



## **I**NFLUENCE OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF COLLEGES OF EDUCATION STUDENTS IN KANO STATE, NIGERIA

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### **ABSTRACT**

The rate at which students use social media networks is on the increase due to advancement in Information and Communication Technologies. This research examined the influence of social media on academic performance of students in Colleges of Education in Kano state. To achieve this, the descriptive survey research design was adopted. Simple random sampling technique was used to draw one hundred and fifty students from each of the three government owned colleges of education in Kano state. A total of four hundred and fifty students participated in this

### **INTRODUCTION**

**T**he world today celebrates the improvement in communication technology which has broadened the scope of communication through Information and Communication Technologies (ICTs). Modern technologist in communication no doubt has turned the entire world into a global village. But as it is, technology is like two sides of a coin, brings with it, both negative and positive side. It helps people to be better informed, enlightened, and keeping abreast with world development. On the other hand, excessive use of social media can fuel feelings of anxiety, depression, isolation, FOMO (Fear Of Missing Out) and cyber bullying.

Technology exposes mankind to better way of communicating through facebook messenger, blackberry messenger, yahoo messenger, BBM, whatsapp messenger, 2go messenger, skype, google talk, google messenger, iphone and androids. These networking sites are highly used by most people to interact with their old and new friends through the internet (Asemah and Edegoh, 2012). The world has changed rapidly by the evolution of technology. This has resulted into the use of technology as the best medium to explore the wide area of knowledge.

The evolution of internet technology has led to its use as the best medium for communication where by two third of the world's internet population visits social networking or blogging sites, thus serving a communication and connection tool. Social Networking Sites (SNSs) are online communities of inter-users who communicate with other users about areas of manual interest, whether from a personal business or academic perspective (William, Boyd, Densten, Chin, Diamond & Mergenthaler, 2009). The millions of social networking sites have turned the transformation thought of global village into a reality whereby billions of people communicate through



research. Two research questions and two research hypotheses guided the study. An instrument titled 'Social Media and Academic Performance of Students Questionnaire' (SMAPSQ) which was used to collect data from the participants was validated by experts in the field and the reliability coefficient for the instrument was 0.833 via test retest. Mean and simple percentage were used to answer the research questions, while Chi-square ( $\chi^2$ ) was used in testing the research hypotheses at  $P=0.05$  level of significance. Findings showed that students' use of social media has significant positive influence on students' academic performance. No significant difference was observed in social media usage of male and female students. It was recommended that social media should be used for educational purposes and that students should be educated by their lecturers on the role social media can play in improving their academic performance.

**Keywords:** Social media, Colleges of Education, academic performance, Students, Influence

social networking sites. Numerous benefits have been obtained through distant communication through the use of social networking sites.

Academic excellence or performance plays an important role in an individual placement, be it in the academic institution or job placement. Due to this, many people are connected with the ways they can enhance their academic performance. Academic performance plays a vital role in predicting one's success in life and also in aspect of academic placement in schools as well as the level of employability in one's career (Kyoshoba, 2009)

Academic performance, which is measured by the examination results, is one of the major goals of a school. Hoyle (1986) argued that schools are established with the aim of importing knowledge and skills to those who go through them and all this is the idea of enhancing good academic performances.

Today, most youths and students possess Facebook accounts. The reason most of them perform poorly in school might not be far-fetched, while many minds might be quick to blame the poor quality of teacher, they might have to think even harder, if they have not heard of the facebook frenzy (Oche and Aminu 2010). Olubiyi (2012) noted that these days, students are so engrossed in the social media that they are almost 24 hours online, even in classrooms and lecture theaters. It has been observed that some students are always busy going, facebooking, while lectures are on. Times that ought to be channeled to learning, academic researches and innovation have been crushed by passion for meeting new friends online and most times busy discussing trivial issues. Hence most students' academic suffer set back as a result of distraction caused by social media. Boyd and Ellison (2012) observed that the use of these sites also affect students use of English and grammar. The students are used to short form of writing words in their chat rooms they forget and use these short words in the classrooms. They use short words like '4' in form of 'for', 'u' in place of 'you', 'd' in the place of 'the' etc. and this can affect their class assessment.

According to Kuppaswamy and Narayan (2010), social network sites grab attention of the students and then divert it toward non-educational and inappropriate actions including useless chatting



whereas on the other hands Liccardi, Ounas, Massey, Kinnunen, Midy and Saker (2007) reviewed that the students are socially connected with each other for sharing their daily learning experiences and do conversation on several topics.

Though there have been many social, economic, and environmental factors that have added to the pressure of university students in the past ten years, the drop-out rate for students is still a major national problem (Bowen, 2008). 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). However, with more and more students being preoccupied with social media networks and technological social lives, how will this affect their studies? It is estimated that even those students who do graduate high school, one out of three does not have possess the knowledge and skills that would lead him or her to the next level, such as college or an advanced trade school (Bowen, 2008).

The current generations of teens live in a fast-paced technological world with many different types of communication happening all at the same time. For example, he or she may be on the computer on a SNS, while also talking on the phone, sending instant messages to a friend, and emailing someone else all at the same time (Williams, 2008). While there may be some advantages to this, such as the teen learning how to type faster and multi-task many things at once, there may also be a breakdown in much of that communication (Williams, 2008).

Literacy has also taken a dive in the past decade, which has caused many educators to question what can be done to help students improve their reading, writing, speaking, and thinking- all of the most basic skills for a successful future (Wise, 2009). As one researcher stated, "Literacy is, in reality, the cornerstone of student performance, for any student, in any grade" (Wise, 2009, 373). The question that many school professionals have with regards to communication is whether or not a tertiary institution student is able to follow school curriculum in courses like English or Language Arts (Williams, 2008). Also, will it be possible to teach them without the use of multi-tasking and using new forms of technology?

The social media engages students and have to be examined as entrepreneurs of understanding. The medium of internet is marketing with increase in its programs. The interactive character of online conditions has extended with social networking. Hooking up through social networking began as being a niche activity, with time, it's been a regular phenomenon. The websites are employed in many ways like developing metropolitan areas, speaking, blogging etc. Additionally different institutions even nowadays are developing groups on several websites (Annie, Howard and Mildred, 2018).

The improved usage of websites has become a worldwide phenomenon for quite some time. What began out as being a hobby for several computer literate people has converted to a social norm and existence-style for individuals from around the globe (Nicole Ellison, 2007). Teens and teenagers have especially recognized these internet sites to be able to contact their peers, share information, reinvent their personas, and showcase their social lives (Nicole Ellison, 2007). While development in technology has been helpful for getting together with others along with the recognition on the internet, internet sites are now being an activity that is done mainly on the web (Siibak, 2009)



According to Kist (2012), social media users often time experience poor performance academically. Similarly, Englander, Terregrossa & Wang (2010) posit that social media is negatively associated with academic performance of student and is a lot more momentous than its advantages. Internet addiction consequently gave rise in internet usage within the last couple of decades. Nalwa and Anand (2003) observed that addicted users of internet use social media often and therefore setting back their personal and professional responsibilities which ultimately leads to poor academic performance. In the same vein, Peter and Valkenburg (2009) pointed out that social media users devoted lesser time to their studies in comparison to nonusers did and subsequently had lower GPAs. Peter and Valkenburg (2009) also mentioned that among various unique distractions of every single generation, social media remains a major distraction of current generation.

### **Statement of the Problem**

The world together is a global market in which the internet is the most important source of information. Since the advent of the social media in the 1990's, it is assumed in some quarter that the academic performance of some students is facing a lot of neglect and challenges. The educational system of Nigeria is faced with so many challenges which have certainly brought about a rapid decline in the quality of education, distraction and divided attention between social networking and their academic work. It is observed that students devote more attention to social media than they do so to their studies.

Students' addictiveness to social networking and social media are more exposed and the influence of the social media as a medium of interaction among students has been part of discussion in recent time and have imparted on their academics performances. Instead of students reading their books, they spend their time chatting, and making friends via the social media. It is common to see a student chatting in a sensitive and highly organized place like church, mosque and lecture venues, some so carried away that even as they are walking along the high way, they keep chatting.

The manufacturing and distribution of equally sophisticated cellular iphones has complicated the situation as students no longer need to visit a cybercafé before they send and receive messages. Attention has been shifted from visible to invisible friends, while important ventures like studying and writing might be affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skills acquisition. It therefore imperative to find out in reality how social media is being used by the students, what purpose it serves and its influence on their academic performance. This research therefore investigated the influence of social media on the academic performance of student in Colleges of Education in Kano state.

### **Purpose of the Study**

The purpose of the study generally was to examine the influence of social media on the academic performance of students in Colleges of Education in Kano State. Specifically, this study:

1. Determined the level of student's usage of social media network in Colleges of Education in Kano state.
2. Investigated the influence of social media on the students' academic performance in Colleges of Education in Kano state.
3. Found out whether there exists any significant difference between male and female students' usage of social media network in Colleges of Education in Kano state.



### **Research Questions**

The following questions were raised and answered in this research work:

1. What is the level of student's usage of social media network in Colleges of Education in Kano state?
2. What is the influence of social media on the students' academic performance in Colleges of Education in Kano state?

### **Research Hypotheses**

The following hypotheses was formulated and tested in this study:

- HO<sub>1</sub>:** The Use of social media has no significant influence on academic performance of students in Colleges of Education in Kano state.
- HO<sub>2</sub>:** Gender has no significant influence on students' use of social media in Colleges of Education in Kano state.

### **Methodology:**

#### **Research Design**

The research design adopted for this study was a descriptive survey. This design is considered apt because it enables the researcher to generate data through a standardized collection procedures based on researcher's structured instrument and well defined study concepts and related variables.

#### **Population, Sample and Sampling Techniques**

The target population for this study comprised of all students of Colleges of Education in Kano state. The sample for this study consists of 450 students comprising of 150 students each from the three public Colleges of Education in Kano state. The sampling technique employed was simple random sampling technique as this will enable the researcher to get sufficient number of respondents from the selected Colleges of Education.

#### **Research Instrument**

A well-constructed and self-developed questionnaire titled "Social Media and Students' Academic Performance Questionnaire" was used to get the desired information from the students. The questionnaire was divided into two sections; Sections A and B. Section A was for collection of information on personal data of respondents while Section B consisted of questions that elicited responses from the respondents with response options: Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

#### **Validity of the Instrument**

The designed questionnaire was validated two experts – one from science education who ensured face validation and the other from test and measurement department who validated the contents of the instrument. This ensured that the instrument measured what it was intended to measure.

#### **Reliability of the Instrument**

The reliability of the research instrument was determined using a split half test using the odd and even numbered items to form the two halves. The two halves were administered to a sample of



students from a College of Education not selected for the main study. The Pearson Correlation Coefficient was used to determine the reliability of the instrument. A co-efficient value of 0.833 indicating that the research instrument was reliable; hence it was adopted for getting the desired information for the study.

#### **Method of Data Collection**

The researcher collected the needed data through the use of questionnaire. The administration of the questionnaire was carried out by the researcher. A total of 450 copies of the questionnaire were distributed to elicit responses from the students and retrieved on the spot by the researcher.

#### **Method of Data Analysis**

Responses from the questionnaire were analyzed using the descriptive statistics of mean and standard deviations to answer the research questions while the inferential statistics of Chi-square( $\chi^2$ ) was used to test the formulated hypotheses at 0.05 level of significance.

#### **Results:**

##### **Research Question 1**

**What is the level of student's usage of social media network in Colleges of Education in Kano state?**

To answer Research Question 1, nominal values assigned to scaling items were used to determine the mean. The computation gives  $(4+3+2+1)/4= 2.5$ . The decision rule was that, mean scores of 2.5 and above were regarded as high extent while mean scores below 2.5 were regarded as low extent.

**Table 1: Mean Rating and Standard Deviation of Respondents on Social Media Utilization**

S/N	Students' social media utilization in Colleges of Education	Mean	Std Rural	Remark
1	Use of social media to share information	4.35	0.79	HE
2	Use of social media in doing assignments	2.94	0.83	HE
3	Use of social media in the school campus	3.59	0.78	HE
		Mean of means = 3.63		

Result in Table 1 reveals that all the items on utilization of social media in Colleges of Education in Kano state were of high extent because each of the items has mean greater than 2.5 and the mean of means of the items was 3.63. This outcome showed that the level of student's usage of social media network in Colleges of Education in Kano state is high.

##### **Research Question 2**

**What is the influence of social media on students' academic performance in Colleges of Education in Kano state?**

To answer this research question, responses on social media usage and academic performance were analyzed using percentage as shown in Table 2.

**Table 2: Social media usage and students' academic performance**

Statement	SA	A	D	SD	TOTAL
I usually have unlimited access to Facebook and this has affected my academic performance positively.	167 (37%)	108 (24%)	95 (21%)	80 (18%)	450 100%



I engage in academic discussions on twitter and this has improved my academic performance.	212 (47%)	123 (27%)	63 (14%)	52 (12%)	450 100%
I make use of whatsapp to disseminate knowledge to my class mate.	288 (64%)	80 (18%)	41 (9%)	41 (9%)	450 100%
I solely rely on information gotten from Wikipedia to do my assignments without consulting other sources.	284 (63%)	54 (12%)	58 (13%)	54 (12%)	450 100%
Total	951	365	257	227	1800
Percentage	53%	20%	14%	13%	100%

It was observed in Table 2 that 1,316 (73%) of the participants' response either strongly agree or agree that usage of social media has influence on students' academic performance while only 484 (27%) either disagree or strongly disagree. This showed that students' usage of social media influence their academic performance in Colleges of Education in Kano state.

**HO:** The Use of social media has no significant influence on academic performance of students in Colleges of Education in Kano state.

**Table 3: Chi-square analysis of the influence of social media on students' academic performance.**

Variable	N	DF	LS	Critical X <sup>2</sup> value	Calculated X <sup>2</sup> Value	Decision
social media network has no significant influence on their academic performance.	450	9	0.05	16.919	74.74	rejected

Table 3 showed that the calculated chi-square value of 74.74 is greater than the critical chi-square value of 16.919, hence, the null hypothesis which states that the use of social media has no significant influence on academic performance of students in Colleges of Education in Kano state is hereby rejected. This implies that the use of social media has significant influence on students' academic performance.

**HO:** Gender has no significant influence on students' use of social media in Colleges of Education in Kano state.

**Table 4: Chi-square Analysis for male and female student usage of social media network**

Variable	N	DF	LS	Critical X <sup>2</sup> value	Calculated X <sup>2</sup> Value	Decision
Male and female student usage of social media.	450	9	0.05	16.919	4.31	rejected

Table 4 above shows that the calculated chi-square value of 4.31 is less than the critical chi-square value of 16.919, hence, the null hypothesis which states that gender has no significant influence on students' usage of social media in Colleges of Education in Kano state was accepted.



### **Discussions of Findings:**

Table 1 showed that the level of utilization of social media by students in College of Education in Kano state is high. This is as a result of advancement in information and communication technologies which have turn the world into a global village where the transfer and sharing of information is made very fast and easy through the use of social media networking sites. This finding concur with Asemah and Edegoh (2012) where they noted that these networking site are highly used by most people to interact with their old and new friends through the internet and that of Olubiyi (2012) who noted that these days students are so engrossed in the social media that they are almost 24 hours online, even in classrooms and lecture theaters. Although Liccardi, Ounas, Massey, Kinnunen, Midy and Saker (2007) reviewed that the students are socially connected with each other by sharing their daily learning experiences and do conversation on several topics, care must be taken to ensure that students are not addicted to the use of social media network as Kuppuswamy and Narayan (2010) found that social media network sites may grab the attention of the students and then divert it toward non-educational and inappropriate actions including useless chatting.

Table 2 showed that students' usage of social media influence their academic performance in Colleges of Education in Kano state. Looking at the responses to items in Table 2, it can be concluded that the influence of social media on students' academic performance is positive. For instance, in item 1, 61% of the respondents have unlimited access to Facebook and this has affected their academic performance positively. Also, in item 2, most of the respondents (74%) agreed that they engage in academic discussions on twitter and this has improved their academic performance. Table 3 showed that the influence of social media on students' academic performance is significant. It can be adduced from Table 2 and 3 that social media significantly influence students' performance positively. This finding contrast the view of Kist (2012) that social media users often time experience poor performance academically and those of Englander, Terregrossa & Wang (2010) who posit that social media is negatively associated with academic performance of student and is a lot more momentous than its advantages. Meanwhile, this finding is in agreement with Liccardi, et. al. (2007) who reviewed that the students are socially connected with each other for sharing their daily learning experiences and do conversation on several topics. Social media can be used by students to share information, do assignment, keep information and for academic discussion which if used appropriately will definitely improve their academic performance.

Table 4 revealed that gender has no significant influence on students' usage of social media. This implies that both male and female students in Colleges of Education in Kano state use social media at about the same rate. This contradicts the findings of Lin and Subrahmanyam (2007) which noted studies have shown that boys have been online more than girls in previous decades because of earlier forms of technology such as video or computer games.

### **Conclusion**

Based on the findings of this study, it was concluded that social media is one the learning tools available to students and that the extent of its utilization by Colleges of Education students in Kano state is high and has significant positive influence on their academic performance. This study also concluded that male and female students in Colleges of Education in Kano state utilises social





media network about the same rate as no significant difference was found in the extent of utilization of social media networks by both male and female students.

### Recommendations

In the light of the findings of this study, the following recommendations were made:

1. Students should be educated by their lecturers on the role social media can play in improving their academic performance when used appropriately.
2. The College management should organize seminar for students on how best they can use social media during their studies in order to better their academic performance.
3. The College management should ensure that there is internet service in the college in order to encourage students' usage of social media for knowledge sharing, doing assignment and other educational purposes.
4. Students should focus on the academic relevance of those social media sites rather than using them for negative purposes.

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