

The Impact of Social Media on the Academic Performance of University Students in Nigeria

Okereke, C. Ebele(Ph. D)

Department of Business Education, Madonna University-Okija Anambra State Nigeria

Lucky U. Oghenetega(CLN)

Department of Library and Information and Science, Madonna University-Okija Anambra State Nigeria

E-mail: tega4real06@gmail.com

Abstract

The article works is on impact of social media on the Academic performance of University students in Nigeria. Causal-comparative research design was adopted. The Four tertiary institutions used for study- Nnamdi Azikiwe University-Awka, Delta State University, Abraka, Madonna University Okija campus and Anambra State University. Population of this study comprised of all the students in various departments in each schools. The total population selected through purposive sampling technique are twenty- five students in each school and the total therefore are hundred undergraduates and. Capture sampling is the method used to administer the instrument. Findings show that social media usage among students is not for academic purposes. Found out that the following are often used by students -Facebook 40(40.81%), WhatsApp 20(20.40%) 2go/Skype 14(14.28%) and while Myspace, Twitter, badoo, Blogs/web scholars, Google+/ Social bookmarking are not often used by undergraduates in the four universities for the study. Another finding showed that students in the four universities use social media for reaching out to close/distance friends and general information about life. The researchers proffer solutions to social media impact on education performance of students in Nigeria.

Keywords: Social media (websites), educational performance, Students and Universities

Introduction

In the 21st century education has shifted to a technology based which is one of the most rapid facilities you can think of. Therefore, social media (networking) technology is an integrating tool of education that improved national development in the education sector. Social media have affected communication between people in educational community positively since the past decades. Now, life is made easy by this media for development academically, socially, and politically for any that is connected to it(Oghenetega, Oyenike & Ugeh, 2014). In recent times, there has been a great to adopt e-learning systems in institutions of higher learning in the country. The rapid growth in technology, especially the internet, has made e-learning systems to have great impact on the users. Several discussions, opinions and projects have emerged in areas of e-learning especially from a social networking context, and application of ICT to solve both academic and administrative problems of schools, most notably higher institutions of learning (Awodele, Idowu, Anjorin, Adedire & Akpor, 2009).

In an information hungry world social media is an import way to equip the undergraduates for employment of graduation. In an Clark increasingly competitive business environment. There is pressing need to prepare the undergraduates to be job creators instead of job seekers. There is pressing need to raise the awareness of undergraduates in the use of social networks to enhance their careers prospects. Many universities suffer from a lack of application or use of appropriate technologies. This affects the overall set academics objectives and impairs the goal of any existing or new e-learning system. It is obvious that the traditional teaching approach is no longer meeting the needs to prepare undergraduates to function effectively and satisfactorily in today'. Furthermore Oghenetega and Ejedafiru (2014) submits that social media have affected communication between people in educational community positively since the past decades. Now, life is made easy by this media in different areas such as academically, socially, and politically for any that is connected to it.

Social networking sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, to articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2007). Different social groups in Nigeria such as Nigerian Library Association (NLA) can establish contacts and online forum. Social Network Sites (also called Social Networking Services or Social Networking Communities), are those Internet systems that have at their heart the personalized profile (Tapscott & Williams, 2006,). Some of the prominent examples include: Facebook, LinkedIn, Twitter, and MySpace. Social networking sites are two-way transparent communication that encourage a feedback mechanism; connecting people with shared interest. Social networking sites allow librarians to adopt a new role by placing themselves into a social realm with users. By reading blogs, group postings, and message boards, the librarian becomes an active participant, who is able to anticipate and advise patrons as needs arise. Linking to patron profiles also keeps the library within the consciousness of users, potentially increasing interaction. Courtney (2007) is of the viewed that social network

site, as user is a participant, a co-creator, and a builder of knowledge. The dynamic nature of this technology enables users to have an open access to knowledge and contribute local content on the social network space.

Purpose of the Study

The main aim of this article is to know the impact of social media (websites) in academic performance of undergraduates in Nigeria. Specifically objectives are to:

- Investigate whether there is any impact social media contributes to educational of undergraduate students.
- Determine the level of educational standard of students that use social media in universities of Nigeria.

Scope of the Study

The work is limited to Nnamdi Azikiwe University-Awka, Delta State University, Abraka, Anambra State University, Uli and Madonna University Okija which span through four Universities in Nigeria.

Research Method

Causal-comparative research design was adopted. The Four tertiary institutions used for study- Nnamdi Azikiwe University-Awka, Delta State University, Abraka, Madonna University Okija campus and Anambra State University. Population of this study comprised of all the students in various departments in each schools. The total population selected through purposive sampling technique are twenty- five students in each school and the total therefore are hundred undergraduates and. Capture sampling is the method used to administer the instrument. The instrument for data collection was questionnaire. The instrument was distributed to students with help of colleagues in various institutions used for the study. The returned questionnaires are ninety-eighty(98) in numbers, which was used in this article. The data was subjected to descriptive particularly percentage frequency table counts.

Discussion of Results

Impact of social media in your academic work

Impact of social media	Responses	Percentage(%)
Positive impact	33	33.67
Negative impact	65	66.33
Total	98	100

Table shows that the four university undergraduates paved together 65(66.33%) agreed that social media has negative impact to their studies sometime. 33(33.67%) of the students agree on positive impact. From the analysis the researchers conclude that though social media is one of the fastest ways information been send and receive timely but it has cause some negative impact to those addicted to it.

Do you use Social media (websites) for academic purposes

Usage of social media	Responses	Percentage(%)
Yes	30	30.61
No	70	71.41
Undecided	5	5.10
Total	98	100

Table indicated that undergraduates in the four universities paved together 70(71.41%) of the students do not use social media for academic purposes, 30(30.61%) use it for academic reasons and 5(5.10%) students still on undecided stage of social media. This proved that social media usage among students is not for academic purposes.

Does Social media (websites) helps you in the following

Academic activities of social media in school	Responses	Percentage(%)
Assignment	9	9.18
Research	-	-
Information	55	56.12
Other activities	34	34.69
Total	98	100

Table shows that 55(56.12%) undergraduates of the four universities said social media helps them for general information, 34(34.69%), for other activities and 9(9.18%) for assignment.

Social media always used by students in Nigeria

social media websites often use by students	Responses	Percentage(%)
Facebook	40	40.81
MySpace	3	3.06
Google+/ social bookmarking	5	5.10
2go/ Skype	14	14.28
Twitter	2	2.04
You Tube	6	6.12
Badoo	5	5.10
WhatsApp	20	20.40
Blogs/web scholars	3	3.06
Total	98	100

Table indicated that the following are often used by students -Facebook 40(40.81%), Whatsapp 20(20.40%) 2go/Skype 14(14.28%) and while Myspace, Twitter, Badoo, Blogs/Web scholars, Google+/ Social bookmarking are not often used by undergraduates in the four universities for the study.

Time spent in social media activities by students in Nigeria

Times in social media activities	Responses	Percentage(%)
30 minute	10	10.20
1-2 hours	50	51.02
3-5 hours	9	9.18
5 hours and above	29	29.59
Total	98	100

Table indicated that undergraduates spent close to five hour and above per day with social media 29(29.59%), 50(51.02) students spent one to two hours in social media activities. During the interview some of them said they used it anywhere. Some student spent 30 minute only 10(10.20%) and 3-5 hours is 9(9.18%).

Reasons for social media (websites) usage by undergraduates

Reasons for social media websites use by students	Responses	Percentage (%)
For dating/ relationship	9	9.18
Reaching out to close/distance friends	24	24.48
Just to handout	6	6.12
Meeting new friends	8	8.16
Update about news	7	7.14
For general information about life	30	30.61
For information about academic works	14	14.28
Total	98	100

Table shows that reaching out to close/distance friends 24(24.48%), for information about life 30(30.61%), for general information about academic works 14(14.28%), for dating /relationship 9(9.18%), meeting new friends 8(8.16%), update about news 7(7.14%) and just to handout 6(6.12%). These showed that undergraduates in the four universities use social media for reaching out to close/distance friends and information about life.

Level of academic performance with social media?

Level of academic	Responses	Percentage(%)
High	15	15.30
Low	78	79.59
Undecided	5	5.10
Total	98	100

Table indicated that 78(79.59%) of undergraduates in the four universities perform poorly in academic because of addiction in with social media activities while 15(15.30%) perform high. These findings showed that social media cause low performance among Nigeria students.

Findings

This paper is on impact of social media on the education in university students of Nigeria. The researchers found out the following in course of research works: social media is one of the fastest ways information been send and receive timely but it has cause some negative impact to those addicted to it. Table 2 indicated that undergraduates in the four universities paved together 70(71.41%) of the students do not use social media for academic purposes, 30(30.61%) use it for academic reasons and 5(5.10%) students still on undecided stage of social media. This proved that social media usage among students is not for academic purposes. Table 3 indicated that the following are often used by students -Facebook 40(40.81%), WhatsApp 20(20.40%) 2go/Skype 14(14.28%) and while Myspace, Twitter, badoo, Blogs/web scholars, Google+ Social bookmarking are not often used by undergraduates in the four universities for the study. Another finding showed that undergraduates in the four universities use social media for reaching out to close/distance friends and information about life. This findings is line with Oghenetega, Oyenike and Ugeh(2014) which found out that majority of undergraduates given the following reasons of using social media(networking) Reaching out to close/distance friends20(41.66%), Update about news10(20.83%), Update about news9(31.25%).

Conclusively, the researchers found out that 78(79.59%) of undergraduates in the four universities perform poorly in academic because of addiction in with social media activities while 15(15.30%) perform high. These findings showed that social media cause low performance among Nigeria students.

Conclusion/Recommendations

As we all know, communication is a basic human need and for that reason, man has always found a means of meeting this need. The media, which is an umbrella term for various means of communication, has become an integral part of human life around the world. The earliest forms of personal media, speech and gestures, had the benefit of being easy to use and did not necessarily need complex technology. Therefore, this paper discussed impact of social media on performance education in university students of Nigeria. The article purposes were on impact social media adds contributions to educational of undergraduates and level of educational standard of students that use social media in universities of Nigeria. The following recommendations were made by the researchers for high institutions and secondary school students in Nigeria.

- Students should try use social media for academic purposes. They can like or shares academic websites with Facebook, Google+ and follow academic twitter websites.
- Students should be careful with the type of websites they use social media account to shares or likes.
- Students should try to use more time in reading their books than social media surfing, because of the negative effects.

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