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EFFECTS OF SOCIAL MEDIA USAGE ON RURAL YOUTH FARMERS' LIVELIHOOD IN OYO STATE, NIGERIA

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ABSTRACT

The world is fast arising in becoming a global village with the use of social media thereby making a non-user or one who uses it less as an indirect outcast. Social media usage allows for a better way of doing things, increased knowledge, attitude and skills thereby bringing about a sustainable livelihood. In-spite of all the advantages of social media usage, its actual use in rural areas of developing countries is still low due to economic conditions and infrastructure availability. Thus, the study examined the effects of social media usage on rural youth farmers' livelihood in Oyo state, Nigeria.

A multistage sampling procedure was used to select 150 respondents for this study. Data were collected using a structured questionnire. Descriptive statistics such as frequency counts, percentages and Weighted Mean Score (WMS) were used to describe the socio economic characteristics of the respondents, the livelihoods of the respondents, the types of social media used for livelihood activities, the frequency of various social media usage, the livelihood related information accessed through social media and the constraints associated with the use of social media. Pearson Product Moment Correlation (PPMC) and Chi-square analysis were used to test the study hypotheses. The PPMC results revealed positive significant relationships between the selected socio-economic characteristics of the rural youth farmers such as age ($r = 0.16$, $p = 0.050$), years spent in school ($r = 0.232$, $p = 0.004$), household -size ($r = 0.338$, $p = 0.000$), farm size ($r = 0.168$, $p = 0.039$) and years of residency ($r = 0.367$, $p = 0.000$) and the effect of social media usage on their livelihood. Also, Chi square results revealed that a significant relationship exists between the frequency of social media usage ($\chi^2 = 164.553$; $p = 0.000$) and the effect of social media usage on livelihood. In conclusion, the study revealed that the rural youth farmers utilize Facebook mostly followed by Whatsapp while Zoom ranked the least. High cost of procurement of gadgets is the major challenge the rural youth farmers encountered therefore, the study recommends that Government agencies, Agricultural institutions and private organizations should collaborate to provide subsidized smartphones and internet-enabled device for youth farmers. Also, flexible payment plans, discounts, or loan schemes for purchasing gadgets should be introduced so as to ease the procurement of gadgets.

Keywords: Social media, Rural youth farmers, Livelihood.

INTRODUCTION

Social media such as Facebook, Twitter, Tiktok, Instagram, Whatsapp, Instant messaging app and more have created new ways to socialize and interact (Akashraj and Pushpa, 2014). Users of these sites are able to add a wide variety of information to pages, to pursue common interests and to connect with others. It is also possible to find existing acquaintances, to allow communication among existing groups of people. With social media, communication and interpersonal relationship is made easy among individuals who support themselves in their professions, learn more about their career, learn new courses and get familiar with innovations and also share their views with others.

In general, social media is described as any interactive medium or application which enables people to communicate digitally and could be differentiated from conventional media (e.g., television) by the way users both access and produce content (Siebert, 2019). Social media is beneficial in this age because of many positive information that could be harnessed to bring profit to the users when applied to the totality of their lives and means of survival.

However, like a coin, social media is double sided, it has a beneficial and negative effect on young people. It encourages youth to succeed and can pull them down but youngsters needs to be smart and alert. Social media can promote deceptive posts, messaging, photographs that give rise to conflicts among people. Such posts are deteriorating the affiliations and relations

between nations. This impacts young people mental and physical health and may also leads to depression and self-harm (Marchant *et al.* 2017.). Because there is a lack of confidentiality and security on social media, it is possible that a third party would misuse sensitive information. The more extensive usage of social media is correlated with numerous mental health issues which include anxiety of self-image, eating disorders and other problems. Increased occurrence of certain mental health conditions, such as depression and suicide have risen dramatically amongst adolescents in recent years, with suicide rates in youth aged 18-24 rising by 56% between 2007 and 2017 (Rostam, 2020).

According to the United Nations, Youth is the best understand as a period of transition from the dependence of childhood to adulthood's independence and awareness of our interdependence as members of a community (UNESCO, 2016). Youth is a more fluid category than a fixed age-group. The Commonwealth defines youths as people aged 15-29 years (The Commonwealth, 2016). The African Youth Charter defines youth as any individual between 15-35 years of age (African Union, 2006).

In Nigeria, prior to the emergence of National Youth Policy (NYP) 2019, The Nigeria national youth policy (2014) defines youth as between 18-35 years. However, the 2019 National Youth Policy has changed the above classification. By the new policy, a youth in Nigeria is a person between 18-29 years. This explains why NYSC is limited to graduates under the age of 30 years. For this study, the age range for those to be considered as youth is between ages 25-40 years.

In the dynamic world of agriculture, the emergence of a new generation of youth farmers is reshaping the landscape. Youth being the torchbearers of tradition and innovation, play a crucial role in driving the sector toward a sustainable and prosperous future. Youth farmers represent a bridge between generations, integrating time-honored wisdom with cutting-edge technologies. As global population growth continues to strain food systems, the input of young minds becomes pivotal in ensuring that agriculture meets the demands of tomorrow. The Food and Agriculture Organization of the United Nations (FAO) emphasizes that engaging youth in agriculture is not only vital for food security but also for economic development and sustainable rural livelihoods (FAO, 2019). The International Food Policy Research Institute (IFPRI) underscores the need for educational programs that equip youth with both theoretical and practical insights into sustainable agricultural practices (IFRPI, 2019). Technological innovation has emerged as a game-changer in agriculture and young individuals are at the forefront of adopting and developing these technologies.

Exposure of youths to modern technologies that give them access to information from around the world is changing the perceived needs of young people, and this must be recognized especially by leaders, thus harnessing the opportunities and challenges thereof (Naamwintome and Bagson, 2013). The evolution of internet-based communication tools known collectively as "social media" has provided a visible solution to this challenge. Social media is a contemporary channel of digital communication that is composed of various evolving tools for discussion, interaction and sharing of information among people (Aliyu and Afrad, 2017). The main purpose of social media is sharing information, creating awareness and opportunities in agriculture. Social media can effectively empower the youths with information in agriculture and education that are capable of spurring them into agricultural or agro-based activities (Fabinu, 2014). Social media can be used to help better agriculture's image across a broad audience and allow for sharing of information and experiences between young people and young farmers (Young Professionals' Platform for Agricultural Research for Development(YPARD, 2017). Using social media for youth engagement can help organizations reach young people where they can be found online through search engines, communicate with young people in familiar settings and make ideas and opportunities accessible to other youth (Guanah *et al.*, 2017). This will enhance the introduction of modern extension and agricultural technologies and will increase extension coverage. The use of social media provides reliable markets and modern production information on existing livestock and crops thereby providing better access to profitable markets (Irungu *et al.*, 2015).

Livelihood comprises the capabilities, assets (including both material and social resources) and activities required for means of living (Morse and McNamara, 2013). A livelihood is sustainable when it can cope with and recover from stress, shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base. Social media play significant role in contributing to the livelihood of people by creating more awareness, granting easy access to information, leading to increased productivity and income and greater exposure to innovations.

According to Morse and McNamara, the intention of livelihood approaches were to shift the objectives of interveners from top-down to bottom-up, from centralized standardization to

local diversity, and from a blueprint to a learning process. It emphasizes a political, historical, and participatory-based approach to understanding the multi-faceted social, institutional, and ecological contexts that linked livelihood assets and capabilities (Morse and McNamara, 2013). The view point of livelihood is well-aligned with a political and ecological theorization because it understands the distribution of power and resources in societies as vital to the conditions and performance of a livelihood.

The increased use of social media (SM) among youths for discussion, interaction, and sharing of information allows for a better way of doing things, increased knowledge, attitude and skills thereby bringing about a sustainable livelihood. In-spite of all the advantages, its actual use in rural areas of developing countries is still low due to economic conditions and infrastructure availability as observed by Sarafat, 2023.

The proliferation of social media among youth farmers in Nigeria has raised concerns regarding its potential effects on their livelihood. Despite the widespread adoption of social media, there is limited research exploring how its usage specifically affects youth farmers' economic activities, resource access, market engagement and overall livelihood sustainability in Nigeria. Thus, there is need to investigate the effects of social media usage on rural youth farmers' livelihood to better understand the opportunities and challenges they face in leveraging these digital platforms for agricultural development.

Research Questions

i. What are the socio economic characteristics of the rural youth farmers in the study area?
ii. What are the livelihood of the respondents?
iii. What are the types of social media used for livelihood among the rural youth farmers?
iv. What is the frequency of usage of various social media among the respondents?
v. What are the livelihood related information accessed through the social media used by the respondents?
vi. What are the constraints associated with social media usage by the rural youth farmers?

Objectives of the study

The main objective of the study is to examine the effects of social media usage on rural youth farmers' livelihood in Oyo state.

The specific objectives are to;

i. describe the socio economic characteristics of the rural youth farmers in the study area.
ii. examine the livelihood of the respondents in the study area.
iii. identify the types of social media used for livelihood activities of the rural youth farmers.
iv. examine the frequency of usage of various social media among the rural youth farmers.
v. investigate the livelihood related information accessed through the social media used by the respondents.
vi. examine the constraints associated with social media usage by the rural youth farmers.

Hypotheses of the study

$H_0$1: There is no significant relationship between the selected socio-economic characteristics of youth farmers and the effects of social media usage on rural youth farmers' livelihood.

$H_0$2: There is no significant relationship between the frequency of social media usage and the effects of social media usage on rural youth farmers' livelihood.

METHODOLOGY

The study was carried out in Oyo State of Nigeria. Oyo State is located in the Southwest geopolitical zone of Nigeria. Oyo State is one of the three states carved out of the former Western State of Nigeria in 1976. Oyo State consists of 33 Local Government Areas (LGAs) and 29 Local Council Development Areas. The State covers a total of 28,454 square kilometers of land mass and it is bounded in the South by Ogun State, in the North by Kwara State, in the West it is partly bounded by Ogun State and partly by the Republic of Benin, while in the East by Osun State (Wikipedia, 2020).

A multistage sampling procedure was used for the selection of respondents for this study. Firstly, 50% zones were selected from the four (4) ADP zones present in Oyo state which are; Ibadan/Ibarapa, Oyo, Ogbomoso and Saki agricultural zones.Thus, Ogbomoso and Oyo agricultural zones was selected for this study. Secondly, 40% blocks were randomly selected from each zones namely, Oriire and Surulere in Ogbomoso zone, Afijio and Iseyin in Oyo zone. The third stage involved the use of snowball technique for the formation of a sample frame and the last stage involved the random selection of 50% farmers from the rural youth farmers in each blocks whereby 44 youth farmers were selected from Oriire, 38 youth farmers from

Surulere, 40 youth farmers from Afijio and 28 youth farmers from Iseyin. Hence, a total number of 150 rural youth farmers were selected for this study. Primary data was collected using a well-structured questionnaire. Data was analyzed using descriptive tools such as frequency counts, percentage, mean, standard deviation and Weighted Mean Score (WMS) and inferential statistics such as Pearson Product Moment Correlation (PPMC) were used to test the hypotheses

Selection of 50% zones from Oyo state	Random selection of 40% blocks from each zones	Total number of rural youth farmers per block using snowball technique	Random selection of 50% rural youth farmers per block
Ogbomoso Agricultural Zone	Oriire	88	44
	Surulere	76	38
Oyo Agricultural Zone	Afijio	80	40
	Iseyin	56	28
Grand total		300	150

Field Survey, 2024

RESULTS AND DISCUSSION

Socio-economic characteristics of the respondents

Age of the Respondents

The result in Table 1 found that that 43.9% of the respondents were within the ages of 37-40 years, 31.3% were within 33-36 years, 16.7% were within 29-32 years and 8% of youth farmers were within the age range of 25-28 years. The mean X age of the respondents was 35years, implying their capability to actively engage in production and contribute positively to agricultural output in the study area as they advance in age. This findings attests to the findings of Obisesan (2013) who found out that young people are agile, active and more innovative than the older ones and possesses more energy to dissipate on productive efforts. Aromolaran *et al.* (2019) also found out that rural households' heads are mostly youths and energetic, and as the head of the household they tend to actively provide the need of the household; this could only be achieved by a sustainable livelihood. However, Food and Agriculture Organization of the United Nations' research (2019) also emphasizes that engaging youth in agriculture is not only vital for food security but also for economic development and sustainable rural livelihoods.

Sex of the Respondents

Table 1 revealed that majority (59.3%) of the respondents were male while 40.7% were female. This implies that both male and female farmers were involved in livelihood with the males having a higher dominance being the head of the home. This gender disparity may be attributed to the physically demanding nature of farming activities which might pose challenges for female participation. This study agrees with Mudege et al. (2017), who in a related study reported male dominance in farming related livelihood and Anifowose *et al*. (2022) who also found that the majority of farmers are male. Ajala *et al*. (2013) also reported a predominance of male farmers, attributing it to the physical exertion required in farming.

Marital Status of the Respondents

The result in Table 1 also revealed that majority (75.3%) of the respondents were married, 17.3% were single, 3.3% were divorced, 2.7% separated and 1.3% were widowed. These findings indicate that a significant portion of the respondents have a family, which could potentially contribute to increased responsibility demand thus fostering a serious effort on their livelihood. Also, it could enhance production levels, particularly through the provision of unpaid labour from household members. This finding aligns with the findings of Akintonde. (2021) that being married as a status suggests a high degree of level of responsibility and a great capability for sound rational decisions. Also, with members of household to cater for, the respondents could be geared to go extra in their livelihood as opined by Abdulrahman *et al.* (2016) and Ajayi *et al.* (2016) that married respondents with additional member of household members to cater for could be encouraged and incentivized to adopt agricultural technologies and innovation.

Educational Level

The result indicated that 47.3% of the respondents completed secondary education, 35.3% completed tertiary education, 13.3% completed primary school education while 4% had no formal education. These findings suggest that majority of the respondents are educated, indicating that education may play a significant role in influencing the use of social media on the livelihood of the respondents. This aligns with the assertion by Mugisha and Alobo (2012) that education enhances individuals' ability to understand and apply information. Similarly, the findings are consistent with those of Ayoade *et al*. (2013), who reported that a majority of farmers in their study had formal education.

Number of Years Spent in School

The result indicated that majority (61.3%) spent between 12-16 years in school, 18.7% spent over 17 years in school, 16% spent 6-9 years in school while 4% have no formal education. The mean years spent in school was 12.33years. These results implies that almost all the respondents

were literate, although with different years of education. Literacy fosters better skills for the utilization of social media as also established by (Sani, 2017). Thus, enhancing their livelihood. This finding is also consistent with Adisa's (2013) study, who reported that the majority of farmers were educated, with an average of ten years of education, suggesting that they had completed primary education.

Table 1: Distribution of Respondents by Socio-economic Characteristics n=150

Socio-economic characteristics	Frequency (percentage)	Mean
Age(years)		
≤28	12(8.0)	
29-32	25(16.7)	35
33-36	47(31.3)	
37-40	66(43.9)	
Sex		
Male	89(59.3)	
Female	61(40.7)	
Marital status		
Single	26(17.3)	
Married	113(75.3)	
Divorced	5(3.3)	
Separated	4(2.7)	
Widowed	2(1.3)	
Educational Level		
No Formal Education	6(4.0)	
Primary	20(13.3)	
Secondary	71(47.3)	
Tertiary	53(35.3)	
Years spent in school		
≤9	30(20.0)	12
12-16	92(61.3)	
Above 17	28(18.7)	

Figures in parentheses are percentages
Source: Field survey, 2024

Distribution of the Respondents by their Livelihood

Table 2 revealed that majority (92.7%) of the respondents in the study area were involved in arable crop production, 65.3% are involved in cash crop production while 54.0% are into livestock production. This implies that all aspect of farm activities is carried out among the respondents in the study area though arable crop is the most cultivated of all. Furthermore, 20.0% of the respondents are involved in processing of farm produce, 7.3% are into packaging of farm produce, 1.3% into sales of farm inputs such as seeds, chemicals, farm equipment, e.t.c and 3.3% are into rentals of farm equipment. This implies that off farm activities is also carried out among the respondents in the study area. Also, the respondents were involved in non-farm activities with 24.0% in trading, 13.4% in teaching, 11.3% work in local government, 6.7% in tiling, 4.0% each involved in carpentry, bricklaying, painting, and artistry, 3.3% involved in hairdressing, 2.7% each in vulcanizing, bike riding and sales of pharmaceutical drugs, 2.0% in health work, 1.3% each are involved in Mechanics and sales of food and 0.7% are sanitation workers. Using Pooled Mean, it was observed that farm activities ranked first (PM=106) among the livelihoods of the respondents, off farm activities ranked second (PM=12) while non-farm activities were ranked third (PM=7). The result of findings implies that all the sampled respondents have what they do to earn a living but majority of the respondents are involved in diverse activities for their livelihood. This finding is in line with that of Abdullahi (2021) who reported that majority of her sampled respondents in her study area had a diversified livelihood supporting activities

Table 2: Distribution of the Respondents by their Livelihood.

Livelihood	Frequency	Percentage	Pooled Mean	Rank
FARMING ACTIVITIES				
Livestock production	81	54.0		
Cash crop production	98	65.3	106	1st
Arable crop production	139	92.7		
OFF FARM ACTIVITIES				
Processing	30	20.0		
Packaging	11	7.3	12	2nd
Sales of farm input	2	1.3		
Rentals of farm equipment	5	3.3		
NON FARM ACTIVITIES				
Hair dressing	5	3.3		
Carpentry	6	4.0		
Bricklaying	7	4.7		
Mechanic	2	1.3	7	3rd
Vulcanizing	4	2.7		
Tailoring	10	6.7		
Painting	6	4.0		
Baking	1	0.7		
Artistry	6	4.0		
Trading	36	24.0		
Teaching	20	13.4		
Health work	3	2.0		
Local government work	17	11.3		
Sanitation work	1	0.7		
Bike riding	4	2.7		
Sales of pharmaceutical drugs	4	2.7		
Sales of food	2	1.3		

Source: Field survey, 2024
Multiple response

Distribution of Respondent by the Various Social Media Used

Table 3 revealed the distribution of the respondents in the study area by the various social media they put to use. The result revealed that 84.0% of the respondents claimed to use

facebook with the Weighted Mean Score (WMS) of 2.2 and ranked first, Whatsapp ranked second with WMS of 2.1, Google ranked third with WMS of 1.4, Youtube and Instagram ranked fourth with WMS of 1.0, Email and Tiktok ranked sixth with WMS of 0.8, Twitter ranked eight with WMS of 0.5, LinkedIn and Zoom ranked ninth with WMS of 0.2.Facebook has the highest usage among the respondents followed by Whatsapp with a little difference while Zoom is the least used. The result of the finding agrees with the findings of Oloruntoba (2018) that agricultural youths' accesses one or more social media platforms. It as well resonates with the findings of Fanu *et al* (2015) that Facebook and Whatsapp has the highest level of usage respectively. The usage of these two frequently used social media is due to their accessibility and availability as supported by Banmeke and Oose (2012)

Table 3 Distribution of Respondent by the Various Social Media Used

Social media*	freq(%)
Facebook	126(84)
Whatsapp	121(80.7)
Google Search	92(61.3)
Youtube	71(47.3)
Instagram	63(42.0)
Email	55(36.7)
Tiktok	51(34.0)
Twitter	35(23.3)
LinkedIn	19(12.7)
Zoom	18(12.0)

Source: Field survey, 2024
***Multiple response**

Distribution of Respondents Based on the Effect of Social Media Usage on Livelihood.

Table4revealed the distribution of the respondents based on the effect social media usage has on their livelihood. It was revealed that the use of social media has highly afforded majority of the respondents the opportunities to connect with other youth farmers and as a result of their active participation with other farmers on social media, their market outlet has gone beyond their immediate locality. Both has a weighted mean score (WMS) of 2.09 and ranked first. Being able to access soft loans/grants in supporting their farm as a result of their active participation with other youth farmers on social media ranked third with WMS of 2.05.

Also, that social media had enable them to acquire better skills in farming activities ranked fourth with WMS of 1.99, being able to acquaint themselves with modern farming techniques as a result of accessing information on social media ranked fifth with WMS 1.91, that the scale of their business has expanded since they began accessing information on social media ranked sixth with WMS of 1.85 and that the respondents have gained more customers through series of advertisements places on social media ranked seventh with WMS of 1.84. Due to improved packaging process learnt on social media, there has been an increase in the respondents' income, this ranked eighth with WMS of 1.76. Due to improved processing techniques learnt on social media, there has been an increase in income ranked ninth with WMS of 1.70, and social media has afforded the opportunities and guides on doing new things with respect to the respondents business by watching online videos ranked tenth with WMS of 1.55.

Furthermore, it was revealed that the access time spent on social media tends to distract the respondents from their livelihood. This ranked eleventh with WMS of 1.41, spending more time on social media has resulted to fewer opportunities to engage in face-to-face interaction with others ranked twelfth with WMS of 1.23, that comparison sets in with the usage of social media ranked thirteenth with WMS of 1.19, exposure to curated and idealized representation of success on social media ranked fourteenth with WMS of 1.18, addiction-like behavior from excessive use of social media ranked is fifteenth with WMS of 1.15, while the experience of cyber fraud which make it difficult to rely on social media for online marketing and cyber bullying ranked sixteenth each with WMS of 1.12.

Prioritizing data purchase above family upkeeps ranked eighteenth with WMS of 1.00, irregularity in sleep due to social media engagement ranked nineteenth with WMS of 0.98 and the fear of missing out ranked twentieth with WMS of 0.97.This implies that the use of social media has positive effect on the livelihood of the respondents as opposed to the negative effects. The factors that explained the highest effect of livelihood among the respondents as a result of their usage of social media in the study area was social connection with other youth

farmers, access to marketing and access to grants and soft loans thereby causing a significant effect on their livelihood. This findings supports that social media has enabled a higher number of young people to connect to training opportunities, marketing and has therefore provided an effective gateway to entrepreneurship and improved livelihoods as opined by UNDESA (2016).

Table 4: Distribution of Respondents Based on the Effects of Social Media Usage on Livelihood.

Effects of social media usage on livelihood*	WMS	Rank
The use of social media has afforded me the opportunities to connect with other youth farmers	2.09	1st
As a result of my active of my active participation with other farmers on social media, my market outlet has gone beyond my immediate locality	2.09	1st
I have been able to access soft loans/grants in supporting my farm as a result of my active participation with other youth farmers on social media	2.05	3rd
Social media has enabled me to acquire better skills in farming activities	1.99	4th
I have been able to acquaint myself with modern farming techniques as a result of accessing information on social media	1.91	5th
The scale of my business has expanded since I began accessing information on social media	1.85	6th
I have gained more customers through series of advertisements placed on social media	1.84	7th
Due to improved packaging processes learnt on social media, there has been an increase in my income	1.76	8th
Due to improved processing techniques learnt on social media, there has been an increase in my income	1.70	9th
Social media platforms has afforded me the opportunities and guides on doing new things with respect to my business by watching online videos	1.55	10th
Excess time spent on social media tends to distract me from my livelihood activities	1. 41	11th
Spending more time on social media has resulted to fewer opportunities for me to engage in face-to-face interaction with others	1.23	12th
Comparison sets in with my usage of social media thereby bringing a feeling of inadequacy, low self-esteem and dissatisfaction with my livelihood achievements and progress	1.19	13th
Exposure to curated and idealized representations of success on social media for marketing my produce	1.18	14th
Excessive use of social media has led to addition-like behaviour causing me to prioritize online interactions over livelihood, neglecting responsibilities and experiencing withdrawal symptoms when unable to access social media	1.15	15th
I have experienced cyber bullying and harassment while using social media for marketing my produce	1.12	16th
I have experienced cyber fraud which make it difficult for me to rely further on online marketing	1.12	16th
The increased interest in social media due to its benefits often make me prioritize spending money meant for family upkeeps on data purchase	1.00	18th
Addiction to social media has led to irregular sleep patterns which in turn affects my activities for the next day	0.98	19th
Constant use of social media has made me to develop fear of missing out by constantly checking out what other youth farmers are doing per time thereby regardless of how serious my work is	0.97	20th

Source: Field survey, 2024

WMS: Weighted Mean Score

***Multiple response**

TESTING OF HYPOTHESES

Hypothesis 1

Pearson Product Moment Correlation revealed a significant relationship between the selected socio-economic characteristics and the effects of social media usage on rural youth farmers' livelihood. The result of the analysis revealed that some of the selected socio-economic-variables such as Age ($r = 0.16^{*}$; $p \leq 0.050$), years spent in school ($r = 0.232^{**}$; $p \leq 0.004$), household -size ($r = 0.338^{**}$; $p \leq 0.000$), far in size ($r = 0.168^{*}$; $p \leq 0.039$) and years of residency ($r = 0.367^{**}$; $p \leq 0.000$) exhibited significant relationship with the effect of social media usage on their livelihood. This could be attributed to the exposure of the respondents due to their increased educational level and many years of academic pursuit as opined by Mugisha and Alobo (2012) that education enhances individuals' ability to understand and apply information. Similarly, the findings are consistent with those of Ayoade *et al*. (2013), who reported that a majority of farmers in their study had formal education thereby enhancing their exposure to innovation. Therefore, the null hypothesis which stated that there is no significant relationship between the selected socio-economic characteristics and the effect of social media usage on youth farmers' livelihood is rejected. Hence, the alternative hypothesis is accepted.

HA: There is significant relationship between the selected socio-economic characteristics of the respondents and effect of social media usage on youth farmers' livelihood.

Table 5: Summary of Pearson Correlation Analysis Showing Relationships between Selected Socio-economic Characteristics and Effects of Social Media Usage on Livelihood.

Variable	r-value	P-value	Decision	Remarks
Age	0.161*	0.050	S	Rejected
Years spent in school	0.232**	0.004	S	Rejected
Household size	0.338**	0.000	S	Rejected
Farm size	0.168*	0.039	S	Rejected
Years of residency				

Source: Computed Data, 2024

** **Correlation is significant at the 0.01 level (2-tailed)**

* **Correlation is significant at the 0.05 level (2-tailed)**

Hypothesis 2

The chi-square test revealed a value of 164.553 and a highly significant P-value of 0.000. This result indicates that based on the chi-square statics, there is a statistically significant relationship between the frequency of social media usage and the effect on livelihood. A P-value below the commonly accepted threshold of 0.05 strongly suggests rejecting the null hypothesis, indicating that the variables are indeed related. This is in line with the findings of Oloruntoba (2018) who found out that frequent interaction of farmers with social media result in better productivity and income. Also, Barau and Afrad (2017) in their study revealed that farmers who use social media regularly have more access to new agricultural practices and market prices, enhancing their livelihood. Since the chi-square test suggests a significant relationship between the frequency of social media usage and the effect on livelihood, the null hypothesis is rejected;

hence the alternative hypothesis is accepted.

Table 9 Summary of Chi-square Analysis Showing Relationships between Respondent's Frequency of Social Media Usage and the Effect of Social Media on the respondent's Livelihood

Variable	Value	DF	Asymptotic Significance (2 sided)	Remark
Frequency of Social Media Usage	164.553[a]	26	.000	Significant

Source: Computed Data, 2024.

CONCLUSION AND RECOMMENDATIONS

1. The study concluded that majority of the respondents use social media which yielded a favorable effect on their livelihood. As the respondent are youths; active and at an advancing stage of their life, and at an adoption made easy stage. The livelihood related information used were gotten on social media and used for improved productivity and income. Facebook was the most used social media and with social media usage, the respondents had high opportunities to connect with other youth farmers. Although, they were being faced with the challenge of high cost of procurement of gadgets. Therefore, Government agencies, agricultural institutions and private organizations should collaborate to provide subsidized smartphones and internet-enabled device for youth farmers and flexible payment plans, discounts, or loan schemes for purchasing gadgets should be introduced so as to ease the procurement of gadgets.
2. Training and sensitization programs should be organized to educate youth farmers on best practices for online security such as using string passwords, two-factor authentication and avoiding cyber fraud.
3. Government should work with telecommunication companies to expand network coverage especially in rural farming areas to ensure stable and affordable internet access.

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