



## Influence Of Social Media On Upper Basic Students Academic Achievement In Business Studies In Enugu Urban

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### **Abstract:**

*With the advent of the social media life will be the same again. The social media has been able to influence all aspects of the human life and sectors, or the global economy. This study was conducted to determine the influence of social media on upper basic students' academic achievement in business studies in Enugu urban. The population was all year III NCE students in these colleges. Samples of sixty students from each of the colleges were randomly selected. Three research questions were answered and two hypotheses were tested at 0.05 level of significance. Data collected were analyzed using means scores and t-test statistics. From the results, it was discovered that social media affect business students academically. One of the recommendations is that parental guidance is very necessary in the usage of social media students.*

**Keywords:** *Social media, Academic achievement, Global economy*

### **1.0 Introduction.**

The social media has become one of the most important communication means in recent times. However, social media exist so as to provide communication among people regardless of the distance, making it open to people to easily share information, files, pictures and videos, create blogs and send messages, and conduct real-time conversations. These systems are referred to as social, simply because they allow communication with buddies and co-workers so easily and effectively. It also strengthens the ties between people of those systems. The favorite in the realm of internet sites are Facebook, twitter and other people socially and in media. They are playing a large and influential role decision-making in the occasions from the global economically, politically, socially and educationally.

Social media are forms of electronic communication which facilitate interactive base on certain interests. Kaplan and Helen (2010) defined social media as a group of internet based application that allows the creation and exchange of user generated content. It is an offshoot of modern digital communication. Social media helps to promote interaction and the sharing of information on real time basic. One of the biggest advantages of today's social media is the ease of sending messages to billions of people in different part of the world at the speed of a heart beat.

Social media applications include web and mobile technology, electronic blogs, audio/video tools (e.g. YouTube), internet chat rooms, cellular and computer texting, and social networking sites. While the entire previous tools can and do facilitate interaction between and among users of various degrees.



Tuckman (1975) defined performance as the apparent demonstration of understanding, concepts, skills, ideas and knowledge of a person and proposed that grade clearly depict the performance of a student. Hence, their academic performance must be managed efficiently keeping in view all the factors that can positively or negatively affect their educational performance.

The driving factors for adoption of social media are the progressively ubiquitous access, convenience, functionality and flexibility of social technologies Brown and Schroeder (2010). It has been contended that, poor greater education, social technologies supports social constructivist techniques to learning they potentially have to improve students' construction of understanding and promote student interaction Ferdig, Schroeder, & Mcloughlin, (2007). An addition benefit of social technologies provided on the interest is that they are frequently free or require marginal investment, eliminating a potential barrier to adoption Schroeder, (2010).

There has been various overview and opinions which recognized four major advantages of social media use in higher education. These include, enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities wheeler & Rifkin et al (2008). This means that social media activities have the possibility of enhancing student contact and is used to improve their participation in class, particularly where introverted students are involved. Students can function in online group learning, with less or no anxiety of needing to raise questions before peers at school wheeler (2008).

The social media engages students and have to be examined as entrepreneurs of understanding. The medium of interest 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, though time it's a phenomenon. The web sites are employed in many ways like developing metropolitan areas, speaking, blogging etc.

Additionally different institutions even nowadays are developing group on several websites Saba (2013). 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 (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. While using the increase of technology helpful for getting with others along with the recognition on the internet, internet sites are now being an activity that's done mainly on the web, with websites Vaughn (2008).

According to khan (2009) Facebook users often time experience poor performance academically. Similarly, Englander and 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 internet usage within the last couple of decades. Nalwa & Anand (2003), recommended that addicted users prefer using internet setting back their personal and professional responsibilities which ultimately leads to poor academic performances.

According to Karpinski (2009), pointed that Facebook users devoted lesser time to their studies in comparison to nonusers did and subsequently had lower GPAs. Karpinski also mentioned that among

various unique distractions of every single generation, Facebook remains a major distraction of current generation. According to Kubey, Lavin, Barrows (2001) impairment of educational performance and internet dependency are correlated by utilizing synchronous communication programs including internet sites and forums.

There are benefit and risks association with any social network. There have been reports regarding its effect on students' academic performance. Some e.g. college students' and with their academic performance. They found a poor effect and influence when the media is overuse in such a way that do not academically improve learning or its process Wang, Chen, & Stollk, et al (2011). Other researchers examined this same problem but found either no significant relationship between using social networking and student academic performance Ahmed, Qazi & Hargittai (2011), and really a factor in students' academic performance Pasek & Hargittai (2009).

### **Statement of problem.**

Student in colleges of education in Delta state are always very busy with their social media's. they spend considerable time, watching T.V sets, internet browsing, chatting, checking their Email, Facebook profile, my space, web page, updating their twitter account and their linkedin account and it does not happen only once a day. It is speculated that an average Nigerian youth spend about 6-7 hours on internet daily. Some do all night browsing thereby developing lesser time to studies in comparison to nonusers and consequently having lower grade point average.

In view of the immense benefit that can be derived from social media, the researcher were tempted to ask; does social media have any influence on students' academic performances?

### **Purpose of the study**

The main purpose of the study was to investigate the influence of social media on academic performance of students in colleges of education in Delta state. Specifically, the study determined the following:

1. The extent to which social media has influence on the academic performance of students
2. The extent to students in colleges of education use social media for their academic assignment
3. The social media that is mostly used by students.

### **Research questions**

The following research question guided this study

1. To what extent do Dougherty social media influence the academic performance of business Studies students?
2. To what extent do business studies students in colleges of education use social media for their academic assignment?
3. Which social media is mostly used by business studies students?

### **Hypotheses**

The following null hypotheses were tested at 0.05 level of significance

- There is no significance difference in the mean rating of male and female business student on the influence of social media on the academic success of business students.
- There is no significance difference in the mean rating of accounting student and secretarial students on the influence of social media on the academic performance of businesses students.

### Method

The design of study was survey. According to Ali (1996) it is preferable to use survey design which the subject of the investigation centers on individual opinions, attitudes and perception.

The population for the study comprised of all NCE III business students in the four college of education in Delta State. Information from the college shows that there are 722 business education students. A sample of 300 study were randomly selected from the population. The major instrument for data collection was the structured questionnaire titled “influence of social media on the academic performance of students”. (ISMAPS) consisted of questions that relate to the research questions. It has two sections. Section ‘A’ contains five personal data questions while section ‘B’ were organized in such a way that the respondents expressed their opinion on a four point scale as follows: strongly Agreed (SA), Agreed (A), Disagreed (DA), strongly Disagreed (SD). The validity of the instrument was established by three experts. The instrument was pilot tested using test-retest reliability with 30 business education students not included in the target population. After a time frame of two weeks, the second instrument was administered and collected. The two tests were analyzed using person product moment correlation to determine the degree of reliability. The test yielded a correction result of 0.82 as the degree of reliability. From the calculation of the means of respondents to the research questions, any item with cut-off points that is equal or less than 2.49 was regarded as disagreed. Above 2.50 was regarded as “Agreed”

### Analysis of findings

**Table 1: mean o business education student rating of influence of social media on students Academic performance**

<b>S/N.</b>	<b>Questionnaire</b>	<b>Mean</b>	<b>Decision</b>
1.	Social media influence my academic performance distract me from my studies.	3.60	Agreed negatively, because they
2.	Using social media require spending money and are wastage of time and by this way it will affect my academic life.	3.41	Agreed



3.	Addition to social media is problematic issues that affect my academic life	3.52	Agreed
4.	I find it hard concentrating on study knowing that i can play online games and visit social network sites just by logging into them	3.62	Agreed
5.	I compare my grade before I before engaged into these social media's and after I became involved, I see a drop in my academic performance	3.84	Agreed
6.	Social media as personal/social can't be used for education	2.41	Agreed
7.	The usage of social media is useful in higher education institutions, because they are an effective communication application.	3.63	Agreed
8.	Group discussion can be arranged with my classmates using social media	3.48	Agreed
9.	An appointment can be fixed with my lecturer through social media.	3.01	Agreed
10.	Social media is helpful in my studies because I can receive announcement from lecturers and faculty.	3.00	Agreed
11.	Social media's help in my studies because I can discuss my assignment	3.45	Agreed
12.	Using social media's improves my interaction with lecturers.	3.42	Agreed classmates and
13.	I use social media to facilitate academic activities and coordinate with friends	3.50	Agreed

Table 1 above revealed that business education students agreed that 12 out of 13 identity questionnaire items influence their performance. They disagreed that social media are personal and therefor

cannot be used for education. Most students accepted that their grade dropped when they become engaged in social media activities

**Table 2:** percentage rating of opinion of business students on the most used social media

S/N	Social Media	Percentage
a.	Facebook	93%
b.	Twitter	90%
c.	Myspace	85%
d.	Googlet	45%
e.	Linkedin	39%
f.	Skonting	23%

From table III above, it could be revealed that the most used social networking sites by Business Education Students id Facebook, followed by Twitter, Myspace and so on. It could be said that most students spend more time chanting than using google which can help them in their studies.

**Table 3: chi-squared ( $\chi^2$ ) of the mean rating of male and female business education students on the influence of social media on the academic performance of students.**

Respondents	No	Mean	STD	z-cal	Zcrit	Decision
Male	82	3.42	101	-1.7789	+ 1.96	do not reject the null hypothesis
Female	218	3.68	1.2			
		p>0.05	p value	= 0.075253		
			Standard error = 0.146			

Table 3 above presents Chi-square of the response of male and female business education students on the influence of social media on the academic performance of students. It can be seen that the calculated  $\chi^2$ -value of -1.7789 is lower than the critical chi-square value( $\chi^2$ ) of 1.96 the null hypothesis is not rejected. As a result there is no significant difference I the means rating of male and female business students.

**Table 4: Chi-square( $\chi^2$ ) of the mean rating of accounting and secretarial business students on the influence of social media on the academic performances of students.**

Group	No	Mean	STD	z-cal	Zcrit	Decision
Accounting	247	3.85	1.23			do not reject the

Student				null hypothesis
				-0.1751      +1.96
Secretarial Education	53	3.88	1.11	
		p>0.05	p value	= 0.8610
			Standard error	= 0.1713

Table 3 above presents chi-square of the response of accounting and secretarial education students on the influence of social media on the academic performance of students. It can be seen that the calculated chi-square  $\chi^2$ -value of -0.1751 is lower than the critical chi-square ( $\chi^2$ ) value of 1.96, the null hypothesis is not rejected.

As a result there is no significance difference in the mean rating of accounting and secretarial business education students on the influence of social media on the academic success of business education students.

**Discussion**

The analysis of the research question in table I revealed that business education students agreed that social media affects their academic performance. This agreed with the findings of Sampson (2013) who discovered that biggest headache parents have is the issue of social media and the performance of their children.

Again ekuwue (2014) stated that employers of labour have complained that the social media constitutes a distraction to the productivity performance and efficient deployment of the man-hour of their workers. Oru (2014) discovered that parent complain that the concertation of their wards on important issues as their studies have social networking site by students is Facebook. This also agree with the study of Sampson (2014) who discovered that the popularly of Facebook has risen from one hundred million in 2008 to one thousand, one thousand in 2013.

**Conclusion and recommendation**

In the light of the following of this study, it could be concluded that social media have affected the performance of students negatively. Although, social media has brought about a whole new way for consumers to communicate and express themselves, since the advent of the internet, Facebook, twitter and many other consumers have been armed with the tools needed to express their grievance about unsatisfactory products and service, also their approval for those they find satisfactory and worthwhile.

Parents should ensure that they provide adequate quittance to their children on time they spend on social media.



Parent should regulate the time their children spend in Facebook, twitter; google etc. teacher should help by informing their students' parents when they notice poor performance of their students due to the time they spend on social media.

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