

# IMPACT OF SOCIAL MEDIA ON THE ACADEMIC PERFORMANCE OF TERTIARY INSTITUTION STUDENTS (A CASE STUDY OF FEDERAL COLLEGE OF EDUCATION EHA-AMUFU)

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## **Abstract**

*There is tremendous celebration in the world today because of the advancement of medium/scope of communication through Information and Communication Technology. Social media is one of the outcomes of this advancement. However, the purpose of this study is to examine the effect of social media on academic performance of tertiary institution students. Descriptive survey research was adopted. The population consists of 2500 undergraduate students of Federal College of Education Eha-Amufu. Taro Yamane's formula was employed to sample 100 students. The instrument for data collection was questionnaire. The questionnaire was administered randomly to 100 students sampled from four different schools of the college. Percentage was employed to analyze the result. The finding of the study shows that the students of FCEE are more exposed to whatsapp and facebook among other social network. The result also revealed that students use social media more for entertainment. The result also showed that use of social media affect their academic performance negatively. The study recommends that students should be properly guided on the use of social media, so as to serve the purpose of enhancement in education which was the initial aim.*

**Keywords:** Social media, Academic performance and Nature of usage.

The advent of information and communication technology is being celebrated today in the whole world. It has become part of everyday life. This modern technology in no doubt has turned the whole world into a Global village. It's imminent and change in communication pattern has helped in the means of communication. It helps people to be better informed, enlightened and kept abreast with the latest development in the world. Social media has emerged to be one of the most vital means in communication. Its existence is to ease communication among individuals. Buettner, (2016) saw social media as computer mediated tools that allow people or companies to create, share, exchange information, career interest, ideas, pictures/ virtual communication and network. With social media, individuals can with no much of a stretch trade profitable information which can enhance their professional interest. Kietzmann and Hermkens(2011) further stated that social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user generated content. Social media exploded as a category of online discourse which include, Facebook, Whatsapp, Instagram, Twitter, Blog, Email etc. It has brought tremendous improvement in the communication system which enhances learning. It has provided different entertainment functions which serve as a tool for social changes and fast exchange of information. Jha and Bhandwaj, (2012) also pointed out that social media enable people to create contact, share them, bookmark them and network at prodigious rate. With the aid of internet, students can form their own page, access to news and lectures note via email sent to him or her by a lecturer. Students also do some other academic activities such as, do and submit assignments through the internet. The lecturer in turn will now evaluate students' performance also through the same means.

Academic performance plays an important role in a student placement in the academic institutions or elsewhere. Academic performance which is measured by the examination result is one of the major goals of a school. It is the outcome of education, the extent to which student, teacher or institution has achieved their educational goal (Osharive 2015). Generally academic performance is measured by examination, test and continuous assessment. However, a direct relation exist between social media usage and the academic performance of the students in tertiary institution. Social networking/mediasites focus on ease of sharing information, building and reflecting social associations among people of common interest and activities. In as much as we know, nothing

interesting is ever completely one sided, so is for social media as it comes with both positive and negative effects. Four major advantages of social media use are recognized which include: enhancing relationship, improving learning motivation, offering personalized course material and developing collaborative abilities (Wheeler, Yeomans, and Wheeler, 2008). Students are tempted to engage themselves with this social media even when lectures are going on in the classroom or lecture theatre. They abandoned homework and reading in preference for chatting and movie watching online. In view of the above activities, it cannot be far fetch that most of the engagements by students with social media affect their academic performance. According to Olubiyi (2012) students are so engrossed in the social media that they are almost on 24 hours. Periods that ought to be channeled towards learning, academic research have been chanced by the passion for discovering and meeting new friends online and most at times busy discussing trivial issues (Osharive 2015). Be that as it may, this distraction from social media has grossly caused students academic set back. Bulus, Adamu, Obi and Sala'at (2012) observed that the use of this social media sites also affect students use of english and grammar. Students are now used to short forms of writing words in their chat rooms, they even forget and use the same in classroom and even in examinations. Therefore, this implies that the more students use social media, the more it affects their dispositions to studies.

### **Statement of the Problem**

The initial notion of students poor performance have been attributed to poor quality of the teachers and lack of funding but the fact remain that the education sector and the performance of the student are facing other challenges. The advent of social media and its usage has unduly affected the performance of tertiary institution students in Nigeria. Osharive(2015) observed that students devote more attention and time to social media than they do for their studies. Bulus, Adamu ,Obi and Sala'at (2012) also revealed that the students use of short form of writing to chat with friends and others are being replicated during examination. A study carried out by Maya (2018) revealed that social media use contributed to low academic performance, low self perceptions and less interest in the college oriented matters. However academic performance plays a great role in an individual placement: be it in the institution, at social gathering, family, at work place or even among peers. Thus, this study aimed at determining the effect of social media on academic performance of tertiary institution students of Federal College of Education Eha-Amufu.

### **Research Questions**

**The following Research Questions were raised to guide the study:**

1. Which social media networks are tertiary institution students are more exposed to?
2. What do tertiary institution students use social media to do most of the time?
3. What impact does social media network have on tertiary institution students' academic performance?

### **Literature Review**

Social medial/networking is so dynamic that it keeps changing now and then. It began in the late 1990s with the first recognized social media called "SixDegree".Social media is a group of internet-based applications that build on the ideological and technological foundations of web 2.0. It has allowed the creation and exchange of user-generated content (Kaplan and Haenlein, 2010). Its revolution has changed life patterns, learning and teaching styles.Social media is considered to be the fastest growing web application in the 21<sup>st</sup> century and this rapid development is being backed by technological advancement (Heyain, 2014).Social media has emerged to be one of the most vital communication means. Ganiyu, and Akinreti, (2011) asserted that "the emergence of social media has increased interactivity among people, making them to be producers and consumers of information in a simultaneous manner".

There has been tremendous improvement since social medial era, currently there are numerous social networking sites either developed for local use, specific purpose or international use. Social media is categorized as follow :

1. collaborative project (Wikipedia)
2. Blogs and micro blogs (twitter)
3. Content communities (youtube)

4. Social network sites (FB, 2go-BB chat)
5. Virtual game world (world of war craft)
6. Virtual second world (second life). ( Kaplan et al,2010)

Its classification into classes has been useful to scholars and individual for easy identification. Social media such as whatsapp, facebook, youtube, twitter etc. have brought tremendous improvement in communication system which enhances learning. It is stated that flexible learning expands the choice on what, when and how people learn. It supports different styles of learning including E- learning which is highly patronized across the globe (Pappas, 2013). Researchers have conducted different studies to find out the effect of social platforms users, for instance a study by Sofela (2012) on the effect of social media on students, the researcher echoed the population of social media and how it has grown expediently. The research outline how social media such as FB myspace, 2go and BB chat, allows social interaction among students. The research was on the positive effect of social media site on youths. The researchers stated, that gone are those days when events happen and it stays a while before people begin to hear about it. But now, through social media, events and news are known within splits of second and are shared on realtime. The study on the other hand also analyzed the negative consequences of social site, social media was before now as used by students for research. It was found that most students abandon the academic work to chat with friends. This exposed the otherside of social media. However, the present study and the reviewed study are discussed the effect of social media but the present study is on its effect on the academic performance of the tertiary institution students. The reviewed study failed to detail the negative influence of social media which the present study tackled.

Moreso, Oye (2012) studied the “impact of face book on undergraduates academic performance” Oye stated that social platforms have negative impact on students, from Oye’s findings, students’ academic performance is affected the more when they use face book. Oye also observed that social platforms are mainly used by students for socializing activities rather than academic purpose. In a different study conducted by Shana (2012) the outcome revealed that students use social platforms mainly for chatting and, making new friends. This also affects their academic performance. Furthermore, the use of social sites tend to have both positive and negative influence on the students’ academic performance, Oye (2012) stressed this in the assertion emanating from his findings that, “as a result of more time being dedicated to the use of social site for non-academic usage and less time to academic usage by the students, it Xrays considerably what would become of their academic output, hence the present study is to ascertain whether the student of FCE Eha-Amufu are also in the same line with the Oye’s finding and other studies reviewed.

### **Methodology**

This study made use of quantitative survey research design. Data was collected through the distribution of the questionnaire. The population is the entire students of FCE-Eha-Amufu who were 2,500 (source: Admission office of the college, 2017). Taro’s Yamane’s formula was adopted to determine the sample size.

Taro Yamane’s formula is as follow

$$N = \frac{e^2}{E^2}$$

Where: N=sample size sought

$$E = \text{level of error } (0.10)^2$$

$$N = \text{population size } 2500$$

$$N = \frac{(0.10)^2}{E^2}$$

$$N = 100$$

The sample size of one hundred (100) students were the respondents for this study. They were randomly selected from four (4) schools of the college: namely, school of sciences, school of languages, school of arts and social sciences and school of vocational educations. These four schools were selected out of the five schools in FCE Eha-Amufu. The sampling techniques adopted for this study is simple random sampling technique in which each member is given an equal chance of being selected (Yates, David and Daren 2008).

### **Data Presentation and Analysis**

Research Question 1: Which social media network are tertiary institution students more exposed to?

**Table1: Social Media Network that Tertiary Students are More Exposed To**

S/N	STATEMENT	SA	A	D	SD	X	SD	Decision
1.	I use Youtube as my lecture compliment and follow up.	13	25	37	25	2.26	0.98	D
2.	I visit Whatsapp to disseminate information and knowledge to my peer and classmates	35	42	13	10	3.02	0.94	A
3.	I resort to Wikipedia for assignment purposes	11	24	28	37	2.09	1.03	D
4.	I am always on facebook most of the time	57	17	10	16	3.15	1.14	A
5.	I usually engage in discussions on twitter	12	26	32	30	2.20	1.01	D

From table 1 above it showed that the respondents agreed to be more exposed to whatsapp and facebook but disagreed to other issues on the table.

**Research Question 2:** What do students use social media to do most of the time?

**Table2: Student Use of Social Media**

S/N	STATEMENT	SA	A	D	SD	X	SD	Decision
1	I use social media for researching and other academic activities	4	12	54	30	1.90	0.92	D
2	I use social media for watching movie and other entertainment	31	44	16	9	2.97	0.89	A
3	I engage in charting with social media	42	33	8	1	2.84	1.53	A
4	I use social media most often to read and listen to news	20	27	47	6	2.61	1.38	A
5	I use social media for information dissemination	48	35	5	12	3.19	1.42	A

From table 2 above, it can be seen that the respondents (students) disagreed with the use of social media for researching and other academic activities which has mean of 1.90 and standard deviation of 0.92. The mean is below the established cutoff point of 2.50. The table depicts that respondents use social media more for non academic activities.

**Research Question 3:**What is the impact of social media on tertiary institution students' academic performance?

**Table 3: Impact of Social Media on Tertiary Institution Students' Academic Performance**

S/N	STATEMENTS	SA	A	D	SD	X	SD	Decision
1	Time spent online chatting can never be compared to hours spent on studying	62	15	10	13	3.26	1.54	A
2	Social media distract me from my academic activities	68	17	9	6	3.47	1.62	A
3	Exposure to social media has effect on my academic performance	56	31	10	3	3.40	1.23	A
4	Social media affect my academic performance negatively.	66	24	8	2	3.54	1.13	A
5	I resort to social media for my assignments and other academic activities	9	12	69	10	2.20	1.26	D

From table 3 above, it can be seen that the respondents agreed on all the issues raised but disagreed on the issue of resorting to social media for assignment and other academic activities.

**Discussion of the Findings**

This section of the paper is a summary of the findings of the study.

The study examined the various social media sites that students/respondents are more exposed to. It was found out that most of them use whatsapp and facebook among other social media networking sites. The result in table one depicted that whatsapp has a mean response score of 3.02 and facebook mean response score of 3.15 with SD of 0.94 and 1.14 respectively. These therefore showed that the students of FCEE prefer whatsapp and facebook for chatting and other activities. This finding is in line with Asemah and Edegoh (2013) finding which showed that students use whatsapp and facebook more than other social networking sites.

The study also examined the various activities student do most of the time with social media. It was revealed that most of the respondents go online for chatting and other entertainments. The result showed that only few respondents agreed use of social media for academic works and research which has mean of 1.90 and SD of 0.92. This finding agrees with that of Seyi, (2012), Seyi observed that most of the undergraduates are always busy pinging, 2going and facebooking while lectures are on and as a result it distract them from the main business of paying attention to their academic pursuit.

The study further examined the effect of usage of social media on academic performance of the students. It was observed that exposure to social media affect students of FCEE academic performance negatively. Periods that would have channeled towards studying, researching for academic works and other innovative search and ideas have been chanced for passion for 2going, facebooking and other irrelevant activities and trivial issues. Thus most students academics suffer setback as a result of misuse of social media sites. This concur with the observations of Olubiyi (2012) and Elison, (2007) that the usage of social media has become a world wide phenomenon for quite some time and students are so engrossed in that they are almost online 24 hours even in classrooms and lecture theatres.

### **Conclusion**

Social media platforms have significant effect on students' academic performance in tertiary institutions. It is without doubt that social network is important tool in academic sector and in human life as far as communication is concerned. It has been a saving grace in different forms of education especially distant education, online schooling, realtime education and every other forms of schooling have been widely patronized and facilitated through social media network. However, the fact remains that if it is not properly used and managed, it can mar its intention and act as a dangerous master which most undergraduates are turning it to because they misuse it. Thus, caution should be emphasized on its usage for it to serve as good servant.

### **Recommendations**

In view of the findings of this study, the following suggestions are made

1. Seminar should be organized in various tertiary institutions for students to guide them on the possible implications of social media usage on their academic performance.
2. Lecturers should adopt the means of channeling assignments and discussion on social media, this will help to inculcate the idea of using it for academic activities more than other activities.
3. Students should focus on the academic relevance of social media.
4. Lecturers should monitor students on the usage of social media by directing students to put off their gargets when lecture is on.
5. Students should minimize the time spend on social media for chatting and use social media more for academic activities by adhering strictly to their study time table.

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