

Gender Factors in the Utilization of Facebook in Selected States in Northern Nigeria

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Abstract: This study examines genders factor in the utilization of Facebook in selected states in Northern Nigeria. Survey method was used in conducting the study, while questionnaire was the instrument deployed in gathering the data. The study found out that the female gender even though educationally disadvantaged when compared to the male respondents, uses Facebook daily more than their male counterpart. However, both male and female respondents said the purpose of using Facebook was to communicate with friends. The findings also revealed that the two genders were satisfied with Facebook usage. A large percentage of the respondents said lack of privacy was a factor responsible for lack of Facebook usage. The study then concluded that Facebook like any other social networking site is a platform where people of different nationality, culture, social class, interest and religion meet to socialize, communicate and interact with one another. Facebook is also a platform where people are defrauded of their hard-earned money, sex trafficking, and other crimes are committed. And that Facebook can be a better social networking site if the issue of privacy concern and criminality can be addressed. However, Facebook is a two-way communication, with provision for feedback, inform of comments, likes and dislikes. The study recommended among others that Facebook and other social media should be regulated by a regulating body that is free of government control.

Keywords: Communication: Facebook: Friendship: Gender: Relationship.

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1.0. Introduction of the Study

Communicating and sharing information among people has become much easier with the development of the internet. The evolution of the internet brought about the emergence of social media sites, like Facebook, MySpace, Twitter, WhatsApp, Instagram and other social networking platforms. Facebook, like any social media networking sites, allows individuals to create profiles and links to friends (Rodman, 2008). Facebook was created in 2004 by a student of Harvard University and later spread to other campuses in the United States of America. According to Cassidy (2006) "Facebook was created in 2004 by a Harvard student for intra-

campus socialising. Facebook quickly spread to other campuses and soon become the most popular social networking site among college students in US.” Facebook expanded to include commercial organisations in 2006 (Zhao et al., 2008). Facebook currently has 2.6 billion active monthly users worldwide (CNN, 2020). Facebook is a platform that makes it possible for users to present themselves in a variety of ways. Users display pictures of themselves and their loved ones in their online album, list their friends and social networks, hobbies and describe their personal interests. Baldauf & Stair (2011) stressed that Facebook provides those who are members with personal web page and that allows them to post pictures and information about themselves. These pictures and information posted on members wall are used by friends and non -friends alike on the platform to send membership request or to send messages seeking for relationship. The message sent could be from a young or an old user. However, both young and old users share one thing in common, that is, they use the platform to look for friendship and relationship. According to Zhao et al. (2008) “Facebook users are looking for friendships as well as romantic relationships among two types of people; those they know in person and those they do not know in person.” Facebook like any social networking site allows members to send messages to each other and post comments on each other’s pages. People who are not among members friends also have access to their Facebook walls. Both genders are victims invasion of privacy, which is a crime. The composition of Facebook users who are mostly young people, are made up of people of different nationalities, race, social class, religious background and gender. Facebook users are not limited to one gender alone. Both genders are active users of Facebook. However, the female gender have less access to education and lack purchasing power which is because of traditional practices which believes that women should not necessarily be educated, and education is one of the two of the requirements necessary for accessing Facebook and any social media networking sites, when compared to the male gender (Kabwe, 2020; Wekwete, 2014). World Bank Group (2013) define gender as “a socially constructed difference. Jhpiego (2020) observed that, “Gender refers to the economic, social, political and cultural attributes and opportunities associated with being women and men. The social definitions of what it means to be a woman or man vary among cultures and change over time. Gender is a sociocultural expression of particular characteristics and roles that are associated with certain groups of people with references to their sex and sexuality.” Therefore, both the male and the female genders are likely to use Facebook differently. It is on the basis of this that we intend to find out the gender factors in the utilization of Facebook in selected states in Northern Nigeria.

1.1 Statement of Problem

In Nigeria, like in many other parts of the world, internet penetration is very low when compared to some countries in Asia, Europe and the United States. Facebook and other Social media networking sites cannot be accessed except you have an android phone, or a computer, which is then connected to the internet. Connectivity to the internet requires you to buy data from the network providers. Data cost money, so also is the android phone or the computer. In Nigeria, N30,000.00 is the minimum wage, which is equivalent to about \$41, and this amount cannot buy, a good android phone or a computer in today’s economy. Millions of Nigerians are unemployed, and those who are employed, cannot afford the cost of these items. This put millions of Nigerians especially the youths, at a disadvantage when it comes to the use of Facebook and other Social networking platform. Majority of Nigerians that are unemployed are youths. Among these youths, the female gender is affected the more, as high percentage, do not have access to education, resulting in low employment opportunities, resulting low purchasing power. Adequate and constant electricity supply can create opportunities for self -employment, but this not the case. Electricity supply in Nigeria, is inadequate and erratic. People spend days and even weeks without electricity in their homes. Consequently, phones and computers needed to access Facebook and other social media cannot be charged. The cost of acquiring solar panel, its accessories and generators are high and beyond the reach of many Nigerians. Those who can afford generators also have to grappled with the high cost of petrol and diesel to power their homes. Apart from this, where internet is available, connectivity and accessibility seem to be a problem, as services provided are characterized by network failures and low speed connectivity (Mathew et al., 2013). Those who have connectivity use it to connect friends, office colleagues, family members and business partners, using any of the social media networking sites, especially Facebook. Facebook requests are sent to other users who are likely to know each other seeking their friendship. Sometimes those sent with friendship request are not known. Other times, the messages are not friendship requests, but unsolicited messages from opposite sex

seeking intimate relationship. Many of such relationship sometimes do end up in marriage, and at other times, people fall victim of rapists and ritualists. Unsolicited messages could be in form of nude pictures of opposite sex, placed on people's wall to lure them into committing immoral acts. The message could be in video form targeted at the youths of the two genders, with the intention of introducing them to drugs or sex trafficking. Some Facebook and other social media users place solicited and unsolicited messages on other people's wall to recruit young people of the two genders across the globe for terrorist groups (Coulombre, 2021). Other crimes committed on Facebook are: frauds and identity theft, etc. For an individual to use Facebook, he/she has to be literate. Those who use Facebook are people who have different levels of education. Female gender is educationally disadvantaged when compared to their male counterparts in some parts of Nigeria. This put the women at a disadvantage. Without education people cannot be empowered economically. These problems are not peculiar to Nigeria alone but also to other countries in Asia, Latin America and in the sub-Saharan Africa. The question then is, what should be done that has not been done to solve these issues.

1.2 Objective of the Study

- i) To find out how often Facebook is utilised by Gender in Northern Nigeria.
- ii) To identify the purpose of using Facebook by Gender in Northern Nigeria.
- iii) To examine the level of satisfaction with Facebook usage by Gender in Northern Nigeria.
- iv) To examine (if any) factor(s) responsible for low Facebook usage in Northern Nigeria.

1.3 Research Question

- i) What is the frequency of Facebook usage by gender in Northern Nigeria?
- ii) What are the purposes of Facebook usage by gender in Northern Nigeria?
- iii) What is the level of satisfaction of Facebook usage by gender in Northern Nigeria?
- iv) What are the factors responsible for low Facebook usage in Northern Nigeria?

2.0 Review of Related Literature

2.1 Facebook as a Communication Tool

Press releases, bulletins and information shared on Facebook and other Social media platform are important in getting information about events out to people. According to Ozsoy (2011) press releases are still a very important part of what we do in terms of getting information out, but we realised that in Facebook, and other social media, we had really powerful ways of getting the word out and letting others spread the word." It was found that the number of fans of the official Facebook sites of famous sport clubs reached millions." Among these fans are shy people who need to communicate with others, but could not. The use of Facebook or any of the social media network becomes crucial. According to Orr et al. (2009) they found out that shyness did not encourage greater use of online communication tools, but also that it was not a barrier. However, other scholars argued, that shy individuals may result in a greater reliance on Facebook and other social media for communication because of the gratifying social relationship they provide. They also found out during their investigation on the advantages of social media communication tool, that shy individuals were more likely than non-shy individuals to report satisfying relationships established in an online environment. Sheldon (2008) said that people who become involved in online relationships are those with challenges in face-to-face communication offline, they are able to communicate with others anonymously at their own pace and time in an online environment. Such relationships provide minimised social risk as people do not have to meet other participants face-to-face. Communication can be accomplished not only through face to face but also by exchanging messages through chat features. According to Davis et al. (2016) "communication with friends, is accomplished through messages which are public or private, but also through a chat feature". Chat features usage on Facebook and other social media are not only common among students, for communication but also for sharing learning materials among themselves. Davidovitch & Belichenko (2018) in their research showed that Facebook groups are used to facilitate communication between students, to create dialogue and share learning materials among group members. Messages shared via Facebook and other social media apart from learning purpose, could also be inform of information shared during disasters that can be of tremendous assistance to the people affected. Such information helps to create awareness among individuals in the communities and also help to garner the support needed to alleviate or mitigate the problem brought about by

any disaster. Howell & Taylor (2011) see Facebook as a powerful medium of communication during disasters. Facebook helps to create awareness, through information sharing among individuals in the communities and these has led to members of the communities providing support and developing resilience in the communities among those affected. Information posted and shared on Facebook was very helpful in getting assistance to those in need. According to Howell and Taylor, “the beautiful display of humanity shown by so many through postings and actions during these disasters illustrates the power of human spirit and the formidable influence {Facebook} now has in disaster communication”. For a better and effective disaster communication to take place, there is therefore, a need to provide guidelines. Orr et al. (2009) noted that guidelines need to be established to reduce Facebook and other social media challenges, disaster managers face, while utilising the new communication tools in an online environment.

2.2 Facebook as a Business Tool

Muangmee (2021) was of the view that Facebook offers a flexible and a better way for companies to grow their businesses through improved communication with both new and potential customers. Business contacts are kept on the company’s Facebook wall. This business contacts maintained on company Facebook pages are used by the organisations for promotional campaigns in order sustain brand loyalty leading to organizational growth. Lutfie & Marcelina (2020) opine that “promotion in the form of advertising on Facebook and other social media platforms is more effective because it does not require much time, cost, and effort for the company, and makes it easy for customers to find out information.” Furthermore they pointed out that Facebook has new features that promotes a business product or service with different reach and can be arranged by the company, in agreement with Facebook, to advertise a product or service that can reach different people. This, they said, would reach more people than just posting on both fan pages and personal accounts. Palermo & Mazza (2018) said companies used their products or services advertised on Facebook to regularly present themselves to users and communicate with them. Most Facebook users are passive as they simply reading and view a company’s official homepage. Other Facebook users play a more active role, by commenting and interacting with each other and with the company, while other users are reactive and proactive, becoming co-creator of content. The contents so created are marketed on Facebook for the individual or company. According to He (2017) Facebook and other Social media sites has become an online platform for companies to market products and services and to manage their customer relations. Abrahamson (2017) said having a functional Facebook account by businesses will help to create a good relationship with their customers through periodic communication with them and other persons that can benefit the organisation. Lin et al. (2021) were of the view that organisations can grow by communicating with their customers through advertising on Facebook. Lin & et al added that it has been proven that advertisement has a significant impact on the sale of certain goods and services. According to their finding, product or service advertisement on Facebook has better sales than advertisement in newspapers. The finding concluded, that the use of computer-based technologies and online medium has a brighter future for advertising than any other medium.

2.3 Gender Access to Education and Facebook Usage

Kabwe (2020) opine that illiteracy is a challenge in many societies, especially in developing countries. Facebook and other Social media sites can only be utilised by people that are literate. Therefore, education is a necessary requisite for the usage of Facebook. This, form the fundamental reason why many of these countries have deep socio-economic problems, because many of their young women cannot participate in the digital economy. A person’s outlook and thoughts are shaped from elementary to university level. Education is basic for tackling gender discrimination, for using Facebook and other Social Media platforms and necessary to the overall development of a nation. It equipped people with the knowledge to use Facebook and other Social Media, develops positive attitude and build self- confidence in them. It also makes people know their rights and provides employment opportunity, boosts their self-image and prepare them for the future. Kabwe, added that, unequal access to education will deprive people so denied of all these benefits. Women around the world are said to have less access to education than men. Women constitutes 2/3 of all illiterate people in the world. When the female gender is not given the same access to education as their male counterparts, it has a huge impact on their Facebook and other Social media usage and their future aspiration as well. Poynter Institute of Media Studies (2009) “globally, 10 million more girls than boys do not attend school”. There are numerous

factors which restricts the rights of girls and women access to basic education. For example, traditional practice in many societies, results in keeping girls and women at home to help in household chores or to look after their younger siblings, safety concerns of young girls who have to travel long distances for schools and early marriages are a few of the major barriers that prevent girls from getting access to education (Empowerment of women, 2018). Removing hindrances that stand in the way of girls and women to having access to education will guarantee their success in life. This will also lead to financial empowerment that will enable them acquire computers, phones, and the ability to purchase data needed to access Facebook and other Social media network sites. This will provide another source of income to women through their participation in e-commerce through the utilisation of Facebook. When the female gender is allowed to succeed, just like their male counterparts, this will have a transformative effect on the society as a whole and also on the economy. Assy & Sayed (2018) “As women become part of the labor market, economies are diversified, exporting activities are increased, organisations are run more efficiently as female representation on organisational boards serve to reduce the perils of group thinking, and overall income inequality is reduced which in turn, lays the foundation for more sustainable economic growth” Added to this, encouraging female gender to participate in economic activities, such as e-commerce on Facebook has been shown to have positive effects not only on the society but also on the development of human capital, resulting in the improvement of girls and women education and health of children, and unhindered access to a dual-income (Assy & Sayed, 2018). Lack of access to education for girls and women have great effects on Facebook and other social media usage, their future, and so attaining economic empowerment becomes an uphill task on their part.

2.4 Gender, Economic Empowerment Opportunities and Facebook Usage

Poynter Institute of Media Studies (2009), pointed out that, of the total hour of work put up by both men and women, women are said to spend two-thirds of these total hours to work in comparison to men, but earn only 10 percent of the income. These will affect women purchasing power. Acquiring computers and android phones necessary for accessing Facebook and other Social media sites becomes a challenge. These gadgets are costly and beyond the reach of many women. Therefore, lack of financial empowerment will deprive them of all these facilities. However, when women are engaged in economic activities, either in e-commerce on Facebook or in real world, nations reap the benefit, not only in terms of economic growth but are also empowered economically. Arvindbhai (2021) is of the view that when more women are engaged economically, economics grow resulting in women's economic empowerment that boost production, increase diversification of the economic sector, by generating additional income on Facebook and this will make their income to be at par or almost at par with their male counterpart, in addition to other positive development initiatives. For example, increasing female's education attainment add to women participation in the digital economy, as Facebook and other Social Media sites offer them the opportunity to make money by selling goods and services on the platforms and more comprehensive economic growth, that include, education, up skilling and re-skilling over time to help them keep pace with technological changes that are likely to affect jobs and commerce, are essential for female's health and prosperity, as well as opportunities that help generate income and increase their participation in the formal labour market. However, Wekwete (2014) said even though, majority of the women worked in the informal sector, their participation and income received are lower when compared to the men. Wekwete went further to say that, women contribute tremendously to the economy of a nation, but despite their contribution, gender inequality still prevails in many societies. Women especially in the developing countries have limited access to credit facilities, landed properties, agricultural inputs, implements and extension services, and markets for their produce, but with advent of Facebook and other Social media sites this limitation can be reduced or eradicated. Buvinic & O'Donnell (2019) were of the view that “Financial services and training programs are not gender neutral and that specific design features can yield more positive economic outcomes for women by helping them overcome gender-related constraints”. Therefore, empowering women and girls with computers and internet facilities will brings a lot of benefits to the families and the economy of the nation. This will enable them participate in the digital economy where they can advertise, sell products and services on Facebook and other Social media sites. According to Eves & Crawford (2014) “Women's economic empowerment brings a range of benefits, even beyond gender equality gains, for individual women, greatly improving their health, and wellbeing. Productivity of the entire families, and countries, contributing to effective, sustainable development.”

2.5 Gender and Technology Usage

Another area where women can be empowered economically is in area of ICT. With ICT, women can participate in the digital economy, but lack the necessary skills to do so. Golgard (2019), opine that “women do not have the economic opportunity offered by the internet due to general lack of computer proficiency leading to non-participation in the online economic sphere. The barrier can be removed by enhancing women’s computer literacy and ICT and establishing development networking program centers for internet skills training”. Seyi (2021) reported that there is a big gap between women and men when it comes to participation and access to digital economy in many Asian countries, using the following metrics, including skills, entrepreneurship opportunities; access to technology and tech occupations. Men have dominance in these areas compared to women. However, Yakubova (2020) was of the view that, the growth of the technological sphere has led to the emergence of low-skilled jobs. Daily routine work that requires only maintenance of the technological process attracts women who wants a job in the sector without sacrificing family work. Her physical strength is maintained when she worked with this equipment and also earn a salary at the end of the day for her work. As a result of this, horizontal segregation is said to occur, showing inequality of gender in the economy. Yakubova urge further that, “If horizontal segregation is an unequal professional distribution, then vertical segregation brings gender inequality in the management and promotion of women”. Yakubova also revealed that studies showed that women and men with higher education degrees receive equal pay at the initial labor rates. “However, after 5 years, women begin to lag behind in official growth, having the same level of education and qualifications.” Consequently, this put women at a disadvantage.

3.0 Research Methodology

A survey research method was adopted for this study. The instrument used in gathering the data was questionnaire. Survey method is proper for this study because it is faster and seamless to answer. It is fitting for self-assessment or human behavior (Numan, 2013; Mathew et al., 2021). Stratified sampling was deployed in administering the questionnaire. Three research assistants were trained to assist in administering the questionnaires. One Assistant was assigned to administer the questionnaires in each of the wards. The three wards are Mairi, Gomari and Old Maiduguri located in Jere Local Government Area, Borno State, Nigeria. 700 questionnaires were distributed equally among the two genders, and then randomly as only those who are literate were administered with the questionnaire. People were asked if they can read and write before they were given questionnaires to fill. The choice of the three wards in Jere Local Government Area is based on the fact that, the area can boast of a university and a University Teaching Hospital, where medical personnel are trained. Apart from these, the area also has many secondary schools. Jere Local Government Area is one the two local areas that made up the state capital, Maiduguri. In addition to the sitting of the above-named institutions, Jere is a place where most tribes in Nigeria can be found. A total of 679 questionnaires representing 97.00% of the entire questionnaires were completed and returned. The data were analysed and presented in tables.

3.1 Data Presentation and Analysis

In this study, analysis of gender distribution reported that 341(50.18%) of the respondent are males, while the remaining, 338(49.82%) are females. The analysis of educational distribution of the participants indicate that 134(19.74%) of the male respondents said they had 1st degree as their highest educational qualification, while the female 127(18.71%) of respondents said they had 1st degree as their highest educational qualification. Another 124(18.26%) of the male respondents said they had Senior Secondary School Examinations as their highest educational qualification. 115(16.94%) of the female respondents said Senior Secondary School Examinations was their highest educational qualification. 43(6.33%) of the male respondents said diploma was their highest educational qualification and 51(7.51%) of the female respondents said diploma was their highest educational qualification. 40(5.89%) of the male respondents said master’s degree was their highest educational qualification. 32(4.71%) of the female respondents said master’s degree was their highest educational qualification. 13(1.91%) of the female respondents said postgraduate diploma was their highest educational qualification.

3.1.1 Research Question 1: What is the Frequency of Facebook Usage by Gender?

3.1.2 Research Question 2: What is the Purpose of Facebook Usage by Gender?

In this study, analysis of responses showed that 169(24.89%) of the male respondents said that they used Facebook daily, while 234(34.46%) of the female respondents said they used Facebook daily. 86(12.67%) of the male respondents said they used Facebook twice a week. Another 87(12.81%) of the female respondents said they used Facebook twice a week. 52(7.66%) of the male respondents said they used Facebook once a week, while 17(2.50%) of the female respondents said they used Facebook once a week. 34(5.01%) of the male respondents said they used Facebook fortnightly.

In this study, analysis of the responses showed that 152(22.39%) of the male respondents said the purpose of using Facebook was for communicating with friends only. 148(21.80%) of the female respondents said the purpose of using Facebook was for communicating with friends only. 138(20.32%) of the male respondents said the purpose of using Facebook were communicating with friends, family members and for business. 143(21.06%) of the female respondents said the purpose of using Facebook was for communicating with friends, family members and for business. 37(13.26%) of the male respondents said the purpose of using Facebook was for communicating with friends, family members and for making new friends. 17(2.50%) of the female respondents said the purpose of using Facebook was for communicating with friends, family members and for making new friends. 9(1.33%) of the male respondents said the purpose of using Facebook was for communicating with family members only. 18(2.65%) of the female respondents said the purpose of using Facebook was for communicating with family members only. 5(0.73%) of the male respondents said the purpose of using Facebook was for communicating with friends and flirting with the opposite sex. 12(1.77%) of the female respondents said the purpose of using Facebook was for communicating with friends and flirting with the opposite sex.

3.1.3 Research Question 3: What is the Level of Satisfaction with Facebook Usage by Gender?

In this study, analysis of respondents responses showed that 139(20.47%) of the male respondents said they were very satisfied with Facebook, while 129(19.00%) of the female respondents said they were very satisfied with Facebook. 107(15.76%) of the male respondents said they were satisfied with Facebook, and 98(14.43%) of the female respondents said they were satisfied with Facebook. 65(9.57%) of the male respondents said they were dissatisfied with Facebook, 53(7.81%) of the female respondents said they were dissatisfied with Facebook. 30(4.42%) of the male respondents said they were very dissatisfied with Facebook, another 58(8.54%) of the respondents said they were dissatisfied with Facebook.

3.1.4 Research Question 4: What are the Factors Responsible for Lack of Facebook Usage?

In this study, authors reported that 235(34.61%) of the respondents said lack of privacy was a factor responsible for lack of Facebook usage. In addition, 136(20.03%) of the respondents said that high cost of data was a factor responsible for lack of Facebook usage. Another 145(21.35%) of the respondents said that lack of electricity was a factor responsible for Facebook usage. 124(18.26%) of the respondents said that slow internet speed was a factor responsible for lack of Facebook. 27(3.98%) of the respondents said high cost of computer/android was a factor responsible for lack of Facebook usage, while 12(1.77%) of the respondents said that all of the above factors were responsible for lack of Facebook usage.

4.0 Findings of the Study

Large number 169(24.89%) of the female respondents said they used Facebook daily and another 134(34.46%) of the male respondents said they used Facebook daily. Only the males 34(5.01%) respondents said they used Facebook fortnightly. In addition, 148(21.80%) of the female respondents said the purpose of using Facebook was to communicate with friends. Also, 152(22.39%) of the male respondents said the purpose of using Facebook was to communicate with friends. While 138(20.32%) of the male gender said the utilized Facebook for communicating with friends, family members and for business. A total of 143(21.06%) of the female gender said the use Facebook for communicating with friends, family members and for business. 18(2.65%) of

the female respondents said the purpose of using Facebook was to communicate with family members only and another 9(1.33%) of the male respondents said the purpose of using Facebook was to communicate with friends and to flirt with the opposite sex. 139(20.74%) of the male respondents said they were very satisfied with Facebook usage and 129(19.00%) of the female respondents said they were very satisfied with Facebook usage. 65(9.57%) of the female respondents said they were dissatisfied with Facebook usage and 53(7.81%) of the male respondents said they were very dissatisfied with Facebook usage. 235(34.61%) of the respondents said lack of privacy was responsible for lack of Facebook usage and the least 12(1.77%) of the respondents said lack of privacy, lack of electricity, slow internet speed, high cost of data, high cost of computer/android phones were factors responsible for low Facebook usage.

5.0 Discussions of Findings

The study is on gender factor in the utilisation of Facebook in Nigeria. Majority of those who used Facebook daily are female. According to the findings 34.46% of the female respondents said they used Facebook daily compared to 24.98% of the male respondents who said they used Facebook daily. This shows that females use Facebook more than their male counterparts. The reason for this, is because female gender value relationship more than the male gender. For example, 21.06% of the female respondent said they use Facebook to communicate with friends, family members and business compared to 20.32% of the male respondents who said they used Facebook for the same purpose. This agrees with Shepherd, (2016); Muscanell & Guadagno, (2012), Haq & Chand, (2012); Marino et al. (2018); Chand et al. (2015) & Thompson & Loughheed, (2012), which say women use Facebook more than men for the maintenance of relationships. This finding however, disagrees with Horzum, (2016) which says that male gender has higher Facebook usage. 21.80% of the female respondents said the purpose of using Facebook was to communicate with friends, while 22.39% of the male respondents said the purpose of using Facebook was to communicate with friends. This shows that both male and female considered Facebook as a platform for communicating with friends above any other purpose. This also agrees with Mathew, Ogedebe & Ogedebe, (2016), which say that communicating with friends is the number one purpose for using Facebook. The male respondents are more satisfied with Facebook than the female respondents. For example, 20.47% of the male respondents said they were satisfied with Facebook when compared to 19.00% of female respondents. However, the number of female respondents 8.54% who were very dissatisfied with Facebook is more than the male respondents 4.42% who were very dissatisfied with Facebook. Majority 34.61% of the respondents said lack of privacy was a factor responsible for lack of Facebook usage. This agrees with Jones & Soltren, 2005 and Debatin & et al, 2009, which say that Facebook has serious privacy flaws.

6.0 Conclusion and Recommendation of the Study

Facebook like any social networking site is a platform where people of different age and gender meet to socialise and interact with one another. The purpose of using Facebook among the two genders is communication, business, learning and information sharing. Electricity, slow internet speed, high cost of data and high cost of android phones and computers affect the use of Facebook by the two genders. However, the two genders differ on the frequency of Facebook usage. The female gender utilised Facebook more than their male counterpart, even though they are less educated and have less purchasing power when compared to the male gender. One of the problems faced by Facebook users is lack of privacy. problem which is of greater concern to many Facebook users. Facebook can be a better social networking platform if the issue of lack of privacy is addressed. An independent agency should be set up by the National Assembly to regulate Social Media platforms, to take care of the privacy concern, without infringing on the rights of the citizen. Girls and women education should be encouraged by all tiers of government, by enacting laws banning traditional practices that hinder girls and women from attaining education heights like their male counterpart. The network providers should reduce the cost of data, this way many more people, especially the female gender who are at a disadvantage economically will be able to afford them. The government should do the needful by stopping the downward slide of the Naira to the Dollar. The value of the Naira should be strengthened. This will shore up the Naira and this will also help many Nigerians to acquire android phones and computers, which is presently out of the reach of many. The National Assembly recently passed a bill allowing states and individuals to generate their electricity. This is a welcome development. However, a bill should also be passed

that will allow Federal Government to buy excess electricity generated by states and individuals, and redistributed same to places that need it. This way our electricity requirement as a nation would be met.

7.0 References of the Study

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