

## EFFECT OF SOCIAL MEDIA ON INFORMATION DISSEMINATION AMONG HEALTH SOCIAL WORKERS IN IBADAN METROPOLIS, OYO STATE, NIGERIA

*Akinola, John Olugbenga<sup>1</sup>, Akinola, Ruth IyabodeOluwafisayo<sup>2</sup>, Adegoke, Thomas Gbadebo<sup>3</sup>,  
Idowu, Oluwafemi Adebayo<sup>4</sup> & AdegunIsauAdewole<sup>5</sup>*

<sup>1</sup>*Olusegun Oke Library, LadokeAkintola University of Technology, Ogbomoso, Oyo, Nigeria*

<sup>2</sup>*The Polytechnic Ibadan, Ibadan Oyo, Nigeria*

<sup>3</sup>*Department of Social Work, Faculty of Education, University of Ibadan, Ibadan, Nigeria*

<sup>4</sup>*Keneth Dike Library, University of Ibadan, Ibadan, Oyo, Nigeria*

<sup>5</sup>*Olusegun Oke Library, LadokeAkintola University of Technology, Ogbomoso, Oyo, Nigeria*

---

**Received: 20 May 2018**

**Accepted: 22 May 2018**

**Published: 22 Jun 2018**

---

### **ABSTRACT**

*This study examined the effect of social media use on information dissemination among health social workers in selected hospitals in Ibadan Metropolis. Social media provides tremendous opportunities for people, including healthcare and social workers to connect with others in their profession, across the country, and across the world.*

*The study adopted a descriptive survey design and simple random sampling technique was used to select two hundred and fifty (250) respondents from selected hospitals in Ibadan metropolis. A questionnaire was the main instrument for data collection, while descriptive statistics (frequency and percentage) and ANOVA were used for data analysis.*

*It was discovered that there was a significant effect of knowledge acquisition on information dissemination among health workers in selected hospitals in Ibadan Metropolis. It was also reported that there was a significant effect of awareness, acquisition on information dissemination among health workers while social networking significantly affected information dissemination among the health workers in the selected hospitals in Ibadan metropolis.*

*If social media is well explored by the health workers in the selected hospitals, there is the tendency of promoting health information literacy and acquisition among the general populace. It is therefore recommended that health workers should also avail themselves of the opportunity offered by social networking to promote collaboration among other health professionals for effective knowledge sharing and health care delivery. Also, hospital management should facilitate the use of social media among health workers by making available adequate infrastructure that supports internet connectivity in the hospital environment.*

**KEYWORDS:** *Social Media, Social Networking, Information Dissemination, Health Workers, Social Work*