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INFLUENCE OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF STUDENTS IN THE FEDERAL POLYTECHNIC, ILARO, OGUN STATE

Orija, James Ige and Kehinde, Oluwatosin Abosede
Department of Office Technology and Management,
The Federal Polytechnic, Ilaro,
Ogun State

Abstract

Academic Performance is the behaviour of a student that is measured at a particular time. This study examined the influence of Social Media on the Academic Performance of Students in the Federal Polytechnic Ilaro. The population comprised all HND II students of the Institution. Simple random sampling technique was used to select 0ne hundred (100) students. A 4-point likert option questionnaire was used and data collected were analyzed using mean and standard deviation. One Hundred (100) questionnaires were distributed and all were properly filled and returned. The result showed that Social media is the platform through which scholars get information, study material and connected both within and outside the classrooms. Phones and laptops can be used to access these social media platforms. It was concluded that though social media is of great benefits to the students, it can affect their academic performance if they spend too much time on these platforms. The study recommended that students should make use of social media to improve on their academic in the Institution.

Keywords: Influence, Platform, Social Media, Academic Performance, Tertiary Institutions

Introduction

Tertiary institutions are the third-tier in educational sector that offer various types of programmes for the development of skill and knowledge acquisition. They provide requisite academic, vocational, technical, business knowledge and skills. These institutions award various categories of certificate to students after writing and passing the seasonal examinations. It is through the examination or test that Performance of the students can be measured.

Academic Performance is the behaviour of a student that is observed and measured at a particular period. It is referred to as attitude that can be measured during a particular time. A performance test is conducted to assess the behavior of student. Performance test is a mental test in which individual is asked to carry out a task. This is a test that shows the ability to deal with things. It is a test being carried out on a subject to determine the mental ability of the subject (Shambare et al, 2012). Academic performance of student is the assessment of student's behaviour at a particular time; it can be measured through examinations or continuous assessment.

Academic Performance is important in a student life. This is because, it determines the placement of students in the institution or on the job. As a result, many parents, teachers, guardians and management of institutions are concerned with the ways their children/wards or students can enhance their performance. Academic performance is the outcome of education. It is the extent to which a student, teacher or institution has achieved the educational goals and is measured through continuous assessment, which can be in form of test or assignment and finally an examination (Suleiman, 2014).

Technology has brought a lot of changes on how things are done nowadays. Business Transaction and communication are carried out today using Technology. Technology aids information, allows people to be enlightened on new trends and developments across the globe. The biggest invention of technology is social media and is used all over the world. The word media is the use of a channel to pass thoughts, ideas and feelings. According to Boyd (2007), social media is a platform that makes interaction and discussion easy among its users. It provides platforms where different people come together to interact, transact business, hold virtual meetings and conferences.

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Social media is a software application which works with the use of web or internet that allows individuals or organizations to acquire/get information, interact with one another, share ideas on current issues and showcase business in digital environment. Zahid et al (2016), stated that students are the largest users of social media. They use these platforms to gather information related to their academic, create and maintain relationships, communicate and share information. These platforms also have some features that enhance communication, lifelong education, access to various books and journals, job opportunities and business development strategies; this make the students to be the highest consumers and producers of information on social media.

According to Zahid et al (2016), the most widely used social media platforms are Facebook, Messenger, Yahoo, Twitter, Tiktok, Instagram, Threads, Insta chat, Snapchat, MySpace, LinkedIn, Google+ etc. All these platforms, allow the users to share ideas, feelings, thought, information and interact with themselves. Through these platforms, relationships are built, students become digital content creators thereby creating a niche for themselves. Students get connected to their colleagues, friends, family and lecturers through this medium. Social Media also boost the image of Tertiary Institutions. It helps the institution to connect with past and present students and other Institutions. One of the advantages is that it enhances thinking level and it builds channels of communication. It also promotes the image of the institution; it aids digital literacy and information distribution. etc.

Easy access to Computer and Phones are the reason why social media usage is high. They allow users to access different platforms within few minutes. Some of the negative impacts of these platforms on the performance of students include depression and anxiety, feeling isolated, cyber-bullying, which can harm one's self-esteem and mental health, Fear of Missing Out, which can make a student feels dissatisfied with his or her life and envious of others. Others include, Unrealistic expectations and setting unrealistic goals. Social media also positively influence students by helping them to improve on their entrepreneurial skills; i.e. some students are content creators. They also help to improve on different skills (Lenhart et al, 2010).

Sharive (2018), stated that these platforms have impacts on the performance of students in tertiary institution. They make students to take their studies with levity hand. Most times, students are seen pressing their phones in the classrooms while lecture is on-going. Although, there are other factors that may affect the academic performance of student while in schools but the role social media played is an important factor. This study therefore investigated the influence of social media on the Academic performance of students.

Statement of the Problem

The modern technology tools being used for communication nowadays had turned the universe to a compact 'global village'. The biggest invention of Technology is social media which has enabled users to communicate, share and get information at their comfort zones. It has exposed users to different ways of doing things. It has also affected real life activities and the educational sector is not exempted. One of the challenges being faced in the educational sector is the poor academic performance of students. Education in Nigeria is gradually declining as a result of students not paying attention to their studies. They focus more on the use of these social media platforms and this is a form of distraction from their studies thereby leading to their poor academic performance. Time that should be used to boost their performance is being wasted on social media. They are addicted to the activities of these platforms like, Threads, Facebook, Instagram, Tiktok, tweeter and so forth. All these have been affecting their academic performance. As a result, this study investigated the influence of social media on academic performance of students in the Federal Polytechnic, Ilaro, Ogun State.

Objectives of the study

1. To identify the various social media platforms used by students of The Federal Polytechnic. Ilaro, Ogun State, Nigeria

2. To examine the challenges encountered when using social media by students of The Federal Polytechnic, Ilaro, Ogun State, Nigeria.

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3. To determine the effects of social media on the Academic Performance of students of The Federal Polytechnic, Ilaro, Ogun State, Nigeria

Research Questions

1. What are the various social media platforms used by students of The Federal Polytechnic. Ilaro, Ogun State, Nigeria?

2. What are the challenges encountered when using social media by students of The Federal Polytechnic, Ilaro, Ogun State, Nigeria?

3. What are the effects of social media on the Academic Performance of students of The Federal Polytechnic, Ilaro, Ogun State, Nigeria?

Methodology

This study was a survey of selected Students of The Federal Polytechnic, Ilaro Ogun State, Nigeria. The population of the study comprised HND II students in all the Departments of the Institution. In the selection process, twenty (20) students were randomly selected from each of the Five Schools (Faculties) in the Institution using simple random sampling Technique. This gave a total number of 100. The study took into cognizance gender in the selection of the respondents. A structured questionnaire consisting of twenty-six (26) items with 4-point likert options was used as the instrument of data collection. Respondents were asked to choose one out of the four options provided in a four-rating Likert Scale of Strongly Agree – 4; Agree – 3; Disagree – 2, and Strongly Disagree – 1. One hundred (100) copies of the questionnaire were produced and administered on the respondents. All the copies were filled, retrieved and used for data analysis. Mean method was used to analyze the data collected. The tables below showed the results gathered from the respondents.

Results

Table 1

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	51	51.0	51.0	51.0
	Male	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

Field survey, 2023

The table above showed the gender of the respondents. Fifty One per cent (51%) of them are female while forty-nine (49%) are Male.

Table 2: Social Media Platforms used by Respondents (Students)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Facebook	100	1	4	3.01	.759
WhatsApp	100	1	4	3.00	.804
Instagram	100	1	4	2.97	.674
Snap Chat	100	1	4	2.99	.810
Tweeter	100	1	4	3.12	.856

Youtube	100	1	4	2.95	.702
online stores	100	1	4	2.92	.677
Telegram	100	1	4	3.00	.739
Messenger	100	1	4	2.98	.791
Threads	100	1	4	2.82	.716
TikTok	100	1	4	3.21	.820
Valid N (list wise)	100				

Field Survey, 2023

Table 2 above showed the number of Social Media Platforms used by the respondents. Mean values of 3.01, 3.00, 2.97, 2.99, 3.12, 2.95, 2.92, 3.00, 2.98, 2.82, 3.21 indicated high usage of social media platforms. The results showed that TikTok (3.21), Tweeter (3.12) and Facebook (3.01) are the most widely used social media platforms by respondents while Threads (2.82), online stores (2.92) and Youtube (2.95) are the least social media platforms used.

Table 3: Challenges encountered by Students when using Social Media

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
High Cost of Data Subscription	100	1	4	3.00	.765
Poor Internet Connectivity	100	1	4	3.15	.770
Poor Communication Skill	100	1	4	3.20	.829
Irrelevant messages popping up while serious discussion is ongoing	100	1	4	2.90	.725
Low ICT Literacy	100	1	4	3.23	.815
Information theft by another user	100	1	4	3.18	.783
Unnecessary advertisement thereby causing distraction	100	1	4	3.06	.763
Valid N (list wise)	100				

Source: Field Survey, 2023

Table 3 above showed the challenges encountered by respondents when using Social Media. Mean values were 3.00, 3.15, 3.30, 2.90, 3.23, 3.18, and 3.06. From the results above, the respondents agreed that Low ICT Literacy (3.23), Poor Communication Skill (3.20) and Information theft by another user (3.18) are the main challenges encountered.

Table 4: Effects of Social Media on Academic Performance of Students

Descriptive Statistics						
	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Encourage Procrastination	100	1	4	2.93	.067	.671
Distract Students from academic activities	100	1	4	3.26	.085	.848
Promote Content Creativity	100	1	4	3.07	.083	.832
Enhance quick retrieval of information	100	1	4	3.08	.068	.677
Allows assignment to be carried out quickly	100	1	4	3.01	.077	.772

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Prompt sharing of information among students	100	1	4	3.21	.081	.808
Increase Spelling Errors	100	1	4	3.13	.071	.706
Discourage the use of School Library to get information	100	1	4	3.11	.078	.777
Valid N (list wise)	100					

Source: Field Survey, 2023

Table 4 above revealed the effects of Social Media on Academic Performance of Students. Mean values were 2.93, 3.26, 3.07, 3.08, 3.01, 3.21, 3.13 and 3.11. The respondents agreed that one of the effects of social media is that, it discourages students from using the school Library with the mean scores of 3.11. Other effects are prompt sharing of information among students with the mean score of 3.21, distracting students from academic activities with the mean score of 3.21 etc.

Discussion of Results

Table two presented the social media platforms being used by the respondents. They include Facebook, WhatApp, SnapChat Instagram, Youtube, Twitter, Threads, TikTok. The results showed that TikTok and Facebook are the most widely used social media platforms by the respondents. This result corroborates Skiera, Hinz & Spann (2015) findings, which stated that students use platforms like Instagram, YouTube, TikTok to get information from their colleagues, build relationships, advertise and transact business. Since the emergence of these social media, students devote more of their time to these platforms where they meet different categories of people. The time spent on social media has greatly affected their studies. Students have different accounts with these platforms from which they get and share information, meet new friends, share ideas, create relationship and learn new things (Suleiman, 2014).

Table three showed the challenges encountered by students when using social media. They include, Poor Internet Connectivity, High cost of Data subscription, poor communication skill, low ICT literacy and so on. Students spend a lot of money to purchase data in order to stay connected with their friends on the social media. Some of them even go as far as borrowing or using money meant for academic activities to purchase data. Zahid et al, (2016) stated that the most popularly used social media platform such as instagram, Tiktok, Twitter, Zoom, LinkedIn, Google+, allow the users to communicate virtually thereby destroying the physical relationship which was in existence before the emergence of these social networks. These platforms had destroyed a lot of interpersonal relationships. This is because, users prefer to carry out most activities online without leaving the comfort of their homes. This has also affected their communication skills. The author further stated that, students waste a lot of time and money on data subscriptions. Lenhart et al, (2010), opined that studies have proved that poor internet connectivity also makes it difficult to get accurate and appropriate information on time and this has negatively affected the learning and communications skills of students.

Table four showed the effects of Social Media on the academic performance of Students. The results showed both the positive and negative aspects of social media to the users. The positive aspects include promoting Content Creativity, Enhancing quick retrieval of Information, allowing prompt sharing of information among students and so on. Students in higher institution use social media to communicate, create relationship, build business page, help to improve learning and communications skills (Lenhart et al, 2010). The negative effects of social media on students' academic performance include encourage procrastination, increase spelling errors and discourage the use of School Library to get information. Studies have revealed that students spend more of their time surfing the internet for irrelevant things, and this has affected their academic and real life activities. Students no longer use the School library, they claim to be using e-library on their phones whereas, it is another thing they are doing and this is a kind of distraction that make them to lose concentration on their studies (Zahid et al, 2016; Greenfield & Subrahmanyam, 2008).

Students spend so much time on Facebook, Tiktok, Threads and so on. Precious time is spent on dancing, playing games, gossiping, making new friends, transacting business and sharing information on these platforms (Das & Sahoo, 2010). This makes them to constantly check their status every minute in a day because they want to be aware of every new update, thereby making them pay less attention to their academic and this results to poor academic performance (Khan, 2009; Nalwa and Anand, 2013). One of the challenges that has brought a decline to the Educational system in Nigeria is social media. This is because, a lot of time is being spent on these platforms thereby leading to distraction and divided attention from academic activities.

Conclusion

Social media platforms allow users to have access to information quickly. They expose users to different ways of doing things like sharing information, conducting business transactions and promoting academic activities. Students use these platforms to connect with their friends, families and colleagues; therefore they have seen it as a tool which their lives depend upon. So much attention and time are wasted on these platforms.   It was observed that students spend most of their time on these platforms to play games, dancing, buying and selling goods and this had influenced their performance. There is no doubt that the use of social media has both positive and negative effects on the academic performance of students.

Recommendations

The study therefore recommends that:

- Management of the Institution should educate students on the proper use of social media for academic purposes
- Management of the Institution should ensure that students use the social media only as a tool to improve their academic performance
- Parents should monitor the activities of their children on social media.
- Student-users of the social media should be monitored and controlled on how they use these platforms during academic activities.
- Students should manage their time of study so as to avert distractions by the social media.
- Social media sites should review their pages for academic activities enhancement.
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