



The Impact Of Social Media On Academic Performance Of Students Of Tertiary Institutions In Katsina State, Nigeria

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ABSTRACT

This research examined the impact of Social Media on Academic Performance of students of tertiary institutions in Katsina State. The study focused on tertiary institutions from three senatorial zone in Katsina State. Hence, population consists approximately 31,168 full-time and part-time undergraduate students. The simple random sampling technique was used to select a sample of 300 students. Questionnaire titled: Impact of Social Media on Academic Performance of tertiary institution students in Katsina state, was used to collect data from the participants. The descriptive statistics of frequency counts and percentage were used to analyze the demographic data and research questions while the comparison was made using Pearson correlation coefficient. Research findings showed that a large number of students in Katsina state, are addicted to social media. therefore, the researcher recommended that social media should be used for educational purposes as well; Social Networking Sites should be expanded and new pages should be created to enhance academic activities in order to avoid setbacks in the students' academic performance; and Students should always be monitored by lecturers and parents as well, on how the sites are been used, This is to initiate a priority of the academic activities by the students over the social media.

Key words: social media, students, academic performances, Social Networking

INTRODUCTION

The present century celebrates the improvements in communication technology which has enhanced the scope of communication through Information and Communication Technologies (ICTs). Modern Technology in communication no doubt has changed the entire world into a "Global village". But as it is now, technology is like two faces of a coin that is head and tail, means both negative and positive sides. It helps people to be better informed, educated, enlightened, and keeping abreast with world developments. Technology exposes mankind to a better way of doing things. Social networking sites include: Facebook, Whatsapp, Twitter, Yahoo Messenger, Blackberry Messenger (BBM), Skype, Tiktok, Zoom, Google talk, Google Meet, iPhone and Androids. These networking sites are used by most people to interact with old and new friends, physical or internet friends. Academic excellence or achievement plays an important role in an individual placement, be it in the academic institutions or job placement. Due to this, many people are concerned with the ways they can enhance their academic achievement. The emphasis on academic excellence which is also prevalent worldwide has encouraged many studies about the conditions promoting it. The role of academic achievement as one of the predictors of one's life success and also in the aspect of academic placement in schools to higher institutions as well as the level of employability in one's career is inevitable Kyoshiba (2009). Social media emanates since the time when people started to communicate. Social refers to human society, as interference of people. The word media is use of other medium to make expressions. Most of the forms of social media are not digital. It generates a large number of innovations therefore,

social media is one of the biggest inventions of technology, which is now most popular and widely used. Social media is defined by Boyd (2007) as “technologies that made social communication easy and enable discussion among its participants”. The social media can equally mean a web based mobile application that allows people or companies to make, interact with, and share new user-generated or current material, in digital environment. Students form large part of users thus becoming both consumers and producers of information on the media. The use of social media has now become comprehensive and much widely among students. Zahid et al. (2016). They further stated that the most popularly used are Facebook, Twitter, WhatsApp, LinkedIn, Google and Skype. On all of these social media platforms, users profile allows the users to communicate information with each other and allow users to build on their own and maintain relationships and become popular as well. It is also used to connect with other students and members of faculty within and outside the classrooms. There are advantages for Universities, Polytechnics and Colleges that can be gained by connecting with students through the use of social media. Firstly, it increases the level of thinking and it builds chains of communication; secondly, it can be used to discuss study materials, connect with classmates, and organize study groups. The use of smart phone has increased the usage of social media. It thereby enables users to access multiple social networking sites through just a few clicks. Some studies proved that social media negatively affect performance of students while to some, it improved learning and communications skills. Lenhart et al. (2010). The world, in recent years, experiences changes and is celebrating modern technology in communication. This turns the entire world into what is referred to as a 'global village'. Nonetheless, technology is just like two sides of a coin. It brings with it both negative and positive effects. Technology helps people to be well informed, set enlightened and thus keeping people abreast of it as well with all developments across the world. The issue of social media technology exposes a lot of people to better ways of doing a lot of things. The world is rapidly changing day by day through the evolution of such technology; this has resulted into the use of technologies as the most important medium to explore a wide area of knowledge. Sharive (2018). He further states that academic performance is the outcome or result of education. It is the extent to which a student or learner, teacher or institution has achieved their educational goals. Academic performance is commonly measured by continuous assessment, in form of test or assignment and finally an examination. But there is no general agreement on how it is best tested or which aspects are most important. Sharive (2018) opined that there is a direct relationship between social media usage and the academic performance of students. However, the negative side of technological evolution has resulted in a kind of dilemma and setback of real values of life. Many students are now addicted to the online activities of social media like Facebook Twitter, WhatsApp and so on and so forth as well as games. As such, student’s academic performance is affected by a large number of factors but the impact of social media on the performance of student is most important than any other factor. Das et al. (2010) stated that people consume additional time in interacting with their friends to access and or share information on social media platforms. So, they become addicted to verifying their status after every few minutes in a day. The educational system in Nigeria is faced with so many challenges which have certainly brought its quality down. There is a kind of deviation, distraction and divided attention between social networking activities and academic work common among the students and even teachers. It is observed that students give more attention to social media than their studies. It is quite clear that students’ addictiveness to social media, their frequency of exposure to social network sites have exposed and influence their interaction and academic pursuit as well as impacted hard on their academic performance. it is observed that instead of students reading their books, they spend much time chatting and making friends on the social media and this might have definitely influenced their performance academically. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition. It is therefore of great importance to explore some of such trending issues facing students’ academic performance in relation to social media. The rapid advancement of media technology has had a great impact on the way people communicate on a daily basis. The growing dimension of the use of the social media among the youth of today cannot be over emphasized. Over the years, social networking among students has become more and more popular. 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 feels they belong to a community. Due to the increased popularly of it, scholars are questioning whether grades of students will not be affected by how much time is spent on these sites. The use of technology such as internet

is one of the most important factors that can influence educational performance of students positively or negatively. Many parents and guardians are worried that students are spending too much time on Facebook and other social media sites and have no enough time to study. Though they are worried about students' constant use of the social media sites, many students continue to utilize these sites on a daily basis. It is against this background that the study was opt to find out the impact of social media among Tertiary Education Students of Katsina State, and suggest ways to enhance their Academic Performance through the social media.

The concept of social media

Social media simply refers to the means of interface among people in which they create, share, exchange and comment among themselves in different networks. Andreas and Michael (2010) are of the opinion that social media is a group of internet based application that builds on the ideological foundation and allows the creation and exchange of users generated content. Social media has become one of the major channel of chatting through platforms such as 2go, BB chat, blogger and wiki a. There has been an increase in the mobile social media which has created new opportunity for browsing. There are multiplicities of present social networks like WhatsApp Messenger, Blackberry Messenger, Facebook, Tiktok, Intagram, Snapchart, Telegram and twitter among others for people to have access to.

Student's addictiveness to social media

When internet is used, students engage in a variety of activities some of which may be potentially addictive. Kuss and Griffiths (2011). The mass appeal of social media on the internet could be a cause for concern, particularly when attending to the gradually increasing amount of time students spend online. Undergraduates spend more time on Facebook, Whatsapp, Twitter and other social media through smartphones that are now in abundance among these youths. Many students cannot go for two-three hours without checking and updating their profiles on these social networks even at the detriment of other activities such as educational and career pursuit. Morahan-Martin and Schumacher (2000) explain social media addiction as the excessive use of the internet and the failure to control this usage which seriously harms a person's life. In an article on the Daily Trust newspaper, there seem to be an alarming rate of social networking obsession among students today, a trend that could affect their academic, social and spiritual lives negatively if not properly controlled. Many concerned parents have expressed grave concern that they could hardly get the attention of their children and wards, as they seem to have been carried away by the fascinating world of social networks. Some youths are such social freaks that they have now carved out for themselves a world of fantasy and illusion for detached from reality.

Influence of social media network on students' academic performance

Even though there have been many social, economic, and environmental factors that have added to the pressure of university and polytechnic students in the past ten years, the drop-out rate for students is still a major national problem. Current statistics show that university students in Nigeria are under increased pressure due to higher academic standards in other countries, and it has become more important than ever for educators to encourage graduation and further education Bowen (2008).

The role of academic performance as one of the predictors of students' success and also in the aspect of academic placement in schools to higher institutions as well as the level of employability in individual's career is inevitable Osharive (2015). Academic performance, which is measured by the examination results, is one of the major goals of a school. Schools are established with the aim of imparting knowledge and skills to those who go through them and behind all this is the idea of enhancing good academic performance.

Research Questions

The following research questions were raised;

- i. To what extent do the use of social media do influence the academic performance of the students?
- ii. What is the positive and negative effects of social media on the students' academic performances?
- iii. What are the ways to enhance their Academic Performance through the social media?

Research Hypotheses

The following hypotheses is generated by the researcher and was tested in this study:

H0: There is no positive relationship between Students’ addictiveness to social media and academic performance.

Objectives of the Study

This research aims to find out the positive and negative impact of social media on academic performance of students of tertiary institutions’ through the following:

To ascertain how the use of social media do influence the academic performance of the students, To assess the positive and negative effects of social media on the students' academic performances, To suggest ways to enhance their Academic Performance through the social media

RESEARCH METHOD

The Research population

The study population included tertiary level students in Universities, Polytechnics and Colleges of Education in Various part of Katsina State. As quantitative approach is adopted to collect the relevant data of study, a number of 325 survey questionnaires have been administered among the respondents in four higher institution which are: School of Basic Remedial Studies Funtua, Hassan Usman Katsina Polytechnic, Yususfu Bala Usman College of legal studies Daura and Alqalam University Katsina.

Method of Data collection

In this study, information relevant to the study has been obtained from both primary and secondary data. Primary data was obtained using questionnaire from the respondents in the selected faculties and departments. On other hand, secondary data was obtained from previous studies, literatures, books, documents and electronic materials related to the current study. The oral consent of each selected student has been sought while commencing this study.

A total of 325 copies of the questionnaire were distributed to draw responses from the students and recovered by the researcher. A total of 16 questionnaires were missing while 9 were wrongly filled leaving the researcher with 300 valid questionnaires.

Method of Data Processing and Data Analysis

The data that was collected for this study have been subjected to statistical analysis using Statistical Package for Social Sciences (SPSS Version 23.0) for windows. To gather data from the research questions, survey, review of literatures and analysis was used. Survey questionnaires were floated to the respondents. It is a tool that contained several questions to gather information from the respondents. The survey questionnaire contained clear and simple questions that enable the respondents to provide accurate information.

Replies from the questionnaire were analyzed using the Descriptive statistics of frequency counts and percentages were used in analyzing demographic variables and research questions while the pearson correlation coefficient was used to compare the relationship between the addictiveness of the drug and academic performance of tertiary institution students.

RESULT AND DISCUSSION

Three hundred and twenty-five (325) questionnaires were administered to the tertiary institutions across the state at the end, 300 questionnaires were returned, representing 92.3% response rate. The high response rate was recorded despite the respondent were given one week to complete and return the questionnaire to the research assistant.

Demographic profile of the respondents

This section analyzed personal data of the respondents under the study. The data include: Age, gender as well as the respondents institution of study.

Table 1 Gender of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	120	40.0%	40.0%	40.0
female	180	60.0%	60.0%	100.0
Total	300	100.0%	100.0%	

It observed that the largest percent of the respondents are females with higher frequency of 180 (60%) and followed by male with 120 (40%). This indicates that the majority of the respondents are female.



Figure 1: Age of the respondents

The data gathered reveals that 41(13.7%) of the respondents are between the age of 16-20 years 209(69.7%) of the respondent were between age of 21-25 years and about 50(16.7%) of the respondent were above 26 years of age. These clearly show that 21-25 years are the most respondents to the questionnaire distributed

Table 2: Institution of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Legal Daura	49	16.3	16.3	16.3
HUK	51	17.0	17.0	33.3
SBRS	100	33.3	33.3	66.7
ALGALAM UNIVERSITY	100	33.3	33.3	100.0
Total	300	100.0	100.0	

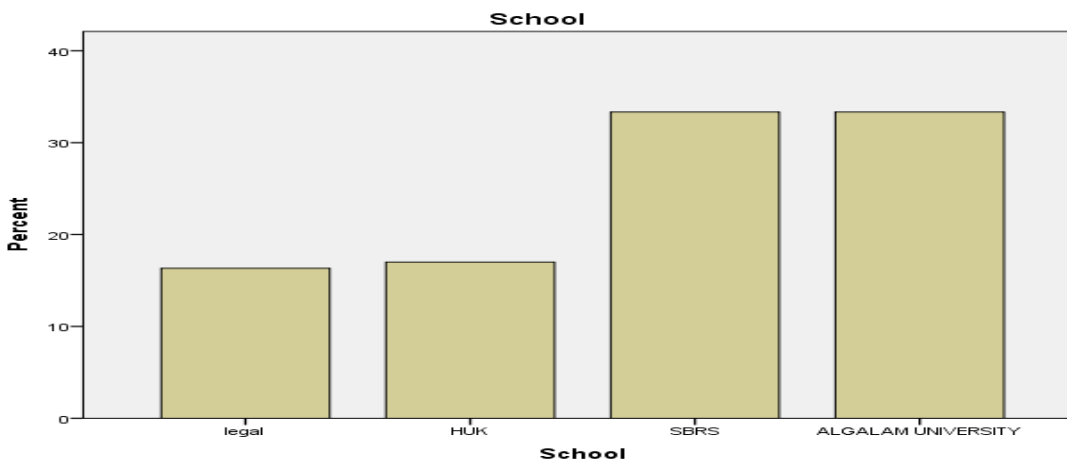


Figure 2: Institution of the respondents

The data gathered from the different institution reveals that 49(16.3%) of the respondents are from school of legal studies Daura, 51(17%) of the respondent were from Hassan Usman Katsina polytechnic and 100(33%) comes from both school of basic remedial studies Funtua and Alqalam University Katsina. These show that both SBRS and ALQALAM University have the highest number of respondents to the questionnaire distributed.

Table: 3 Students addictiveness to social network and academic performance

Questions	Strongly Agree	%	Agree	%	Disagree	%	Strongly Disagree	%
Addiction to online social networks is a problematic issue that affects my academic life.	51	17.0 %	170	56.7 %	50	16.7 %	29	9.7 %
Online social networks distract me from my studies.	174	58.0 %	95	31.7 %	22	7.3 %	9	3.0 %
Hours spent online is higher than number of hours I spend reading	40	13.3 %	60	20.0 %	96	32.0 %	104	34.7 %
There is no improvement in my grades since I became engaged into these social networking sites.	71	23.7 %	76	25.3 %	71	23.7 %	82	27.3 %

This simply means that the students addiction to social media is high, and distraction it cause is great even though the number of hours spent is less while the report from respondent show that even with the engagement in social media the higher number of students grade is not affected.

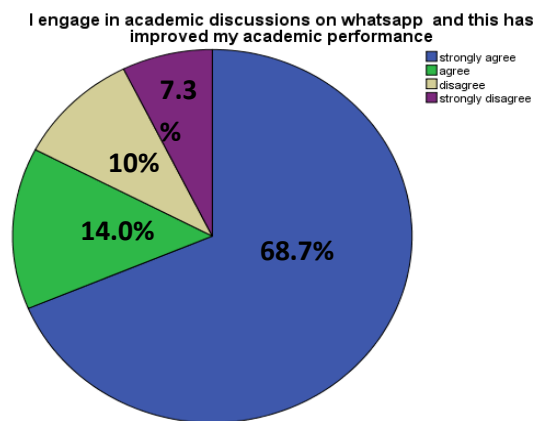


Figure 3: represent the results on engagement of students in academic discussions social media.

The analysis on the exposure of students to social media network and their academic performance the analysis shows that the same number 98 (32.7%) with higher percent agreed and strongly agreed that they usually have unlimited access to Facebook and this has affected their academic performance negatively. While 48 (16.0%) strongly disagreed, then 206 (68.7%) strongly agreed that engagement in academic discussions on WhatsApp has improved their academic performance while a very few number 22 (7.3%) strongly disagreed. This simply means that majority of students Solely rely on information gotten from Wikipedia to do their assignments and discussion on WhatsApp is very high within the students, even though we have less number of students that consults YouTube for their Assignment.

Table: 4: Use of Social Media and Students' Academic performance

Questions	Strongly Agree	%	Agree	%	Disagree	%	Strongly Disagree	%
The usage of Wikipedia for research has helped improve my grades	183	61.0 %	100	33.3 %	13	4.3 %	4	1.3%
engaging in academic forums on social media reduces my rate of understanding	4	1.3 %	6	2.0 %	100	33.3 %	190	63.3 %
I use materials gotten from blogging sites to complement what I have been taught in class.	65	21.7 %	61	20.3 %	98	32.7 %	76	25.3 %
I will not perform well in my academics even if I stop using social media	5	1.7 %	18	6.0 %	70	23.3 %	207	69.0 %

Table 4: analysed the use of social media and students' academic performance the analysis show that 183 (61.0%) with higher percent strongly agreed and 100(33.3%) agreed that The usage of Wikipedia for research has helped improve their grades while only 4(1.3) strongly disagreed, then great number 190(63.3%) strongly disagreed that engaging in academic forums on social media reduces their rate of understanding while a very few number 4 (1.3%) strongly agreed, while 98 (32.7%) disagreed that using materials gotten from blogging sites can complement what they have been taught in class by lecturers, which show that a very good number agreed then some strongly agreed while about 25.3% strongly disagreed. This Analysis means that majority of students strongly disagreed that most students will not perform well in their academics even if they stop using social media, which means reducing the usage of social media will enhance the performance of the students.

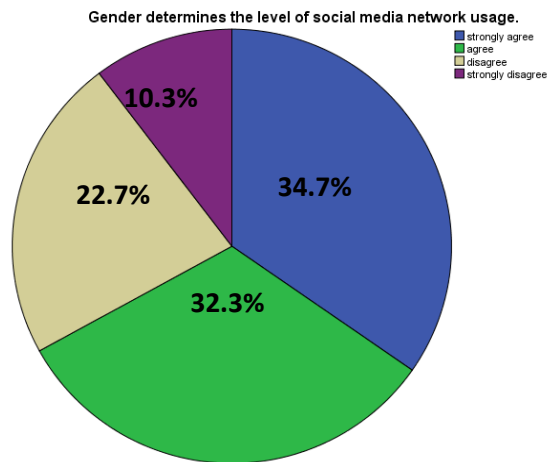


Figure 4: Gender determines the level of social media network usage.

Figure 4: analysed the gender usage of social media in our tertiary institution, the results show that 107 (35.7%) with higher percent strongly agreed that Male and female students use social media networks differently in different frequencies and Female students use social networking sites more to explicitly foster social connections. While 41(13.7%) strongly disagree in that. Then 108 (36.0%) strongly disagreed that Males are more effective at using social networking sites for nonacademic purposes, but 30(10.0%) strongly agreed on that. This Analysis means that majority of students strongly disagreed that Males are more effective at using social networking sites for nonacademic purposes, but 30(10.0%) strongly agreed on that.

Table 5: Correlations between the addictiveness and Academic performance

		ADDICTIVENESS	ACADEMIC PERFORMANCE
ADDICTIV ENESS	Pearson Correlation	1	.099
	Sig. (2-tailed)		.088
	N	300	300
ACADEMI C PERFORM ANCE	Pearson Correlation	.099	1
	Sig. (2-tailed)	.088	
	N	300	300

Table 5 shows the Pearson Correlations between the addictiveness of students to social media and there Academic performance within the institution. Since correlation is the most widely used statistical measure to assess relationship among variable. Mathematically this can be done by dividing the covariance of the two variables by product of their standard deviation.

$$r = r_{xy} = \frac{cov(x, y)}{S_x \times S_y}$$

The analysis indicate that there is positive relationship between the students addictiveness to social network and there academic performance, No contemplation about that the researcher was able to identify.

CONCLUSION

Based on the finding of this study, it could be concluded that social media has impact on students' academic performance of tertiary students in Katsina state. Since the Internet has taken a firm place in people's lives. It is difficult to imagine a student who at least once a day did not check for updates in social networks and did not leaf through the news lines. The modern reality requires us to stay in touch and keep up-to-date of the latest news and trends. Academic performance plays an important role in the life of a student and general public as it determines his or her placement in the academic institutions or job. Due to this, many parents, teachers, guardians, students and well-wishers are concerned with the ways their students can enhance their academic performance. The emphasis on academic performance which is also prevalent worldwide has encouraged many studies about the conditions promoting it. Social Media are growing rapidly among the young generation all over the world. Polytechnics, Colleges of Education and Universities age students widely engaged using Social Media. So, they will affect student's personal and professional life.

RECOMMENDATION

Through counseling and interference programs students should be able to comprehend themselves better and how to succeed their study time and prevent diversions from social median, Social media networking sites should be expanded and new pages should be created to enhance academic activities, Schools should create guardian and counselors through the student's affairs division which should be able to educate students on the negative and positive influence of social media on their academic performance and their job even after graduating, It is recommended that the lecturers should engage the students with tutorials, assignments and exercises to check online rather than wasting most of the time on social networking. Which may definitely have effect to the life of student's future.

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