

## ENHANCING ADMINISTRATIVE HEADS OF PUBLIC TERTIARY INSTITUTIONS IN RIVERS STATE FOR EFFECTIVE INFORMATION DISSEMINATION THROUGH DECENTRALIZED SOCIAL MEDIA NETWORKS.

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### ABSTRACT

*Public tertiary institutions all over the globe are undergoing change brought about by science and technology. These changes are experienced in all aspects of public tertiary institutions. The ability to respond positively and critically to these changes places one public tertiary institution above the other. Public tertiary institution administration are categorized into top or strategic management made up of the Vice Chancellor and other principal officers, middle or tactical management made up of Deans of Faculties and Directors of Institutes, and junior or operational management made up of Heads of Departments. Academic activities of public tertiary institution has to do with scholarly activities or practices such as classroom teaching and learning, and research projects designed by public tertiary institution in Rivers State to enhance students' learning outcomes. This paper presents a holistic overview of decentralized social media networks. The purpose of this paper was to literally examine how to enhance public tertiary institutions in Rivers State administrative heads for effective information dissemination through decentralized social media networks. The objectives of the paper was to examine how to enhance public tertiary institutions in Rivers State administrative heads for effective information dissemination through decentralized social media networks. Dimensions of decentralized social media networks such as: Mastodon usage, steemit usage and minds usage and the measures of public tertiary institutions in Rivers State administrative heads effective information dissemination such as: Students information dissemination, institutional policy dissemination and employees ranking information dissemination are all discussed in this paper. Explanatory research design is the method adopted in this paper and then adoption of social responsibility theory of communication, which holds that public tertiary institutions in Rivers State which emphasizes freedom of the social media networks and no censorship but at the same time the information content of the social media networks should be discussed in public panel and social media networks developers should accept any obligation from the public interference or professional self regulations or both and this when implemented enhances public tertiary institutions in Rivers State administrative heads effective information dissemination. Finally justification to the assertion that public tertiary institutions in Rivers State administrative heads effective information dissemination can be enhanced through decentralized social media networks was made. Thereafter, a conclusion was drawn and recommendations made.*

**Key word:** Decentralization, social media networks, decentralized social media networks, information, information dissemination, administrative heads, public tertiary institutions.

### INTRODUCTION

Public tertiary institutions all over the globe are undergoing change brought about by science and technology. These changes are experienced in all aspects of public tertiary institutions. The ability to respond positively and critically to these changes places one public tertiary institution above the other (Aniefiok & Uduak, 2017). Thus, public tertiary institutions have found themselves in a competitive mood, whereby each strive to outclass others and have competitive edge over them through reformation, transformation, modification and outright over-hauling of their academic programmes and organisational structures to meet global requirements. In a bid to catch up with

others and remain relevant, public tertiary institutions in Nigeria and Rivers State in particular are having critical reassessment of their tripartite core mandates of manpower development, research (knowledge generation) and community service (knowledge application). However, one thing is to reassess the trifocal functions, another is to let the outcome stand the test of time. To realize this calls for proactiveness in public tertiary institution administration. This is because administration is central to effective functioning of public tertiary institutions. Without it, public tertiary institutions existence has the tendency to pale into insignificance (Basil & Felix, 2017).

Public tertiary institution administration are categorized into top or strategic management made up of the Vice Chancellor and other principal officers, middle or tactical management made up of Deans of Faculties and Directors of Institutes, and junior or operational management made up of Heads of Departments (Basil, et al 2017). Each of these three categories plays significant roles in public tertiary institution administration, and so is indispensable. While the roles of the three categories of public tertiary institution administration are significant, those of heads of departments remain outstanding. This is because the department is the basic academic unit of public tertiary institutions where implementation of policies regarding students' learning outcomes are carried out, and so is particularly important in the determination of professional values and academic expertise. Interestingly, students' learning outcomes fall under the purview of teaching function, which stand out as the "primus enta paris" (first among equals) of the trifocal functions and it constitutes, first and foremost, the main essential demand by public tertiary institution (Aniefiok, et al 2017). Teaching function takes place mainly at the departmental level and is central to the delivery of public tertiary institutions mandate. It is closely followed in this regard by research function. These two functions in most cases define the academic position of public tertiary institution in Rivers State and the essence of their existence. However, teaching and research functions need to be properly coordinated at the departmental level in order for them to achieve the desired results. This is where public tertiary institution administration derives its pride of place.

Academic activities of public tertiary institution has to do with scholarly activities or practices such as classroom teaching and learning, and research projects designed by public tertiary institution in Rivers State to enhance students' learning outcomes. These activities are more prominent in the public tertiary institution unit called departments. Administrative effectiveness, on the other hand, is the ability to inspire confidence and support, influence, motivate and enable staff to contribute towards the effectiveness and success of the institution of which administrators are members (Ronald et al, 2000; Pankaj, 2014). Therefore administrative effectiveness is the ability to develop leading ideas and the formation of new academic directions, and inspiring others by being a role model, self awareness, self reflective as well as being decisive, visionary, planning ahead and handling finances aimed at promoting academic excellence (Basil et al 2017). or the degree and the process of running a business organisation or a public organisation to produce a desired result or outcome. An effective administrator is an asset to their institution. An effective administrator is a link between institutions various departments and ensures the smooth flow of information and work from one part to the other through their secretary (Azhar, 2013).

Thus without an effective administration, an institution would not run professionally and smoothly. The duty of administrative heads depend on the institution that the administrator works for. In order for administrative heads to be effective, they have to ensure the efficient performance of all departments in the institution. They provide motivation for the work force and make them realize the goals of the institution (Pankaj, 2014). Office administration is one of the key elements associated with a high level of workplace productivity and efficiency.

It is very onerous to run an institution without a critically thinking administrative head (Sabastine, et al 2012). It is the administrator, who makes the rules and regulations and applies these rules to effectuate the institution.

Information is the collection of facts gathered through various means of communication. Information can be considered as a critical tool for institutions, national, state, industrial or enterprise development. Information is necessary to carry out research processes to enhance the lives of

administrative heads, subordinate employees in many public tertiary institutions in Rivers State. Information is the processed data on which decision is taken and subsequent actions are performed thereafter (Okechukwu, 2018). Information is the fact or element of the message that is sent from the top administrators to subordinate employees. The value and impact of information is determined by the way and manner of dissemination. The method or device, which is the means of information dissemination, is very essential to make or mar administrative head effectiveness in public tertiary institutions in Rivers State. To disseminate, in the field of communication, is to broadcast a message to the public without direct feedback from the audience. Liah and Priti (2017) view information dissemination as the means by which facts are distributed to the public at large. They further stress that it is the means by which administrative heads of public tertiary institutions in Rivers State or at various organisation distribute information exploded within the last several decades.

Decentralized Social Media Networks (DSMN) is an internet social networking service that is federated and distributed across distinct service providers, such as the Fediverse or the IndieWeb. Gabriel, et al (2018) asserted that Fediverse consists of many independent, interoperable social media platforms that allow administrative heads of public tertiary institutions in Rivers State to interact with each other across those platforms. Furthermore, in the absence of vendor lock-in, administrative heads of public tertiary institutions in Rivers State can choose a platform with terms and data location matching their preferences. According to Richard (2011), lately, effort to protect rights and liberties in the online world has focused rather heavily on social networking sites and their policies. The logic is borne out by the numbers, Facebook and Twitter combined claim hundreds of millions of worldwide online users, so advocating for stronger privacy and less censorship from these kinds of websites will mean a better Internet for lots of administrative heads and subordinate employees in public tertiary institutions in Rivers State.

Animesh, et al (2014) asserted that the concept of decentralized social media networks is an alternative to the centralization of private data flow. Federated or decentralization is even one of the original traits of the Internet, and a common organization pattern in communication networks. Communication networks can be centralized or distributed. Centralized networks rely on a central node to mediate communication between all the other nodes. Federated or decentralized networks have multiple mediating nodes, while, in fully distributed networks, nodes can communicate directly in any pattern that is possible and/or necessary.

### **Statement of Problem**

In light of Gabriel, et al (2018), the absence of a standard protocol for the decentralization of social media networks hinders the development of interoperable applications of public tertiary institutions in Rivers State, as it leads to the adoption of divergent technologies. This segmentation affects the network effect and does not help on the emergence of a de facto standard. Ardham and Mohammad (2019) opine that considering today's diverse issues facing public tertiary institutions in Rivers State, addressing administrative heads effective information dissemination should be put at the forefront of any public tertiary institutions agenda to be able to thrive and prosper in the ever-changing competitive climate. The context that relates to the use of decentralized social media networks and as well as the extent to which public tertiary institutions benefit from decentralized social media networks is still unclear. Hamzeh and Narasimha (2020) stress that although recent research has shown interest in social media values for public tertiary institutions, there are very limited empirical studies to find out how to enhance administrative heads of public tertiary institutions in Rivers State effective information dissemination through decentralized social media networks. Nwazor and Godwin (2015), argues that researchers will try to concentrate on defining derivatives and moderators that have an impact on public tertiary institutions results, rather than on decentralized social media values. Public tertiary institutions in Rivers State can communicate information through decentralized social media technologies and react at minimal cost to rival institutions. Victoria (2019)

stress that the inability to share and access information through decentralized social media networks can affect administrative heads effective information dissemination but little work is being done on the connection between the adoption of decentralized social media networks by public tertiary institutions in Rivers State and their administrative heads effective information dissemination. Emma (2019) assert that public tertiary institutions in Rivers State are rapidly embracing emerging technology, such as social media, which give administrative heads variety of uses that focus not only on work but also on socialization and entertainment. However, information regarding the effect on administrative heads effective information dissemination of these diverse technologies is currently limited. Even though earlier researches have shown interest in social media values for public tertiary institutions, there is very limited research available on attempt to find how to enhance public tertiary institutions in Rivers State administrative heads effective information dissemination through decentralized social media networks.

With the current high levels of competitiveness of the corporate work environment of public tertiary institutions in Rivers State and the Nigerian society, administrative heads working in various public tertiary institutions in Rivers State, need excellent social media network usage skills that will guarantee them effective information dissemination in their various institution in Rivers State such as Mastodon usage, Steemit usage and Minds usage in order for them to drive their institutions to its desired future state. The main purpose of this paper was to literally examine how decentralized social media network serve as a means to enhancing public tertiary institutions in Rivers State administrative heads effective information dissemination. The objectives of the paper were to examine how:

- 1 Mastodon usage influences public tertiary institution in Rivers State administrative heads effective information dissemination.
- 2 Steemit usage influences public tertiary institution in Rivers State administrative heads effective information dissemination.
- 3 Minds usage influences public tertiary institution in Rivers State administrative heads effective information dissemination.

### **Concept of Decentralized Social Media Networks**

Decentralized social media network is a form of federated social media network in which multiple services are available for administrative heads and subordinate employees use in public tertiary institution in Rivers State, rather than a single central service that every administrative heads or subordinate employees must use, and gives administrative heads or subordinate employees more control and autonomy, as they can set up their own networks and determine their own terms and conditions for use, which is in contrast to traditional social networks, where content is monitored by a corporation. According to Alexandra (2013), decentralized or distributed social media network is an internet social media networking service that is decentralized and distributed across distinct service providers (similar to email, but for social networks), such as the Fediverse or the IndieWeb. Michael, et al (2014) opine that recently, privacy in social networks has received significant media attention and that there are currently various attempts to create new distributed social networking infrastructures that provide administrative heads or subordinate employees similar functions as existing social networks. Social networking is sticky, administrative heads or subordinate employees cannot change their network on their own and still interact with their friends and too difficult for administrative heads or subordinate employees to host their own data server on them. Gabriel, et al (2018) view decentralized social media networks as a set of interconnected servers that seamlessly provide a service or a set of interoperable implementations that follow a client-server mode which aims at integrating users by means of a decentralized structure, enabling the interoperability among multiple social networks in a transparent way. Gnanesh, et al (2022) assert that administrative heads working in any public tertiary institutions in Rivers State who deem it fit

to adopt decentralized social media networks are free to interact as they please without censorship, since developers usually only provide guidance rules and leave the rest to them to distribute to various groups of users. Federated or decentralized social media platforms prevent the unauthorized sale of administrative heads working in any public tertiary institutions in Rivers State data, which is one of the bones of contention of centralized social media networks. In addition, blockchain technology increases administrative heads privacy and data security through end-to-end encryption.

Mayank (2023) opine that adoption of decentralized social media network provide administrative heads with a more direct way to disseminate information with the potential clients in their various institutions of work, rather than relying on advertising algorithms to reach a target audience, administrative heads working in various institutions can use decentralized social media networks to connect directly with clients who are interested in their products or services in an ad-free environment. Decentralized social media networks provide administrative heads working in an institution or organisation a chance for brands to be open and transparent with their audience. Since there's no need for them to pay-to-play (yet?), this gives administrative heads a chance to form a bond with their audience that is more on their terms. Federated or decentralized social media networks provide administrative heads with a more innovative and diverse environment for content creation. Administrative head can experiment with new types of content and disseminate information strategically, without worrying about the limitations and restrictions imposed by traditional social media networks. By this, we mean being a slave to algorithms and jumping from one bandwagon to another for more eyeballs on their content. Decentralized social media networks usage is dimensionalized in terms of Mastodon usage, Steemit usage and Minds usage.

### **Mastodon Usage**

Mastodon which is a free and open source software was created by Eugen Rochko and announced on Hacker News in October 2016, and gained significant adoption in 2022 in the wake of Twitter's acquisition by Elon Musk. It is a free and open source software, in which administrative heads of public tertiary institution in Rivers State can use in running self-hosted social media networking services. It has microblogging features similar to Twitter, which are offered by a large number of independently run nodes, known as instances, each with its own code of conduct, terms of service, privacy policy, privacy options and content moderation policies. Ian (2022) opine that each user is a member of a specific mastodon instance (also known as a server), which can interoperate as a federated social network, allowing administrative heads of public tertiary institutions in Rivers State on different instances to interact with each other. This is intended to give administrative heads of public tertiary institutions in Rivers State the flexibility to select a node whose policies they prefer, but keep access to a large social network.

Mastodon is also part of the Fediverse ensemble of computer servers, which use shared protocols allowing administrative heads of public tertiary institutions in Rivers State to interact with other administrative heads in Rivers State on computers running compatible software packages such as PeerTube and Friendica, which is crowdfunded and does not contain ads. Nicole (2018) stress that mastodon as an open-source project, allows administrative heads of public tertiary institutions in Rivers State to see and modify the code, licensing, features, and policy. Hence, not only the interaction within the instances is social, but the technical development as well. In the light of Victor, et al (2015), mastodon aggregates information in local and federated timelines in real-time. The local timeline shows information from users on a singular server, while the federated timeline shows information across all participating mastodon servers. Administrative heads of public tertiary institutions in Rivers State can communicate across connected mastodon servers with their usernames similar in format to full email addresses. According to Brian (2023), mastodon is more flexible and customizable than Twitter.



Administrative heads of public tertiary institutions in Rivers State can join any server they want (or even set up their own) while still being able to interact with other administrative heads, managers, employees or people from different servers across the globe, which makes it easier for administrative heads of public tertiary institutions in Rivers State to find like-minded business managers, administrators and communities of people without worrying about censorship or data collection from corporate overlords. Mastodon also offers more control over who administrative heads of public tertiary institutions in Rivers State follow and what content they see since each instance has its own rules regarding things such as harassment policies, content moderation, etc. Chandu (2019) stress that in terms of getting started with mastodon, administrative heads of public tertiary institutions in Rivers State first step should be finding an instance that suits their needs, there are hundreds available, so they should have no trouble finding one. That after signing up for an account on their chosen instance(s), all they need to do is fill out some basic information about themselves, such as their profile picture, bio, and interests. While in the eye of Peter (2022) mastodon lets administrative heads of public tertiary institutions in Rivers State to disseminate short information to the world or to selected clients, but instead of tweets, mastodon posts are called toots. And many of its features are a lot like Twitter's, too, with slight differences. Each post is limited to 500 characters (instead of 280), and administrative heads of public tertiary institutions in Rivers State can include links, images (JPG, GIF or PNG, up to 8MB), audio files (MP3, OGG, WAV, FLAC, OPUS, AAC, M4A and 3GP up to 40MB) and videos (MP4, M4V, MOV, WebM up to 40MB).

### **Steemit Usage**

Steemit is a blockchain-based blogging and social media website, which users can gain a cryptocurrency, STEEM, for publishing and curating content and owned by Steemit Inc., a privately held company based in New York City with headquarters in Virginia. The app is designed as a federated application (FApp) built upon the Steem blockchain, using the eponymous cryptocurrency STEEM to reward administrative heads for their content. By voting on posts and comments, administrative heads of public tertiary institutions in Rivers State get to decide the payout of those posts. Administrative heads also get so-called "Curation Rewards" for finding and upvoting content that gets upvoted by other public institutions administrative heads afterwards. In the light of Hassan (2020), steemit is a social platform developed on Steem which is a social blockchain that empowers content creators by rewarding them with cryptocurrencies, which claims to be the only blockchain-based social media model in the market that supports real-time applications. Tenba Group (2023) stress that even if administrative heads of public tertiary institutions in Rivers State haven't heard of Steem before, chances are, that they've probably heard of cryptocurrency and blockchain technology. A blockchain, by definition is a decentralized and open ledger that records every economic transaction in real-time. For example, imagine that every administrative heads of public tertiary institutions has a spreadsheet that has information about every students that is in his/her department or faculty. As more students are admitted into the department or faculty, computer updates each of their spreadsheet just as every students that are already in the department or faculty. This is what blockchain technology is all about. For blockchain to work as it does, every block (a group of transactions) in the chain must be in agreement. Data cannot be corrupted because changing any information on the blockchain means that administrative heads of public tertiary institutions in Rivers State computer would have to overpower an entire network, and this is almost impossible with a decentralized network. Ramon, et al (2019) opine that steemit is a blockchain-based platform that aimed to differentiate itself from other social media companies by returning power to public tertiary institutions administrative heads in Rivers State, rather than centralizing control among company executives. But in the interest of Chao and Balaji (2021), In Steemit, administrative heads of public tertiary institutions in Rivers State can create and share contents as blog posts. Once posted, a blog can get replied, reposted or voted by other public tertiary institutions administrative heads. Depending on the weight of received votes, posts get ranked and the top ranked posts make them to the front page. All data generated by administrative

heads that use steemit are stored in the Steem-blockchain. Similar to other blockchains like Bitcoin and Ethereum, data stored in the Steem-blockchain is publicly accessible and it is hard to be manipulated by any other user.

### **Minds Usage**

Minds is an open-source and distributed social network in which administrative heads of public tertiary institutions in Rivers State can use and earn money or cryptocurrency, and tokens can be used to boost their posts or crowdfund other users, which has been described as more privacy-focused than mainstream social media networks. It describes itself as focused on free speech, and minimally moderates the content on its platform. Its founders have said that they do not remove extremist content from the site out of a desire to deradicalize those who post it through civil discourses. According to Allegue (2020), minds is a website as well as a desktop and mobile app, which awards Ethereum ERC20 cryptocurrency tokens to administrative heads of public tertiary institutions in Rivers State based on their engagement with the site, and administrative heads spend tokens to promote their information content or to crowdfund other administrative heads through monthly subscriptions. The tokens can also be bought and redeemed for standard currency.

It offers a monthly premium subscription that gives administrative heads of public tertiary institutions in Rivers State access to exclusive information content, the ability to become verified, and the ability to remove boosted posts from their feed. Posts on minds appear in reverse chronological order, unlike many mainstream platforms that use more complex and often secret ranking algorithms to determine which posts appear, which has been described as an alt-tech platform, alongside other services including Parler, Gab, BitChute and Mewe. Walter (2021) opine that minds is marketed as the leading alternative social network on its homepage. One that is open-sourced, community owned and dedicated to free-speech and privacy. It also has a somewhat heavy focus on monetization as it allows administrative heads of public tertiary institutions in Rivers State to send their direct payments through USD, Bitcoin or Ether. And administrative heads of public tertiary institutions in Rivers State can even earn tokens for their information content which they can use for various things such as upgrading their channel or boosting their information content. Allegue (2020) Stress that minds is an open-source and decentralized social network for internet freedom, where administrative heads of public tertiary institutions earn crypto tokens for their contributions to the network. The tokens can be exchanged for more views on information content or sent to other channels as a tip or paid subscription. Minds is built on a foundation of privacy, transparency, and free expression and dissemination of information. And this helps the application to continue to gain public faith as other networks continue to lose the public faith. Aaron (2015) stress that minds platform is open source, that is designed so that administrative heads of public tertiary institutions in Rivers State at large can add to it and improve it, and use it for both building and dissemination of information. Theoretically, administrative head of public tertiary institutions in Rivers State can use the minds social network to build their own institution social network and offer them an end-to-end encrypted information dissemination which will be opaque to both government and online users. Theoretically, this means that not even the social network users themselves knows what is in the information being disseminated. In the interest of Lisa (2023), for administrative heads of public tertiary institutions in Rivers State to dissemination their information on the minds social network, they have to hit on the speak your mind area on top of the feed, they can add images or videos to the information they disseminated,.

### **Concepts of Administrative Heads of Public Tertiary Institutions in Rivers State Effective Information Dissemination**

Administrative heads function as professional managers with responsibility for directing the activities of subordinate employees in the coordination and management of various administrative activities for an institution. Administrative heads work within general methods and procedures and exercises

considerable independent judgment to select proper courses of action in the public tertiary institutions in Rivers State. The role requires knowledge of the policies, procedures, and regulations of administrative and departmental programs, and supervisory techniques, personnel policies and procedures. In the opinion of Boushara (2020), reporting to the VC and governor, the administrative head is the first point of contact for all staff and guests. The administrative head is responsible for creating an engaging office environment and positive interactions with all visitors and staff. The administrative head works within community Link's policies and procedures to oversee the day to day administrative functions. The administrative head works actively, internally and externally with the out-source vendors to ensure that the institution finance, IT and human resources needs are met. The administrative head assists with preparation of the institution payroll and with personnel administration. While according to Adil (2018) administrative heads arrange and regulate the work by other individuals with the goal that authoritative objectives can be refined, none administrative staff work specifically on a job or assignment and have nobody answering to them which is the feature differentiate administrative heads from other employees in the institution yet the main aim of administration is making sure that the works and activities are completed in the best methods and as efficient as possible. Administrative heads effective information dissemination is measured in terms of Students Information Dissemination, Institutional Policy Dissemination and Employees Ranking Information Dissemination.

### **Students Information Dissemination (SID)**

A student is a candidate enrolled in a school or other educational institution. In the United Kingdom and most commonwealth nations, a "student" attends a secondary school or higher education; while those in primary or elementary schools are "pupils". Perpetual (2013) opine that students information dissemination is the dissemination of any information that could be used to know the identity and build a profile of a specific individual student which include: The student's name, date of birth, place of birth, student matriculation number, email address, mobile no, course offered, year/level, permanent home address, phone no, present address, mother's name, mobile no, business address, mother email address, father's name and phone no, email address etc. But in light of Ghulam (2017), students information dissemination means disseminating student personally identifiable information or material of a student in any social media or format that is not publicly available and is any of the following: (a) created or provided by a student or the parent or legal guardian of a student to an institution in the course of the student, parent or legal guardian using the institution internet web site, online service or mobile application for school purposes, or (c) gathered by an institution through the operation of the institutions internet web site, online service or mobile application and identifies a student, including, but limited to, information in the student's records or electronic mail account, first or last name, home address, telephone no, date of birth, electronic mail address, discipline records, test results, grades, evaluations, criminal records, medical records, health records, social security number, biometric information, disabilities, socioeconomic information, food purchases, political affiliations, religious affiliations, text messages, documents, student identifiers, search activity, photographs, voice recordings, survey responses or behavioural assessments. While in the interest of Fang and Shudong (2014), a student's information dissemination is the dissemination of any information or data related to the student's identity, age, academic level, social status, personal health records, conduct, and behaviors, or attendance records, as well as his digital data such as personal email address, phone number, contact details, identity of other family members, their ethnicity and religious beliefs, or any other information gathered, stored and transmitted by the school or by online service providers on behalf of the public tertiary institution.

According to Donald (2022), social media is one of the most efficient forms of information dissemination and sharing today for administrative heads of public tertiary institutions in Rivers



State. Brady and Ting (2020) stress that new technology in communication has helped to serve as a means of connecting administrative heads and as a medium of interaction in the social world and educational sector. Public tertiary institutions in Rivers State have been exploring the opportunities that technologies have brought to the world. Technology has substituted the manner in which administrative heads of public tertiary institutions in Rivers State disseminate information and has brought about the advent of an open social platform in the form of social media. And this allow administrative heads public tertiary institutions in Rivers State to connect, thereby making the world a global village. The advancement of social media platforms has influence notably on administrative heads of public tertiary institutions in Rivers State effective information dissemination both in their institutions and social live as a means of making connections for various information dissemination purposes.

### **Institutional Policy Dissemination (IPD)**

Policy is a deliberate system of guidelines to guide decisions and achieve rational outcomes. A policy is a state of intent and is implemented as a procedure or protocol. Policies are generally adopted by a governance body within an institution or organisation. Catherine (2009) opine that institutional policy dissemination is the distribution of a plan or course of action developed by the administrative heads of public tertiary institutions in Rivers State to guide students, academic and non-academic staff actions in their respective institutions. But in the light of Jonathan, et al (2017), institutional policy dissemination is the distribution of scientific evidence to administrative heads of public tertiary institutions in Rivers State to comprehend how to promote the adoption and sustainment of evidence-based policies in their respective institutions. Vincent (2017) opine that in distance education systems institutional policy provides the basis for almost all activities associated with providing education and training to students. He further assert that these policies are normally framed within national or regional policies and an institutional mandate or mission. But that the policies that govern an institution's relationships with its main components-faculty and students, for instance are usually established by the institution itself, as in conventional education. And that such policies must recognize that the nature of distance education-with the physical gap between an institution and its students-often necessitates a view of teaching and learning and of supporting activities that is very different from that adopted by conventional institutions. Rachelle (2016) stress that institutional policy dissemination is the disseminate of any policy that meets most of the institution criteria and has broad application or impact throughout the institution, which involves a subject matter specific to one area that has direct financial or operational influence to the work of other offices across the institution, has budgetary impact and requires review and approval by a member of the senior staff, seeks to ensure compliance with applicable laws, ethical norms, accepted best practices, promotion of operational efficiencies, enhancement of the institution's mission, and/or reduction of institutional risks and mandates or constrains actions. Nataly, et al (2019) opine that institution policies can apply to some or all members of the institution community, including: (a) the board of trustees, (b) faculty, including visiting faculty, (c) employees, (d) volunteers, (e) students and (f) others who are performing activities or providing services at or under the auspices of the institution, including consultants, vendors and contractors. But in the opinion of Jessica (2022), policy dissemination is an essential aspect of the institution because it ensures that the benefits of the policy are passed on to others and that it is put to effective use, and that an institution policy that is properly disseminated will draw the attention of students, deans, directors, contract staff, secretaries, subordinate employees or stakeholders etc to the policies outcomes, giving a social, political, or economic impact. The dissemination of an institution policy will boost its visibility, comprehension, and even execution.

### **Employees Ranking Information Dissemination (ERID)**

Employees ranking information dissemination is the dissemination of the measuring mechanism used in arranging employees by groups to evaluate them relative to each other by adopting some

criteria that determines which employees show higher/lower performance versus their colleagues. Ryan (2021) conceptualized employee ranking information dissemination as the distribution of the mechanism adopted in evaluating an employee along some imaginary scale, which is intended to evaluate an employee in a particular institution by comparing him or her with all of the other employees in similar positions within an institution, which result is some indication of where the employee lies, in percentage terms, relative to his or her peers in the institution. Rafikul and Ahmad (2004) opine that employee could be ranked as last in the institution or first in the institution or in terms of percentiles, e.g., a percentile of 55 means the employee is "better" than 55% of his or her peers. On what basis is the comparison made? That basis varies widely. Or sometimes, in its worst form, a ranking system is based on adding together the numbers from rating form items and giving an overall "performance number," which then serves as the basis for ranking the employee in the institution. Janetta, et al (2014) opine that the comparison may also be made on the basis of an observable and quantifiable number, such as sales per quarter or new clients signed up. Although rankings can be somewhat justified with simple things like sales numbers, there are a lot of problems associated with the process. Rafikul, et al (2004) stress that in order to evaluate a certain position in the institution, it is mandatory to establish its requirements and contribution to the institution mission, thus enabling a classification based on importance. This evaluation implies the following steps: Acquiring all the necessary information regarding the position submitted for evaluation, identifying the factors that make the position outstand within the institution, the following factors are taken into consideration: skills, responsibility, work conditions, degree of difficulty, the size of the subordinated team, the level of creativity required by the evaluated position, the decision-making

power, etc, determining the level or the relative importance of each factor of a certain position, that will eventually lead to establishing the correct rank of the institution position. Blessing, et al (2020) assert that employees ranking information dissemination is the dissemination of the information which gives the detail requirements of a particular position in the institution in which an employee working in the public tertiary institutions in Rivers State are to be ranked to, such as: data processing officer, porter, driver, labourer, senior assistance registrar, principal assistance registrar, patrol supervisor, chief patrol man, clerical officer, HOD, Dean, Director, HOC etc.

### **Theoretical Framework**

This work adopted the Social Responsibility Theory of Communication

#### **Social Responsibility Theory of Communication**

Muriel Faye Siebert (an American businesswoman and first woman to own a seat on the New York Stock Exchange), Jordan Bernt Peterson (a Canadian media personality and clinical psychologist) and Wilbur Lang Schramm ( a scholar and authority on mass communications) in 1956 developed the social responsibility theory which encourages total freedom of the social media networks and no censorship, but communication should be regulated according to social responsibilities and external controls.

Social responsibility theory emphasizes freedom of the social media networks and no censorship but at the same time the information content of the social media networks should be discussed in public panel and social media networks developers should accept any obligation from the public interference or professional self regulations or both. It lies between both authoritarian theory and libertarian theory because it gives total social media networks freedom in one side and the external controls in other side. In social responsibility theory, the social media network is owned by the institution or business organisation. It moves beyond the simple "Objective" reporting (facts reporting) to "Interpretative" reporting (investigative reporting). The overall news is complete facts and truthful but the commission of the freedom media stated that "No longer giving facts truthfully rather than give a necessary analyzed or interpretative report on facts with clear explanations".

Social responsibility theory help in creating professionalism in social media networks by setting up a high level of accuracy, truth, and information. The commission of media council also included some tasks based on social responsibility of social media, which include:

1. Formulating the code of conduct for the social media networks
2. Improving the standards of information dissemination
3. Safeguarding the interests of administrative heads information dissemination and their receivers
4. Criticize and make some penalty for violating the code of conduct

**Social responsibility theory allows:**

1. Every citizens to communicate or express their view about the social media networks
2. Society opinion, client action and professional ethics
3. Intensive invasion of recognized private rights and vital social interests
4. Private ownership of the social media networks may give rise to effective public service unless government has to take over to assure the public to provide effective social media service
5. The social media networks must take care of social responsibility and if they do not, government or other organization will do so.

**Justifying the assertion that public tertiary institutions administrative head's effective information dissemination in rivers state can be enhanced through decentralized social media networks.**

This study seek to examine how public tertiary institutions administrative head's effective information dissemination in Rivers State could be enhanced through decentralized social media networks in terms of Mastodon usage, Steemit usage and Minds usage. Administrative heads effective information dissemination was operationalized using new student's information dissemination, institutional policy dissemination and employees ranking information dissemination. These dimensions of the two study variables are laid out in the conceptual framework in figure 1. The findings from literature revealed a strong relationships between the dimension of decentralized social media networks and administrative heads effective information dissemination in Public tertiary institutions in Rivers State. These will be discussed within the context of my research objectives.

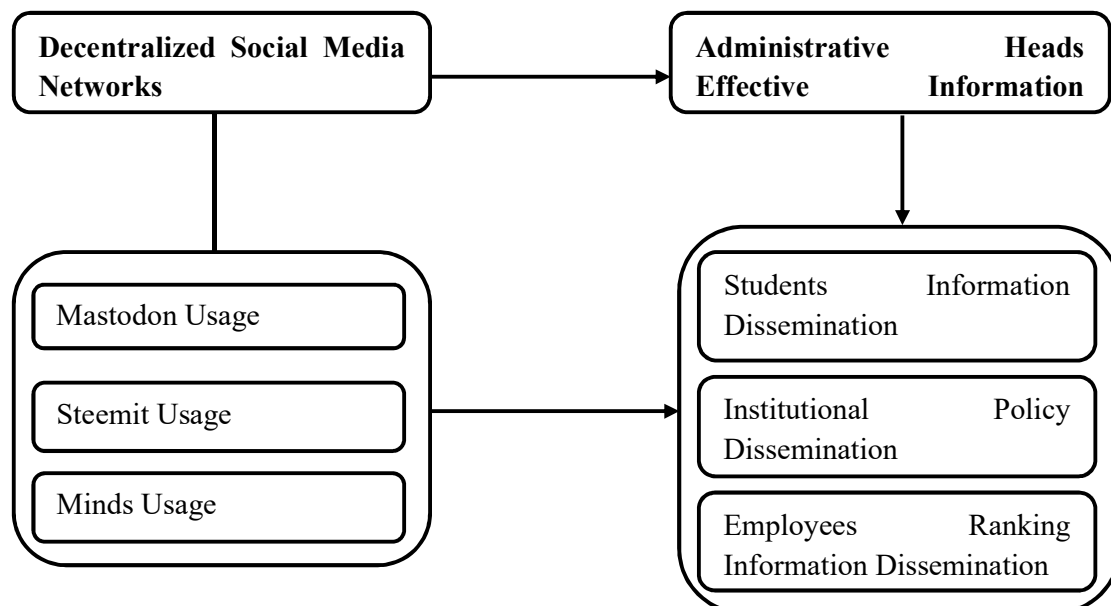


Figure 1: Conceptual framework of enhancing public tertiary institutions administrative heads effective information dissemination through decentralized social media networks.

Source: Gabriel, et al (2018) and Richard (2011)

With respect to my first research objective as to how mastodon usage influences public tertiary institution in Rivers State administrative heads effective information dissemination, in a research conducted by Nicole (2018), finding reveals that mastodon as an open-source project, allows administrative heads of public tertiary institutions in Rivers State to see and modify the code, licensing, features, and policy and not only the interaction within the instances is social, but the technical development as well. In an empirical study conducted by Victor, et al (2015), findings reveals that mastodon aggregates information in local and federated timelines in real-time. The local timeline shows information from users on a singular server, while the federated timeline shows information across all participating mastodon servers, and administrative heads of public tertiary institutions in Rivers State can communicate across connected mastodon servers with their usernames similar in format to full email addresses.

My second research objective deals with how steemit usage influences public tertiary institution in Rivers State administrative heads effective information dissemination, in an empirical study conducted by Ramon, et al (2019) findings indicate that steemit is a blockchain-based platform that aimed to differentiate itself from other social media companies by returning power to public tertiary institutions administrative heads in Rivers State, rather than centralizing control among company executives. They further revealed that imagine that every administrative heads of public tertiary institutions has a spreadsheet that has information about every students that is in his/her department or faculty. As more students are admitted into the department or faculty, computer updates each of their spreadsheet just as every students that are already in the department or faculty. This is what blockchain technology is all about. But in a study conducted by Chao, et al (2021), findings indicate that in steemit, administrative heads of public tertiary institutions in Rivers State can create and share contents as blog posts and once posted, a blog can get replied, reposted or voted by other public tertiary institutions administrative heads, depending on the weight of received votes, posts get ranked and the top ranked posts make them to the front page and all data generated by administrative heads that use steemit are stored in the steem-blockchain, which is similar to other blockchains like Bitcoin and Ethereum, data stored in the steem-blockchain is publicly accessible and it is hard to be manipulated by any other user.

My third research objective has to do with how minds usage influences public tertiary institution in Rivers State administrative heads effective information dissemination. In a study conducted by Allegue (2020) finding reveals that minds is a website as well as a desktop and mobile app, which awards Ethereum ERC20 cryptocurrency tokens to administrative heads of public tertiary institutions in Rivers State based on their engagement with the site, and administrative heads spend tokens to promote their information content or to crowdfund other administrative heads through monthly subscriptions. In an empirical study conducted by Aaron (2015) and Lisa (2023), finding reveals that minds platform is open source, that is designed so that administrative heads of public tertiary institutions in Rivers State at large can add to it and improve it, and use it for both building and dissemination of information. They further reveals that theoretically, administrative head of public tertiary institutions in Rivers State can use the minds social network to build their own institution social network and offer them an end-to-end encrypted information dissemination which will be opaque to both government and online users, which means that not even the social network users themselves knows what is in the information being disseminated and that for administrative heads of public tertiary institutions in Rivers State to dissemination their information on the minds social network, they have to hit on the speak your mind area on top of the feed, they can add images or videos to the information they disseminated.

**CONCLUSIONS AND RECOMMENDATIONS**

Public tertiary institutions all over the globe are undergoing change brought about by science and technology. These changes are experienced in all aspects of public tertiary institutions. The ability to respond positively and critically to these changes places one public tertiary institution above the other. Public tertiary institution administration are categorized into top or strategic management made up of the Vice Chancellor and other principal officers, middle or tactical management made up of Deans of Faculties and Directors of Institutes, and junior or operational management made up of Heads of Departments. Each of these three categories plays significant roles in public tertiary institution administration, and so is indispensable. While the roles of the three categories of public tertiary institution administration are significant, those of heads of departments remain outstanding. This is because the department is the basic academic unit of public tertiary institutions where implementation of policies regarding students' learning outcomes are carried out, and so is particularly important in the determination of professional values and academic expertise. Academic activities of public tertiary institution has to do with scholarly activities or practices such as classroom teaching and learning, and research projects designed by public tertiary institution in Rivers State to enhance students' learning outcomes. These activities are more prominent in the public tertiary institution unit called departments. Administrative effectiveness, on the other hand, is the ability to inspire confidence and support, influence, motivate and enable staff to contribute towards the effectiveness and success of the institution of which administrators are members. Decentralized Social Media Networks (DSMN) is an internet social networking service that is federated and distributed across distinct service providers, such as the Fediverse or the IndieWeb, which consists of many independent, interoperable social media platforms that allow administrative heads in public tertiary institutions in Rivers State to interact with each other across those platforms. This study outlined the dimensions of decentralized social media networks such as: Mastodon usage, steemit usage and minds usage. And the measures of public tertiary institutions in Rivers State administrative heads effective information dissemination as: Students information dissemination, institutional policy dissemination and employees ranking information dissemination. The concepts of decentralized social media networks and concepts of public tertiary institutions administrative heads effective information dissemination in Rivers State are all discussed in this paper. Social Responsibility Theory of Communication were adopted in this paper. Which holds that the public tertiary institutions in Rivers State should undertake or controls the social media networks and communication to serve working classes and their interest and social responsibility theory emphasizes freedom of the social media networks and no censorship but at the same time the information content of the social media networks should be discussed in public panel and social media networks developers should accept any obligation from the public interference or professional self regulations or both and this when implemented enhances administrative heads effective information dissemination in public tertiary institution in Rivers State. It was concluded that decentralized social media networks such as: mastodon usage, steemit usage and minds usage influence public tertiary institutions in Rivers State administrative heads effective information dissemination in terms of students information dissemination, institutional policy dissemination and employees ranking information dissemination.

Based on the findings and conclusions of the study, the following recommendations are appropriate.

1. Public tertiary institutions in Rivers State should training and retrain their administrative heads in the use of mastodon that will guarantee their effective information dissemination in their respective public tertiary institutions in Rivers State.
2. Public tertiary institutions in Rivers State should map out a policy that will ensure efficient usage of the steemit and provide an enabling environment that is cost free for the use of this trending social media platforms which has been empirically proven to be capable of enhancing administrative heads effective information dissemination in public tertiary institutions in Rivers State.



3. Public tertiary institutions in Rivers State should encourage their administrative heads in the acquisition of new and trending social media networks skills that will enhance their effective information dissemination.

There is no doubt that the aforementioned recommendations are pertinent to public tertiary institutions in Rivers State that wish to enhance their administrative heads effective information dissemination. Yet another important finding derived from this study is the theoretical assertion of the existence of a relationship between decentralized social media networks and administrative heads effective information dissemination in Nigeria. It serves as a forerunner to an empirical study that could explain the impact of each of the dimensions of adoption of federated social media networks on the measures of administrative heads effective information dissemination in public tertiary institutions in Rivers State. This is because such a study would now be formalized enough to facilitate the generation of primary data from any public tertiary institutions in Rivers State, business organisation, sector or society to test clearly stated hypotheses. The results from such tests have the potential to contribute to theory building and validation.

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