

APPLICATION OF SOCIAL MEDIA PLATFORMS ON ORGANIZATION OF SCHOOL SPORTS PROGRAMMES AMONG SECONDARY SCHOOLS IN KWARA STATE, NIGERIA

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ABSTRACT

The study investigated, the application of social media platform on organization of school sports programme among secondary schools in kwara state, Nigeria. Descriptive research design of survey type was employed for this study. The population for this study comprises of all sports officers in the study area. A purposive sampling technique was used to select 100 respondents for the study. A researcher structured questionnaire was used to gathered dat for the study. The instrument was validated by experts in the Department of Human Kinetics Education, University of Ilorin. The reliability level of the instrument was established through test re-test method using Pearson Product Moment Correlation (PPMC). A coefficient of 0.65r was obtained. The Administration of the instrument was done by the researchers and four trained research assistant to the respondents. The data collected were analyses using inferential statistics of chi-square (χ^2) to test the formulated hypotheses set for the study at 0.05 alpha level. The result of the findings revealed that facebook have significant influence on the organization of school sports programme among sports officers, whatsapp usage have significant influence on the organization of school sports programmes among sports officers in secondary schools in kwara state. Based on the findings, the study concluded that sports officers in schools are to trained on the effective usage of social media platform such as facebook, whatsapp usage to disseminate information on the organization of school sports programme among the sports officers. Sports officers are to raised up to the task of using twitter to communicate with others colleagues especially on the area of organizing school sports programmes in schools.

Keywords: Application of Social Media Platform, School Sports Programmes, Usage of Twitter.

INTRODUCTION

The emergence of technology and globalization has ensured a positive trend of change in the ways activities are conducted across sectors. This development also include changes in education as social media emergence has ensured the achievement of effectiveness in the school settings. Thus, the importance of social media cannot be over emphasized. Social media are online tools operating via the broader Internet, acknowledging that social media need not be Web-based. The Internet refers to the interconnected computer networks across the globe, and refers predominantly to the system infrastructure to communicate through audiovisual hyperlinks and accessed through a browser. Increasingly developers are moving away from browser-based Web tools to include stand-alone applications that do not require the Web to function (Abdulraheem, Olaoye&Aina 2021).

Social media are increasingly present in people's daily lives and are an element that accompanies us, both in the professional and private spheres (Chugh&Ruhi, 2018), through the wide range of technologies and devices (e.g., tablets, smartphones, laptops, and smartwatches), which enable and facilitate access to their use (Al-Baharani, Patel, & Sheridan, 2015; Ansari & Khan, 2020). Therefore, this increased presence of social media constitutes a real revolution that is changing the way humans behave, interact, communicate, and collaborate (Ahmed, Ahmad, Ahmad, & Zakaria, 2019; Lopez-Carril, Villamon, & Ano, 2019).

The spreading of social media and its extent of integration within human life leads to the growing presence of social media in the educational environment, which offers both opportunities and challenges for the entire school community Montrieux, & (Adams, Raes, Schellens, 2018; Krutka, Manca, Galvin, Greenhow, Koehler, & Askari, 2020). However, in the area of sport education, social media studies are still limited (Luguetti, Goodyear, & Andre, 2019). Within the secondary school context, the arrival of the social media has transformed the way in which students, teachers, and university institutions interact (Scott&Stanway, 2015).

There are several types of social media platforms that can be used for different purposes, such as the organizing of inter-house sports. These social media platforms include Facebook, Twitter, Whatsapp, Linkedin and so on. The application and utilization of these media platforms is expected to increase awareness about the organization of school sports and other benefits. Indeed, secondary schools have embraced the adoption of these digital tools such as social media

(Lacka& Wong, 2019). Regarding the benefits of introducing social media in the classroom, Greenhow and Chapman (2020) have outline three potential uses of social media in the classroom, to be encouraging active learning, community building, and civic participation. Juhary (2016) has state that current teachers should not teach students the way that they were taught; instead, they should adapt the changing way of learning that digital natives demand to better match their interests.

Competition is “A contest in which two or more people are engaged where typically only one or a few participants will win and others will not Webster” (Shindler, 2009). In the world, competition is viewed negatively due to high stakes reward and recognition where everyone wants to be a winner. It obstructs the concept of personal advancement, improving individual skills and academic performance (Mazza, 2018). There are a number of school inter-house competitions like sport, quiz, debate, dance, chorography etc. which has the tendency to make or mark the performance of primary school pupils.

School sport programmes participation is beneficial that help to improves students academic achievement, motivation, improves stuents’ grades, keeps them in school, raises their educational aspirations, increase students’ overall interest and commitment to schooling as well as their engagement in more student-teacher contact, more positive attitudes about schooling, and more parent school contact (Din, 2006).

Powers (2011) was of the view that children and adolescents who pursue sports activities have been shown to exhibit more active brain function, better concentration levels and classroom behavior and higher self-esteem than their less-active counterparts. Understandably, all of these factors seem to support better academic performance. Students’ can experience competition at a very young age, which can play in how they develop. Social media plays a significant role in the organization of inter-house sports within an organization. According to Nnamdi (2017), social media platforms enable organizers to reach a larger audience and promote inter-house sports events effectively. By sharing updates, event details, and registration information, social media can attract more participants and generate excitement among the organization’s members. It allow for broader engagement and encourages active participation.

Facebook platform provide medium for meeting new people and reaching far friends, even when there is only little information about them is available. Assam (2021) provided that

there exist a significant relationship between facebook usage and students awareness. The study of Ilkay (2017) also revealed that there exist a significant relationship between Twitter, Eskimi and other social platforms usage and level of awareness.

Social media platforms provide a convenient and accessible way to communicate with participants, coaches, and team members. Organizers can use social media channels to share important announcements, updates, and changes in schedules or rules. This ensures that everyone involved is well-informed and connected throughout the event (Jensen, 2019). Social media platforms help foster a sense of community among the participants, teams and supporters. Through dedicated event pages or groups, individuals can interact, share experiences, and offer encouragement to each other. This sense of belonging promotes team spirit, healthy competition, and overall engagement with the inter-house sports activities. In line with aforementioned the present study is of the interest of investigating the utilisation of social media and organization of inter-house athletic sports among PE teachers in Kwara State, Nigeria.

Statement of the Problem

Social media has significantly changed the way teaching and learning is taking place in secondary schools, as well as sports participation and engagement by students through platforms such as Facebook and WhastsApp. Thus, social media becomes more integral to the achievement of the school objectives in Kwara State, Nigeria. Consequently, there is no doubt that the ability of students to effectively harness the diverse potentials of social media could have a direct bearing on their performance. However, the researcher observed that the vast potentials of social media are not fully leveraged by secondary schools for inter-house sports purposes within and outside the school premises.

Thus, in order to shed more light on the relationship between social media and organization of sports performance in Kwara State, Nigeria, Oye (2012) investigated students' perception of social networking sites' on academic performance. In another study, Adegoke and Harerimana (2017) investigated the use of social media for instruction among pre-service teachers in Nigeria and Rwanda. However, none of these studies focused specifically on application of social media and organization of inter house athletic sports among PE teachers in Kwara State, Nigeria. Thus, in view of the identified gap in literature gap in literature, the interest of the study will seek to close the gap.

Objectives of the Study

The objectives of this study are to:

1. Examine Facebook usage on the influence on the organization of school sports programmes among sport officers in secondary schools.
2. Ascertain the whatsapp usage on the influence on the organization of school sports programmes among sport officers in secondary schools.
3. Evaluate the influence of facebook usage on the influence on the organization of school sports programmes among sport officers in secondary schools.

Research Questions

This study will provide answers to the following questions.

1. Will facebook usage have significant influence on organization of sports among sports officers in kwara state?
2. Will whatsapp usage have significant influence on organization of sports among sports officers in kwara state?
3. Will twitter usage have significant influence on organization of sports among sports officers in kwara state?.

Hypotheses

The following hypotheses were formulated for this study:

1. Facebook usage will not have significant influence on organization of school sports programmes among sports officers in kwara state.
2. Whatsapp usage will not have significant influence on organization of school sports programmes among sports officers in kwara state.
3. Twitter usage will not have significant influence on organization of school sports programmes among sports officers in kwara state.

Methodology

This study will be limited to University of Ilorin. The research design study will be descriptive survey research. The population for this study will consist of PE teachers in Ilorin

West LGA. Random sampling technique was adopted to select the respondents to constitute the sample of the population. The research instrument will be a structured researcher designed questionnaire tagged “Application of Social Media platform on the Organisation of School Sport Programmes” was used to get the desired information from target population”. The instrument was validated by the expert in the department of Human Kinetics Education, University of Ilorin. The reliability level of the instrument was established through test re-test method using Pearson Product Moment Correlation (PPMC). A co-efficient of 0.65r was obtained. The instrument was administered by the researchers and four trained research assistants. The method of data analysis used was influential statistics of chi-square at 0.05 level of significance.

Results

Ho1: Facebook usage will not have significant influence on organization of school sports programmes among sports officer in secondary schools in kwara state.

Table 2: Revealing chi –square (x2) analysis of influence of facebook usage on the organization of school sports programmes among sports officers in kwara state.

S/N	ITEMS	SA	A	D	SD	ROW TOTAL	Df	CAL. VALUE	TABLE VALUE	REMARK
1.	Facebook permit the reaching of more audience and this enhance the organisation of inter-house sports	32 (32.0%)	46 (46.0%)	11 (11.0%)	11 (11.0%)	100	12	119.142	21.03	Ho Rejected
2.	Facebook usage create more publicity and this enhance the organization of inter-house sports	27 (27.0%)	33 (33.0%)	29 (29.0%)	11 (11.0%)	100				
3.	Organizers can easily approach old and new friends on the facebook platform and enhance the organization of inter-house sports	30 (30.0%)	38 (38.0%)	21 (21.0%)	11 (11.0%)	100				
4.	Facebook usage limits negative image on the inter-house sports	17 (17.0%)	44 (44.0%)	29 (29.0%)	10 (10.0%)	100				
5.	Facebook usage enhances the attention paid for inter-house sports.	28 (28.0%)	40 (40.0%)	24 (24.0%)	8 (8.0%)	100				
Column Total		134	201	114	51	500				

P< 0.05 alpha level

The findings from the analysis in the table 2 indicated that calculated Chi-square value of 119.142 and the table value of 21.03 with the degree of freedom of 12 at 0.05 alpha level. Since the calculated value is greater than the table value, the null hypothesis that stated that facebook usage will not have significant influence on organization of school sports programmes among sports officers in schools was hereby rejected. This implies that Facebook usage have significant influence on organization of school sports programme sports offices in secondary school.

Ho2: Whatsapp usage will not have significant influence on organization of school sports among sports officer in secondary schools in kwara state.

Table 3: Chi-square analysis showing the influence of Whatsapp usage on the organization of school programmes among sports officers in secondary schools kwara state.

S/N	ITEMS	SA	A	D	SD	ROW TOTAL	Df	CAL. VALUE	TABLE VALUE	REMARK
1.	Utilizing whatsapp media enhances social media usage	16 (16.0%)	19 (19.0%)	22 (22.0%)	43 (43.0%)	100	12	311.213	21.03	Ho Rejected
2.	Whatsapp platforms ensure the distribution of images that enhance the organization of inter-house sports	47 (47.0%)	33 (33.0%)	15 (15.0%)	5 (5.0%)	100				
3.	Whatsapp platform ensure users update the public on the organization of interhouse sports	29 (29.0%)	28 (28.0)	29 (29.0%)	14 (14.0%)	100				
4.	Whatsapp usage ensures that resources are made available for the organization of inter-house sports	14 (14.0%)	34 (34.0%)	38 (38.0%)	14 (14.0%)	100				
5.	Whatsap usage has ensure the distribution of the graphics	6 (6.0%)	31 (31.0%)	48 (48.0%)	15 (15.0%)	100				
Column Total		112	145	152	91	500				

P<0.05 alpha level

The findings from the analysis in the table 3 indicated that calculated Chi-square value of 311.213 and the table value of 21.03 with the degree of freedom of 12 at 0.05 alpha level. Since the calculated value is greater than the table value, the null hypothesis. This means that Whatsapp usage have significant influence on school sports programmes among sports officers in secondary schools in kwara state.

Ho3: Twitter usage will have significant influence on organization of school sports among sports officers in secondary schools in kwara state, Nigeria.

Table 4: Showing Chi-square analysis of influence of school programmes among sports officers in secondary schools in kwara state.

S/N	ITEMS	SA	A	D	SD	ROW TOTAL	Df	CAL. VALUE	TABLE VALUE	REMARK
1.	Sending tweets about the emergence of a sporting event enhances sports.	11 (11.0%)	38 (38.0%)	48 (48.0%)	3 (3.0%)	100	12	100.111	21.03	Ho Rejected
2.	Sending tweets enhances the level of awareness	11 (11.0%)	11 (11.0%)	29 (29.0%)	49 (49.0%)	100				
3.	Sending tweets ensure that the stated goals and objectives are duly achieved	18 (18.0%)	15 (15.0%)	14 (14.0%)	53 (53.0%)	100				
4.	Twitter usage helps provide up-to-date information on the facilities needed for effective organization of inter-house sports.	15 (15.0%)	17 (17.0%)	45 (45.0%)	23 (23.0%)	100				
5.	Twitter usage ensures the hiring of professionals for officiating during the inter-house sports.	34 (34.0)	31 (31.0%)	48 (48.0%)	15 (15.0%)	100				
Column Total		89	97	173	141	500				

P<0.05 alpha level

The findings from the analysis in the table 4 indicated that calculated Chi-Square value of 100.111 and the table value of 21.03 with the degree of freedom of 12 at 0.05 alpha level. Since the calculated value is greater than the table value, the null hypothesis that state that twitter usage will not have significant influence on organization of sports programmes among sports officers in secondary schools in kwara state was hereby rejected.

Discussion of findings

Hypothesis one has provided evidence that using Facebook can be beneficial for organizing school sports programmes among sports officers in the study area, Nigeria. This findings align with the assertion made by Abbah&Ogwo (2021). According to their guidance, integrating Facebook into the planning and execution of inter-house sports events, with the guidance of Physical Education teachers within educational institutions, presents several potential advantages. These include improving communication, enhancing event promotion, simplifying registration process facilitating fundraising, enabling live streaming, easing feedback collection, fostering networking, and promoting community building. Despite the existence of challenges the strategic utilization of Facebook is considered a valuable tool for optimizing the organization of these sports events and ultimately create a positive impact on the educational community, as highlighted by Achen (2017).

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Twitter can plan a substantial role in shaping the organization of inter-house sports events within educational institutions (Swain, 2006). It does so by enabling timely updates, efficient event

promotion, fostering connections, gathering feedback, sharing media, creating trends, building communities, and appealing to potential sponsors (Blingahm& Conner, 2010).

Conclusion

Based on the findings of this study, the following conclusions were drawn:

1. Facebook usage aids the effective organization of school sports programmes among sport officers in secondary schools.
2. Whatsapp usage have significant influence on organization of school sports programmes among sport officers in secondary schools.
3. Twitter usage have significant influence on organization of school sports programmes among sport officers in secondary schools.

Recommendations

Based on the findings, the following recommendation were made;

- (1) Sports officers are encouraged to adopt the use of facebook to disseminate informations in order to enhance effective organization of school sports programmes in schools.
- (2) Whatsapp usage needs to introduced to disseminate information among the sports officer so as to effectively organized annual school sports programmes in secondary schools.
- (3) Sports officers should be task on the needs to always disseminate information on sporting activities would be organized among secondary schools.

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