information is not usually shared by majority of the students on their social media site (s). It therefore means that health campaign or sensitisation needs to be carried out to enable students in tertiary institutions see the need to share HIV/AIDS information on their social media sites and for students to see HIV/AIDS as part of the human health challenge that needs to be campaigned for and not to despise it.

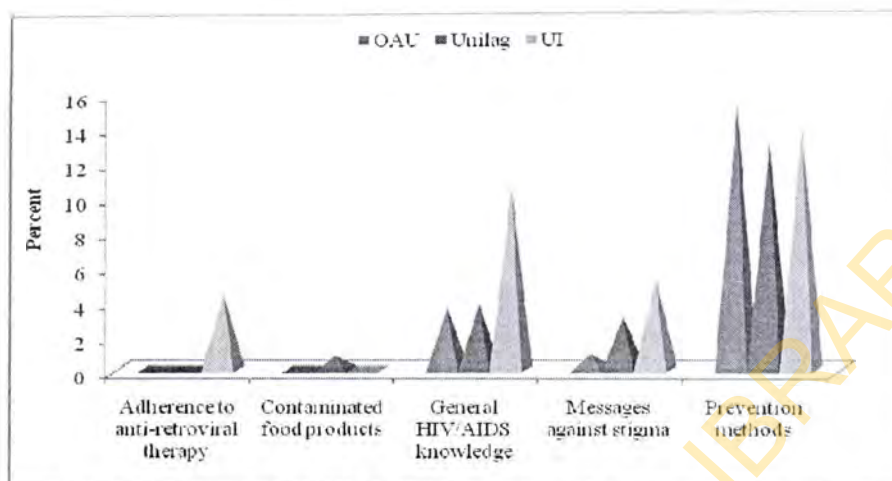


Figure 3: Types of HIV/AIDS information shared on social media

However, the result in Table 5 identified prevention methods, followed by general HIV/AIDS knowledge as the main types of information shared by those that usually share HIV/AIDS information on their sites (Figure 3). This is so as a good number of the messages shared on social media platforms on HIV/AIDS are often centred on ways to prevent contracting the deadly virus. This is so as people are more likely to read the preventive measures than see pictures of people infected by the virus and lots more. In all, the result presented in Table 5 shows that a significant proportion of the respondents across the three universities have seen or come across HIV/AIDS information on social media and a very small percentage frequently have access or see such information. It also shows that majority of the respondents do not shared HIV/AIDS information on their sites and for those that do, information related to prevention methods and general HIV/AIDS knowledge are usually shared.

Table 5: HIV/AIDS information and type of information shared

Variables	Universities						Total %
	OAU		Unilag		UI		
	Freq (n= 111)	% (100)	Freq (n= 130)	% (100)	Freq (n= 114)	% (100)	
Ever seen HIV/AIDS information?							
Yes	86	77.5	106	81.5	97	85.1	81.4
No	25	22.5	24	18.5	17	14.9	18.6
If Yes, how often?							
Not applicable	25	22.5	24	18.5	17	14.9	18.6
Rarely	35	31.5	36	27.7	21	18.4	25.9
Occasionally	41	36.9	54	41.5	44	38.6	39.2
Often	10	9.0	13	10.0	19	16.7	11.8
Very often	-	-	3	2.3	13	11.4	4.5
Ever shared HIV/AIDS information							
Yes	22	19.8	27	20.8	39	34.2	24.8
No	89	80.2	103	79.2	75	65.8	75.2
If Yes, type of information shared							
Not applicable	89	80.2	103	79.2	75	65.8	75.2
Adherence to anti-retroviral therapy	-	-	-	-	5	4.4	1.4
Contaminated food products	-	-	1	.8	-	-	.3
General HIV/AIDS knowledge	4	3.6	5	3.8	12	10.5	5.9
Messages against stigma	1	.9	4	3.1	6	5.3	3.1
Prevention methods	17	15.3	17	13.1	16	14.0	14.1

Variation in the type of HIV/AIDS information shared on social media

Further attempt was carried out by the researcher to find out if the type of information shared on social media sites vary across the three selected school. This was achieved using ANOVA. The analysis was performed for the category of respondents (undergraduates) that affirmed they had shared HIV/AIDS information on social media. The result obtained is shown in Table 6. The results of ANOVA revealed significant variation in the type of HIV/AIDS information shared on social media among the universities ($F = 5.177$; $p < 0.05$). This is apparent as undergraduates in the three universities did not share similar types of HIV/AIDS information. A look at the summary of result in Table 5 showed that undergraduates in UI and Unilag shared four types of HIV/AIDS information and those in OAU shared three of such information. Though, prevention methods and general knowledge of HIV/AIDS were prominent information shared on social media. In UI, apart from the two HIV/AIDS information, a non-negligible number of undergraduates also shared information on adherence to anti-retroviral therapy and messages against stigma. It can therefore be deduced that undergraduates in UI shared more HIV/AIDS information on social media followed by those in Unilag and then OAU. Furthermore, result of Post Hoc Test of multiple comparison of type of HIV/AIDS information shared between the universities using the Least Square Difference (LSD) indicated that type of HIV/AIDS information shared in OAU did not differ significantly from those shared by undergraduates in Unilag but differed significantly with those shared in UI (Table 2). Also, the type of HIV/AIDS information shared in Unilag differed significantly with those shared in UI but did not differ significantly with those shared in OAU; whereas, the type of HIV/AIDS information shared in UI differed significantly from those shared in OAU and Unilag respectively.

This therefore means that UI shares more HIV/AIDS information on social media than the other two universities.

Table 6: ANOVA result of variation in type of HIV/AIDS information shared on social media

Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.852	2	6.426	5.177*	0.008
Within Groups	105.512	85	1.241		
Total	118.364	87			

Post Hoc Test of multiple comparison						
(I) Universities	(J) Universities	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
OAU	Unilag	.221	.320	.493	-.42	.86
	UI	.873*	.297	.004	.28	1.46
Unilag	OAU	-.221	.320	.493	-.86	.42
	UI	.652*	.279	.022	.10	1.21
UI	OAU	-.873*	.297	.004	-1.46	-.28
	Unilag	-.652*	.279	.022	-1.21	-.10

*Significant at the 0.05 level.

Conclusion

The study shows that majority of the students across the selected universities are aware of social media and make use of it. The need for interaction and exchange of ideas are the main reasons for using social media. Facebook is identified as the most favourite social media platform followed by Instagram and WhatsApp, while Kinschat, LinkedIn, Skype and BBM are as least preferred social media sites. Reasons for the preference of Facebook, Instagram and WhatsApp over other networking sites are informative (educative) nature and ease of use. The study further reveals no significant gender difference in the preference of social media sites because the sites are used by both males and females. The study indicates that majority of the respondents have come across HIV/AIDS information on social media sites implying that the sites are not simply used for principally chatting, uploading of pictures and updating profiles, but also for the sharing of health information on HIV/AIDS. The study recognizes prevention methods and general HIV/AIDS knowledge as the two types of information shared on their sites.

The type of HIV/AIDS information shared on social media varies significantly among the three universities with a non-negligible number of undergraduates in UI sharing information on adherence to anti-retroviral therapy and messages against stigma other than prevention methods and general HIV/AIDS knowledge. The study suggests the need for increased campaign on the use of social media for HIV/AIDS and other health participation. This is so as the result obtained showed that social media did not yield positive result in influencing majority of the respondents to connect and participate in interpersonal and small group associations. The need to connect and participate in such forum should be explained to the students by having a campaign on campus mostly during students' week. This will create necessary awareness on the need to connect to such sites. Undergraduates who are already connected to the site can also help by encouraging their

friends, sibling and relative of the existence of such online HIV discussion forum and the benefits of connecting to the site. Users of social media platforms should not shy to communicate and share HIV/AIDS information on social media.

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