

Prospects of Social Media As A Tool For Managing Communication Constraints on Building Construction Sites in Edo State, Nigeria

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Abstract

This study evaluated the prospects of social media as a tool for managing communication constraints on building construction sites in Edo State, Nigeria. Descriptive survey design was used. The study areas were three major institutions namely the University of Benin City, Ambrose Alli University situated in Ekpoma and Auchi Polytechnic where a number of construction projects are currently on going. The population of study consisted of 32 building construction firms located in Edo State. A total of 343 respondents were drawn from selected companies. Data were collected through primary and secondary sources using questionnaire and documentary resources respectively. The data were statistically analyzed using frequency count and mean. The result showed that the social media communication tools commonly used in building construction projects in the study area include: WhatsApp, Facebook, Instagram, LinkedIn and Twitter. Also, the communication constraints through social media platforms are traceable to cultural and language barriers, distractions and other priorities, time zone and geography, noisy environment, improper use of machines and equipment, lack of technical knowhow and inexperience, illiteracy and inappropriate mode of communication, messages orders not meet with time. Some of the attendant effect of communication failures include: low productivity rate, dispute, time overrun, project failure, mistakes, unsatisfactory documentation, vulnerability of risk increase, frequent accident on site, cost overruns, unmotivated shareholders, poor interpretation, over budgeting, low morale, missed opportunity and mistrust, unnecessary argument, high turnover, dissatisfied clients and frustration and stress. Based on findings, it was recommended that construction companies should endeavor to decide on a common platform where information and resources can be shared from time to time among the project teams and workers to ensure that new plans and direction of actions are communicated as at when due to all parties concerned.

Keywords: Prospect, Social Media, Communication, Constraint, Building Construction

Introduction

Communication is an important topic in the construction industry, it plays an important role in the quality of the relation, trust and collaboration among construction project teams (Rimington and Pasquire, 2017). Effective communication is a vital means for achieving improved project performance (Abel and Azhar, 2014). Good communications are one of the main prerequisites for the smooth and profitable running of an organization. This is particularly so in the construction industry. The construction industry is an information intensive environment from design offices to project construction site (Adedeji, Ojelabi, and Oyeyipo, 2018). Communication is a process which information is encoded and transmitted by a sender to

a receiver via a channel/medium. The receiver then decodes the message and gives the sender a feedback. Communication requires all parties involved to have an area of communication commonality. These commonalities include auditory means such as clapping, speaking, singing and sometimes tone voice, non-verbal and physical means such as body language, sign language, whispering, paralanguage, body touch, eye contact as well as written communication. It was further added that communication is a process by which we assign and convey meaning in an attempt to establish shared understanding.

Construction communication, within an organization operating system, is to convey an order or instruction to influence the actions and behaviors of others, or may involve an exchange of, or request for information during a construction project activity. According to Benedict (2017), communication is essential to all business activities; it enable an organization to impact on employee engagement, collaboration, workplace trust and an integral part of the construction communication can improve an organization's operating system.

Construction project are assembled by gathering different profession and areas of expertise under on "flag" (Ahmed, Sadri & Pradhananga, 2020). It was further stated that typical of such assembles is that each professional group also bears with it a set of principles, rules, Knowledge domains and professional skills formulated in a certain manner. Design and Productions of construction projects share a need for rapid access to information and communication in real time. The construction industry is wholly reliant upon effective communication between individual, teams and organizations for a rich and stimulating working environment. However, in a project-based industry, interaction tends to be characterized by unfamiliar groups of people coming together for short period before disbanding to work on other endeavors. The temporal dimension complicates an already problematic communication environment in which technical language and adversarial culture and noise/distraction able combine to prevent straight forward information flow from one party to the other.

Construction project are complex and risky, requiring the active participation of all parties concerned, contributor, co-operation and co-ordination of activities through interpersonal and group communication are essential in ensuring the project completed successfully. Poor communication and co-ordination of design information lead to design problems that cause design errors on construction projects. Communication is the one in the aspect of the management of projects that pervades all others. This is certainly the case within the construction industry where each project demands communication between wide varieties of participants. There seems little doubt the communication plays a vital role in the effectiveness of organizations project construction.

According to Ahmed, Sadri and Pradhananga (2020) the cultural context of construction projects has changed in recent years creating a more complex business environment. One reason behind this is the rapid development of communication technologies. With the increasing need to have immediate information and flexible working practices in a global market, information transfer tends to be electronic. This enables increased volume of information transfer dependent on the time zone.

However, there are a lot of communication constraints that limit the success of construction projects in Edo State. These constraints may result in problem between organizations, department and even individual team members. Constraints within the communication of

Building construction project are very unfortunate and unwanted; every individual wants that his functioning should be implemented in a smooth manner without the concurrent of these constraints. Some of these problems are problem associated within time, factor to reach individual on time in case of any technical fault or urgency matter, to use construction machines and equipment's. Therefore, constraints such as technical knowhow, use of communication technology should be addressed in communication to enable individuals and construction manager within the team to work harmoniously.

According to Abel, John and Azhar (2014), Organization of all kinds, including the construction industry, are beginning to adopt these new resources to better serve their communication needs. To parallel this concept of value-added communication, social media also allows for potential improvements relative to knowledge management. Using social Medial, companies are exploring new ways to cultivate and exploit

knowledge sharing with their customers, suppliers, and partners both inside the organization and outside strict organizational boundaries. Such innovative means of collaboration provide new avenues for construction companies to share and communicate information both internally, with employees in same or different locations, and externally, with potential clients and other companies. As a result, the magnitude of information diffusion within the organization has significantly increased, thus allowing for improves workload efficiency, increased business opportunities, and enriched customer service.

The emergence and economic importance of social Medias like the Facebook and WhatsApp has expanded over recent years, assisting users in sharing information, data and products andalso affecting the way organization are promoting their businesses around connected individuals. Social media are affecting the information-intensive environment where organization operates. Current shifts in communication technology, such as new pattern and mode of communication, provide a useful natural experiment to analyze how different types of organization, including firms and social movement organizations, are strategically adopting social media to help maintain or acquire social approval asset.

Furthermore, Abel and Azhar (2014) the various social media avenues help break down communication silos, which the construction industry has suffered from greatly in the past with certain groups being heard more than others. Thanks to social media, the industry can be more equal with opinions heard by masses. It allows for much more democratic way of working and information sharing amongst peers, for many construction firms of all sizes, social media use and presence can be a hit, a miss, or just not part of the mix at all. As a result construction companies beginning to utilize social media need to understand the time commitment required even though many tools are low cost or free. Even for everyday social media practitioners, training of employees is still needed to deploy social media successfully.

The construction organization must be willing to invest ample time, resources, manpower, and dedication when considering the incorporation of social media in their organization.

Poor communication and coordination of construction activities has become problematic in the construction industry because of the fragmented nature of the industry, thereby resulting in delay, decreases the speed of work and high risk of accident rate on construction site due to poor communication in circulation. There is a very low usage and engagement of social media tools in the construction industry due to trust and credibility. As a result of this, people from different cultural background are not been able to established harmonized working environment. These factors describes the situation in the study area which has called the researcher interest to evaluate the prospects social media tools to manage these communication constraints that are common to building construction projects in the study area.

Research Questions

The specific questions for this study are:

1. What are the communication constraints that are peculiar to building project in the study area?
2. What are the social media tools peculiar to building construction project in the study area?

Literature Review

Communication is the process by which information which is encoded and imparted by a Sender transferred to a receiver via a channel or medium. The receiver then decodes the Message and gives the sender feedback (Mehra, 2009). Notes Desk 2009 defined communication as a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing or behavior. Communication can be defined as the process of transmitting information and common understanding from one person to another (Akinradewo, Ojo & Oladunjoye, 2019). Communication is the transfer or transmission of meaningful information or signal through a recognized medium to a receiver via a recognized medium in order to receive the same information scent. Communication is the process of transmitting information and common understanding from one person to another (Akinradewo, Ojo & Oladunjoye, 2019) wrote an article on Communication: The Process, Barriers, And Improving effectiveness. The author further stated, the study of communication is important, because every

administrative function and activity involves some form of direct or indirect communication whether planning and organizing or leading and monitoring, school administrators communicate with and through other people. This implies that every person's communication skills affect both personal and organizational effectiveness Akinradewo, Ojo and Oladunjoye (2019) it seems reasonable to conclude that one of the most inhibiting forces to organizational effectiveness is a lack of effective communication (Sandvik, 2010). Good communication skills are very important to one's success as a school administrator.

Olanrewaju, Kwan and Tan (2017) carried out a study on roles of communication on performance of the construction sector. Olanrewaju, *et. al.*, (2017), opines that the poor performance of the Malaysian construction sector has its root in poor communication. For instance, if an operative is not familiar with a particular sign or symbol used by the supervisor, an activity would be performed incorrectly. Similarly, the operatives' inability to express themselves due to poor communication skills would pose a problem on sites. That makes it essential to investigate the communication issues within construction organizations in Malaysia. Their study further analyses factors leading to poor communication on the construction sites and provide strategies to address the associated challenges. Based on a cross-sectional survey questionnaire involving 80 site workers, the results show that the major causes of poor communication are: the absence of a shared language between superiors and workers, workplace stress, superiors, and colleagues' attitude towards site workers, misinterpreting of instructions, and poor communication skills among workers. Communication problems on-site can be minimized by taking into account noise reduction measures, honesty among workers and supervisors, reduction in on-site bullying, and encouragement of communication and creativity among workers. Their findings are useful for construction companies, developers, construction and project managers, and other towards increasing productivity and profits.

Renault and Agumba (2016) carried out a study on the issue of Communication in the construction industry. Renault and Agumba (2016) argued Communication within construction presented exceptional problems. This is particularly evident within the construction sector, where interactions have the tendency to be characterized by unacquainted classes of people coming together for brief periods before dispersing to work on other ventures. Owing to its specific characteristics, the construction industry creates a complex communication environment. Renault and Agumba (2016) purpose is to improve communication in construction and in order to define the problem in more detail, and to achieve the purpose of the study, an exhaustive Literature review on communication in construction was conducted, a total of ten experts on the Practice of communication in construction in Gauteng (South Africa) were interviewed, through semi-structured, in-depth interviews. Their Findings revealed that the majority of issues regarding communication in construction were reported to be between demand and supply-side stakeholders.

According to Ishaq, *et. al.*, (2018) Poor communication between clients and contractors during the construction project is one of the major factors that affect project delivery to investigate the causes and effects of poor communication between clients and contractors. This was achieved by identifying the causes and effects of poor communication between clients and contractors in the Nigerian construction industry through a statistical analysis. It is hypothesized that poor communication between clients and contractors, significantly affects construction projects. Their research adopted quantitative method, where survey was conducted using a questionnaire. Ishaq, *et. al.*, (2018) results show that lack of cooperation and selfish interest was the most causes of poor communication between the client and contractor. Identifying barriers to communication among stakeholders in construction industry contribute in perfecting communication that result in enhancing project delivery. Furthermore, their study concluded that Communication is the lifeblood of every organization. Ishaq, *et. al.*, (2018) identified five major causes of poor communication between the client and contractor during construction project as lack of cooperation, selfish interest, misunderstanding, lack of open communication and lack of trust, between the client

Communication can be analyzed as a two-way process as information is not only sent but also received, understood and implemented (Adeleke, 2004). Communication is said to be effective within the working group in the industry only when the transmitted ideas achieve their desired action or reaction, as the operation involved in the construction industry is a team effort, embracing the client, quantity surveyor,

architect, consulting engineer, specialist and the contracting organization with the main objective of getting things down through human beings, (Adeleke, 2004). The operational procedures and other management activities associated with the design, construction and subsequent performance of a building rely a great deal on how information is being transmitted between the various participants on the building team and for this reason, method of communication should not only clearly issues but must also attempt to bring harmony to the entire work process and also foster co-operation between the parties to ensure maximum contribution from members (Nnadi, Nze and Mbakwe, 2019).

Othman, Aziz and Gabr,(2018) summarized the characteristics of communication into six points:

1. Transfer of information that can be diverse and targeted at more than one person or organization at the same time.
2. Bridging the distance, which could require communication to occur between more than two parties that are situated at different locations and this increases the complexity of the process.
3. Successful communication requires social skills within an industry that is labor intensified which requires pupils regularly interacting
4. Interpersonal communication which often involves sharing of data, views, thoughts and ideals.
5. Organizational communication often occurs in the construction industry and involves several parties and specialists interacting.
6. Process of transaction where various exchanges are performed between different parties.

Fatimayin (2018) the general view of communication is that it is an interaction within a social context. Communication usually involves a sender (source) and a receiver. It involves the interlocutors exchanging signals. These signals could be verbal or graphic, it could be gestural or visual (photographic). In essence, communication involves using codes that are done with the eyes, body movement or sounds made with the voice. Whichever way it is done, there is always a process in which someone initiates a meaning intent that is passed to the interlocutor (receiver). Saxena (2008) lists five impediments to communicating effectively as unfamiliar language, relationships, bad timing, attitude and differences such as age, gender, intelligence and race.

Baruah (2018) stated that there are many more other impediments of communication. Nevertheless, the bottom line is to guard against all impediments in order to ensure effective communication. Once there is any sort of impediment, the communication can no longer be effective. Fatimayin (2018) further stated Communication is the key factor in the success of any relationship and for this reason, these elements are important for effective communication. They will help guard against the communication process being distorted. Some of these include the choice and medium of communication, clarity of message and choice of words, correctness in rules and conventions of spelling and social and cultural appropriateness.

Westin (2012)states that since they do not have direct access to other people's thoughts and opinions, we must rely on communication to convey messages to us. Such communication has to be effective and easily understood by all concerned, especially, the participants in the communication event and process. Fatimayin (2018) revealed there are a plethora of languages used in the world. Even within the same language, people have different conceptions of the same word. Of all types of communication, verbal communication allows for the most immediate feedback and clarification of words. However, no matter the mode, type, channel and style of communication, the important thing is for a message to be sent through an acceptable channel and for it to be decoded and understood correctly.

Communication is an important topic in the construction industry, it plays an important role in the quality of the relation, trust and collaboration among construction project teams (Fedorowicz & Gantman, 2020). It is the exchange of ideas and interaction among group members. In addition to this, communication is also seen as a means of connecting people or places. It is also regarded as an important key function of management because an organization cannot operate without communication between levels, departments and employees (Fedorowicz & Gantman, 2020). Communication has its root in Latin from the word communis. However, (Fedorowicz & Gantman, 2020)asserts that it means 'common', which suggests that

there must be a common understanding of the message between the source and the receiver concerning the message being communicated.

Rimington, Dickens and Pasquire (2015) carried out a study on Impact of Information and Communication Technology (ICT) on construction projects. Rimington, *et. al.*, (2015) argued the changing face of construction projects has resulted in a movement towards the use of technology as a primary means of communication. In modern organizations it has become accepted practice for managers to receive reports and feedback in order to develop strategy and maintain the competitive nature of the business (Seifert and Yukl, 2010). The consequence of this rise in the use of information and communication technology (ICT) is a loss of interpersonal communication skills. This function has become disconnected from the operational activities in the belief that managers and leaders cannot be directly involved in the whole of the organization (or company) themselves making the use of electronic methods increasingly attractive. However, technology advances have been considered as a substitute to face to face communication (Goh, Sher & Pheng, 2018) with advances such as emailing, instant messaging and virtual team working disregarding conversation skills. Such asynchronous communication removes the expression of body language, atmosphere, environment and organizational processes and thus lacks engagement, understanding, learning and team building and support.

Rimington, *et. al.*, (2015) states that a number of resulting issues within the human–electronic and human–human interfaces are identified in an attempt to define the efficiency of communication in projects. Rimington, Dickens and Pasquire (2015), show how ICT effects the social environment of construction project teams and the project outcome. Rimington, Dickens, Pasquire (2015) stated, the study seeks to confirm the need for further work in order to develop new forms of communication protocols and behavior. An initial literature review was undertaken to develop a theoretical review of the impacts of ICT on construction project teams.

This review identified a number of issues that were then tested in the field through an observation and two verification interviews. The research confirms the existence of tensions and conflicts in the human–electronic and human-human communication interfaces within the studies environment. It is proposed that the increasing use of ICT occur at the expense of soft system communication. The review of appropriate secondary data provides the theoretical position of the work (Bryman, 2008) and determines what primary data should be collected. The secondary data is further used in the discussion of the empirical findings to provide a rich picture of the issues. Rimington, *et. al.*, (2015) Generally it's accepted that electronic information transfer is beneficial for storing information but prioritizing what is urgent and important is difficult. The other issue is that the use of email and instant messaging does not ensure that the recipient has understood the message; this then limits the reaction (and the quality of it). The speed of communication enables greater quantities of information to be transferred leading to potential for information overload, this is often cited as a reason for errors and misunderstandings.

Akinradewo, Ojo and Oladunjoye (2019), carried out a study a framework for effective communication among construction team (Craig, 2001). (Akinradewo, *et. al.*, 2019) defined communication as the process of sharing ideas, thoughts and feelings with target set of person or group of persons and having those ideas, thoughts and feelings understood by them. In other words, communication could be regarded as transfer of information from a person to another. It involves the use of technical term, symbol, letters, drawings, signs, posters and words. Akinradew, *et. al.*, (2019) the impact of effective communication in any construction organization cannot be overemphasized as it determines project success. They therefore aimed at the communication tools used in the construction industry, contribution of construction team to communication at various stages of construction work and the effectiveness of communication tools on construction project performance. Survey approach was adopted for this study and 80 questionnaires were administered to major stakeholders. Percentile and mean score were used for the analysis.

Methods

This study made use of the descriptive survey design to evaluate the prospects of social media as a tool to manage communication constraints on building construction projects in selected higher institutions of learning in Edo state, Nigeria. To achieve the objectives of this study, data would be obtained from the professionals from notable construction firms contracted to engage in various projects in the three major higher institutions namely, the University of Benin, Ambrose Alli University and Auchi Polytechnic all located in Edo state, Nigeria. This would be achieved through the distribution of questionnaires to the various professionals. Data obtained would consequentially be collated and scrutinize for subsequent presentation analysis.

The study area comprised of the three major institutions namely the University of Benin City, Ambrose Alli University situated in Ekpoma and Auchi Polytechnic where a number of construction projects are currently on going. The population of study consisted of 32 building construction firms located in Edo State as quoted on the online business directory <http://nearme.com.ng> (2020)

The sample frame was based on the online business directory <http://nearme.com.ng> (2020) which revealed the presence of 32 building construction firms in Edo State. The study would focus exclusively on building construction professionals in Edo state within the various construction outfits. All the construction firms actively involved in the construction and building works in University of Benin, Ambrose Alli University and Auchi Polytechnic, Edo State were drawn for the study. The researcher's decision for restricting his investigations to selected tertiary institutions in the study area stems from the constraints faced in the acquisition of information from building professionals across the State. Not only is the researcher confronted with a total lack of logistics in this regard, he is also faced with the challenge for accessing the various professional bodies for sourcing for data on the number of building professionals across the State owing to the inability of these bodies to update their current registration status with members and affiliates. A total of 368 questionnaires were distributed and about 25 were invalidated for errors arising from poor response entry thus a total of 343 questionnaires was adopted for this study

The data source for this study was derived from primary, secondary sources questionnaires and personal interviews. The reliability of the instrument measures internal consistency and confidence repose on the result obtained from administering the instrument. The researcher maintained objectively with no leading question as to the answers deserved.

The data were statistically analyzed using frequency count, percentages and mean. A mean score of 3.0 was used as the benchmark for decision making. This was obtained by adding up the five (5) likert type scales (Strongly Agreed -5, Agreed -4, undecided -3, Disagreed -2 and Strongly Disagreed -1) and dividing the sum of the scales (15) by the total number of scales (5) to give 3.0. Hence, any mean score of 3.0 or higher represented agreed or commonly used media while any below 3.0 represented disagreed or uncommonly used media.

Results

Research Question 1: What are the communication constraints that are peculiar to building project in the study area?

Table 3: Analysis on the Communication Constraints to Building Project in the Study Area

s/n	Communication constraints	1	2	3	4	5	\bar{X}	Rank
1	Cultures and Language barriers	99	43	55	29	117	3.06*	11 th
2	Distractions and other priorities	45	31	72	84	111	3.54*	3 rd
3	People's attitudes and emotional state	110	56	69	77	31	2.60	15 th
4	Time Zone and geography	35	53	35	118	102	3.58*	2 nd
5	Noisy environment	34	18	61	110	120	3.77*	1 st
6	Improper use of machines and equipment	37	67	74	68	97	3.35*	7 th
7	Workload	138	148	18	27	12	1.91	17 th
8	Lack of Technical knowhow and inexperience	74	51	26	79	113	3.31*	8 th
9	Technology gap	102	51	43	54	93	2.96	12 th
10	Political Barriers	65	95	55	65	63	2.90	14 th
11	Inadequate Resources	85	120	32	76	30	2.55	
12	Illiteracy and inappropriate mode of communication	51	61	44	72	115	3.41*	6 th
13	Messages orders not meet with time	96	40	37	63	107	3.13*	9 th
14	Incomplete or inaccurate piece of information	30	41	61	150	61	3.50*	4 th
15	Information sent to incorrect receiver	62	64	62	83	72	3.11*	10 th
16	Complete lack of understanding	107	36	56	67	77	2.92	13 th
17	Team mate and stake holders ignorant of prescribed communication policies and procedures often going adrift	4	41	124	155	19	3.42*	5 th

* Mean ($\bar{X} \geq 3.0$)

Result in Table 3 shows that majority of the respondents have high ranting on items 1, 2, 4, 5, 6, 8, 12, 13, 14, 15 and 17 at mean score ranging from 3.06 to 3.77 respectively and low ranting on items 3, 7, 9, 10 and 11 at mean score range of 2.55 to 2.92. Therefore, result showed that cultures and language barriers, distractions and other priorities, time zone and geography, noisy environment, improper use of machines and equipment, lack of technical knowhow and inexperience, illiteracy and inappropriate mode of communication, messages orders not meet with time, incomplete or inaccurate piece of information, information sent to incorrect receiver and team mate and stake holders ignorant of prescribed communication policies and procedures often going adrift are the communication constraints through social media platform that are peculiar to building construction project in the study area.

Research Question 2: What are the social media tools peculiar to building construction project in the study area?

Table 2: Analysis on Social Media Tools peculiar to Building Construction Project

S/N	Social media Tools	n = 343							Rank
		1	2	3	4	5	X	S.D	
1	Facebook	50	28	58	100	107	3.54*	1.384	4 th
2	Instagram	14	40	52	156	81	3.73*	1.073	2 nd
3	Youtube	50	93	49	34	117	3.22*	1.509	7 th
4	LinkedIn	42	53	58	97	93	3.43*	1.355	5 th
5	Twitter	32	36	56	118	101	3.64*	1.262	3 rd
6	TeamViewer	103	33	68	58	81	2.94	1.554	10 th
7	Vimeo	96	47	58	89	53	2.87	1.457	11 th
8	WhatsApp	56	21	38	61	167	3.76*	1.504	1 st
9	Trello	52	54	72	86	79	3.25*	1.371	6 th
10	Google+	66	47	76	81	73	3.14*	1.407	8 th
11	Reddit	119	63	68	76	17	2.44	1.298	12 th
12	Telegram	98	51	39	73	82	2.97	1.571	9 th

Mean ($\bar{X} \geq 3.0$)

Result in Table 2 shows that the mean rank order of the five most peculiar social tools are: WhatsApp, Instagram, Twitter, Facebook and LinkedIn at a mean score ranging from 3.76 to 3.43 while the least used social media tools are TeamViewer, Vimeo and Reddit. This indicates that WhatsApps, Instagram, Twitter, Facebook and LinkedIn are the social tools peculiar to building construction project in the study area.

Discussion

The result showed that cultures and language barriers, distractions and other priorities, time zone and geography, noisy environment, improper use of machines and equipment, lack of technical knowhow and inexperience, illiteracy and inappropriate mode of communication, messages orders not meet with time, incomplete or inaccurate piece of information, information sent to incorrect receiver and team mate and stake holders ignorant of prescribed communication policies and procedures often going adrift are the communication constraints through social media platform that are peculiar to building construction project in the study area. The result is in line with that of Olanrewaju, Kwan and Tan (2017) who found that the poor performance of the Malaysian construction sector has its root in poor communication. Renault and Agumba (2016) who found that lack of mutual trust, reversely discouraging stakeholders to ameliorate their communication. The result supported that of Ishaq, Omar and Mohammed (2018) who found that during a construction project, information needs to be accurately and timely communicated among project stakeholders in order to realize the project objectives.

The result showed that WhatsApp, Instagram, Twitter, Facebook and LinkedIn are the social tools peculiar to building construction project in the study area. Communication can be analyzed as a two-way process as information is not only sent but also received, understood and implemented. The result agreed with that of Adeleke (2004) who found that communication is said to be effective within the working group in the industry only when the transmitted ideas achieve their desired action or reaction, as the operation involved in the construction industry is a team effort, embracing the client, quantity surveyor, architect, consulting engineer, specialist and the contracting organization with the main objective of getting things down through human beings. The result is in line with that of Fatimayin (2018) who found that communication is the key factor in the success of any relationship and for this reason, these elements are important for effective communication. The result supported that of Westin (2012) who found that communication has to be effective and easily understood by all concerned, especially, the participants in

the communication event and process. The result agreed with that of Akinradewo, Ojo and Oladunjoye (2019) who found that communication tools used in the construction industry, contribution of construction team to communication at various stages of construction work and the effectiveness of communication tools on construction project performance.

Conclusion

Construction communication, within an organization operating system, is to convey an order or instruction to influence the actions and behaviors of others, or may involve an exchange of, or request for information during a construction project activity. Based on finding, it is concluded that social media communication tools peculiar to building construction project in the study area are: WhatsApp, Instagram, Twitter, Facebook and LinkedIn.

It is also concluded that the communication constraints through social media platforms on building construction project are traceable to cultural and language barriers, distractions and other priorities, time zone and geography, noisy environment, improper use of machines and equipment, lack of technical knowhow and inexperience, illiteracy and inappropriate mode of communication, messages orders not meet with time. Some of the attendant effect of communication failures include: low productivity rate, dispute, time overrun, project failure, mistakes, unsatisfactory documentation, vulnerability of risk increase, frequent accident on site, cost overruns, unmotivated shareholders, poor interpretation, over budgeting, low morale, missed opportunity and mistrust, unnecessary argument, high turnover, dissatisfied clients and frustration and stress.

Recommendations

Based on findings, the following recommendations are made:

1. Construction companies should endeavour to decide on a common platform where information and resources can be shared from time to time among the project team and workers to ensure that new plans and direction of actions are communicated as at when due to all parties concerned.
2. Edo State needs to establish a Construction Technology and Communication Training Board (CTCTB) should be established to serve the purpose of Technology and Communication training and advisory services for the construction firm and their project management team.
3. Construction site engineers and leaders should try as much as they can to integrate a language translators feature on whatever Social media they choose to use to bridge communication gap resulting from cultural and language barriers.

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