IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE

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ABSTRACT

Social networking has become a common international trend which has spread its reach to almost every corner of the world. The use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Among the prominent users of the social media are the students. This research assesses the impact of social media sites on student academic performance in Samuel Adegboyega University. Four research questions and three hypotheses guided the study. The study adopted descriptive survey design. The population used as sample were students from Samuel Adegboyega University in Edo state. A validated questionnaire with 0.96 reliability was used for data collection. Frequency counts, percentage and mean were the quantitative statistics used. The inferential statistics was applied to assess the significance of the hypothesis. Analysis of Variance (ANOVA) was the technique of estimation and the F-statistic was used to determine whether the hypotheses was significant at 0.05. The result shows that there is significant relationship between time spent on social media sites and academic works. It also revealed that the nature of social media activities which the student engages in does not have any significant impact on the student academic performance. In addition the study also shows that the gender of the student has no impact on the usage and activities of social media

Key words: Internet, Social media, Academic work, Academic performance.

1. INTRODUCTION

The internet has created a platform for millions of computers at numerous sites in various countries, belonging to thousands of businesses, governments, research institution, educational institutions and other organizations to link up with one another. It provides a very rich medium for information dissemination, exchange and collaborative interaction among individuals and computers without regards for geographical limitation of space (Ugwulebo and Okoro, 2016).

Social networking has become a common international trend which has spread across almost every corner of the world. The Use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Asur and Huberman, 2010).

In the last ten years, the online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010).

The increased use of Social Networking Websites has become a social norm and way of life for people from all over the world (Boyd. 2007). Teenagers and young adults have especially embraced these sites as a way to connect with their peers around the globe, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007).

With these developments in technology social networking sites have become more and more popular among students and a major concern have arose over how the use of social media sites among undergraduate students affects their academic performances.

1.1 Statement of the Problem

The proliferation of mobile phones and advancement of media technology has had a great influence on the way people now communicate on a daily basis. The use of the social media among the youths of today is growing exponentially and gaining more and more popularity among students. Many students get addicted to the use of social media site as they continue to engage in one activity or another on the social media sites very often. Due to this increased popularity, there are growing concern over the possible influences the use of social media could have on students' academic performances. It is in this regard that this study investigates the impact of the time which students spent on social media has on their academic performance case study of Samuel Adegboyega University.

1.2 Purpose of the Study

The purpose of this study is to investigate the impact of social media on the academic performance of undergraduate students in the universities. To address the study effectively students of Samuel Adegboyega University were assessed.

1.3 Research Questions

The following research questions were drawn to guide this study based on the research problem

- i. Do time spent on social media activities impact students' academic work negatively?
- ii. Does the nature of activities on social media impact students' academic performance?
- iii. Is there a correlation between time spent on social media and students' academic performance?
- iv. Does Students' gender influence the habit of social media usage?

1.4 Hypothesis

H₀₁ Time spent on social media negatively impacts academic work

H₀₂ there is no correlation between nature of activities on social media and academic performance

H₀₃ Gender does not influence the habit of social media usage

2. REVIEW OF RELATED WORK

The internet is an interconnected computer networks that use the standard internet protocol suite to serve billions of users worldwide. It consists of millions of private, public, academic, business and government networks that range from local to global scope that are linked by a broad array of electronic, wireless and optical networking technologies. The advancement of media technology has had a great influence on the way people now communicate on a daily basis. The use of the social media among the youth of today is growing by the day and gaining more and more popularity among students. It is a way to make connections, not only on campus but with friends outside of school. Social networking is a way that helps people feel they belong to a community. Its increased popularity has raised concern over how the time spent and student activities on these sites could impact their performance in school.

Several studies have been carried out by different researchers to assess how the use of social media impact student academic performance. Choney, (2010), MehMood & Taswir, (2013), Kist (2008), Jacobsen & Forste, (2011), believe that the use of technology such as internet is one of the most important factors that can influence

educational performance of students positively or negatively. It stated that many parents and guardians are worried that students now spend too much time on facebook and other social media sites and do not have enough time to study

Owusu-Acheaw, & Larson (2015) did a study to assess students' use of social media and its effect on academic performance of tertiary institutions students in Ghana with a focus on Koforidua Polytechnic students. Questionnaire was used for collecting data. The study revealed that majority of the respondents had mobile phones which also had Internet facility on them and had knowledge of the existence of many media sites. The study further confirmed that most of the respondents visit their social media sites using their phones and spend between thirty minutes to three hours per day. In addition the study revealed that the use of social media sites had affected academic performance of the respondents negatively and that there was direct relationship between the use of social media sites and academic performance.

Hasnain, *et al* (2015) carried out a research to study the relationship between the use of social media and students' academic performance in Pakistan. The results suggest, social media has an inverse relationship with academic performance. Social media platform used in a positive manner it can help students and youth in gaining knowledge that can be used to enhance their academic performance

Emeka & Nyeche (2016) also did a study on the Impact of Internet Usage on Academic performance of undergraduate students using University of Abuja, Nigeria as a case study. Survey method using questionnaires as the instrument for data collection was adopted. The result revealed that the use of Internet is a beneficial tools to students and enhances their skills and capability which will assist them in studies and professional life.

Mensah & Nizam (2016) carried out a study to examine the impact of use of social media on students' academic performance in Malaysian Tertiary Institution. In other to measure social media platforms a questionnaires were developed based on past literatures. The variables considered were time appropriateness, time duration, Nature of Usage, Health Addiction, Friend-People connection, security/privacy problems and student academic performance. This research adopted descriptive research design. Data was collected with questionnaires. The sample of 102 students from Erican College was selected using convenient sampling method. The data collected was analyzed using description means and regression via SPSS 21. The Pearson's correlation coefficients of four independent are correlated with student's academic performance while two are not. However, using the regression analysis four variables is significant which include: Time appropriateness, people-friend connection, nature of Usage and health addiction while Time duration and security/privacy problems are not significant.

Raut & Patil (2016) highlights how social media influenced education sector the study revealed various positive and negative impacts of social media on education or students. It also highlighted measure to minimize the negative impact of social media on students' academic performances such as; moderating their access to social media sites, reducing the amount of time spent on social network sites.

Zahid, et al (2016) did a study to determine the effect of growing use of social media sites on the academic performance of the students of universities and colleges. On the basis of random sampling, 300 students were selected. Questionnaire was used as the instrument for data collection. The questionnaire received from respondents were analyzed with descriptive statistic. Results indicate that the effect of social media can be positive

Tamayo & dela Cruz (2014) studied relationship between the use of Social Media sites and the Academic Performance of the students of Bachelor of Science in Information Technology at Centro Escolar University-Malolos. The study shows that using Social Media impedes student's learning and directly affects the students' attendance at school. The result of the analysis was plotted in a scatter diagram to show a clear view of correlation or relationship between the variables. Social Media and Academic Performance has effect to each other. It only means that when a student gets too involve with the use of Social Media it effects his performance in class activities and overall academic performance.

Khan (2012) explore the impact of social networking websites on students. A research questionnaire was designed to determine the factors of social networking websites that have impact on students. Variables identified are age, gender, education, social influence and academic performance. The result of the study shows that Respondents whose Age ranges between 15 to 25 mostly use social networking website, an individual whose age is between 15 to 25 generally uses social networking websites for entertainment while Gender analysis shows that male mostly uses social networking websites.

3. METHODOLOGY

The sample for this study was drawn from the population of students in Samuel Adegboyega University in Edo State. The convenient sampling method was employed for this study because the population of the respondent university were few therefore, did not permit the use of probability sampling method. One hundred and sixty-six respondents were randomly selected which included students across different level of studies and Departments. The researcher designed questionnaire with which responses were collected from the respondents. The questionnaire were personally administered by the researcher to the various students in their lecture halls for effective feedback. The researcher made use of descriptive and inferential statistics. The inferential statistics were

frequency counts, percentage and mean. The inferential statistics was applied to assess the significance of the hypotheses. Analysis of Variance (ANOVA) was the technique of estimation. The hypotheses were tested with F-statistic at 5% level of significance. The F-Statistic is compared with the F-critical value at 0.05 level of significance. If the F-critical is less than the F-statistic the null hypothesis is rejected; otherwise, it is accepted when the F-critical is greater than F-statistic. Alternatively, the null hypotheses is failed to be rejected when the probability value (P-value) is greater than 0.05 level of significance.

4. DATA ANALYSIS

In this section the data obtained from the survey conducted is analyzed. The analysis is based on the hypothesis raised to guide the study.

H₀₁ Time spent on social media negatively impacts academic work

Table 1 ANOVA for Impact of time spent on Social Media Activities on Academic w

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.821	1	1.821	8.182	.005
Within Groups	36.493	164	.223		
Total	38.313	165			

Table 1 shows the impact of social media activities on student academic work. The value obtained from F-statistic computed is 8.182 and the corresponding P-value obtained is 0.005 which is less than the 0.05 level of significance. This implies that there is significant relationship between the time spent on activities on social media and the time spent doing academic work such as assignment, research, term papers, seminars etc. the more time student spend on activities on social media site the less the time the student have to spend on his academic work.

 H_{02} There is no correlation between nature of activities on social media and academic performance

Table 2 ANOVA for Impact of SM Activities on Academic Performance

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	Sum of Squares	df	Mean Square	F	Sig.		
Between Groups	.299	4	.075	.312	.869		
Within Groups	38.544	161	.239				
Total	38.843	165					

The F-statistic in Table 2 is 0.312 and the corresponding P-value is 0.869. The P-value indicates that there is a correlation between students' activities on social media and their academic performance. The finding show that if the student use the social media for academic purposes such as have discussion forum for class work or topics taught in class, this will positively impact their academic performance. However, spending so much time on social media on activities not related to academic pursuit will negatively impact their academic performance.

 \mathbf{H}_{03} Gender does not influence the habit of social media usage

Table 3 ANOVA of Impact of Student Gender on Social Media Usage

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.008	4	.252	1.079	.369
Within Groups	37.577	161	.233		
Total	38.584	165			

Table 3 show that student gender has no significant impact on social media usage. The F-statistic obtained is 1.079 and the P-value is 0.369. The P-value is greater than 0.05 at 5% level of significant. Therefore, the gender of a student has no significant impact on the usage of social media sites.

CONCLUSION

The use of social media has become very popular all around the world due to a great development of technology in recent years. People across all walks of life make use of social media sites. Many people have become so use to social media that they can spend a good number of hours on the social media particularly students. This study was conducted to investigate the impact of social media on student academic performance. The findings revealed that the time spent on social media can negatively affect student academic activities. Therefore it is our suggestion that for students to be more productive, the need to minimize the time they spend engaging on social media activities.

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