

***Influence Of Social Media On The Academic Performance Of Business
Education Students In Enugu State College Of Education (Technical) Enugu***

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Abstract

This study was conducted to determine the influence of social media on the academic performance of business education students in Enugu State College of Education (Technical) Enugu. The population was all year 1, 11 and 111 business education students of the college. A sample of sixty students from each of the levels was randomly selected. Three research questions were answered and two hypotheses were tested at 0.05 level of significance. Data collected were analyzed using mean scores and t-test statistics. From the results, it was discovered that social media affect business education students academically. One of the recommendations is that parental guidance is very necessary in the usage of social media by students.

Introduction

Social media has become one of the most important communication means in recent times. However, social media exist so as to provide fast means of communication, 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 using the systems. The favorite in the realm of internet sites are face book and twitter and they are playing a large and influential role in decision-making, economically, politically, socially and educationally. Social media are forms of electronic communication which facilitates interaction based 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 off shoot of modern digital communication. Social media helps to promote interaction and the sharing of information on real time basis. One of the biggest advantages of today's social is the ease of sending messages to billions of people in

different parts of the world at the speed of a heart beat. Social media applications include web and mobile technology, electronic blogs, audio/video tools, internet chat rooms, cellular and computer texting, and social networking sites. The 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, functionally and flexibility of social technologies (brown and Schreder, 2010). In addition, benefit of social media technologies provided on the internet 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 in higher institutions. these include enhancing relationship, improving, learning motivation, offering personalized course material and developing collaborative abilities (Wheeler and Rifkin, 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)

Social media engages student's and have to be examined as entrepreneurs of understanding. The medium of interest is marketing which increase its programs. The interactive character of online conditions has extended with social networking. Hooking up through social networking began as being a niche activity. The websites are employed in many ways like developing metropolitan speaking, and blogging etc.

Additionally, different institutions nowadays are developing group on several websites has (Saba 2013). The improved usage of websites has become a worldwide phenomenon for quite some

time. What began 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 to contact their peers, share information, reinvent their persons and show case their social lives. While using the increase of technology, helpful for getting along with others along with the recognition of the internet, internet sites are now being an activity that is done mainly on the web, with websites (Vaughn, 2008).

According to Khan (2009) face book users often time experience poor performance academically. Similarly, Englander and Wang (2010) posit that social media is negatively associated with academic performance of students. Internet addiction consequently gave rise to internet usage within the last decades. Nalwa and Anand (2003) recommended that addicted users using internet setting back other personal and professional responsibilities which ultimately leads to poor performance. Karpinski (2009) pointed out that facebook users devoted lesser time to their studies in comparison to non users 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, Ravin, Barrows (2001) impairment of educational performance and internet dependency correlated by utilizing synchronous communication programs including internet sites and forums.

There are benefit and risks associated with any social media. There have been reports regarding its effects on students' academic performance. Wang, Chin and Stalk, (2011) found a poor effect and influence when the media is over used in such a way that do not academically improve learning for its process. Ahmed, Qazi and Hargittai, (2011), examined this same problem but found no significant relationship between using social media networking and students academic performance.

Statement of the problem

Students of business education in Enugu state college of education are always very busy with their social media tools, they spend considerable time, watching television sets, internet browsing, chatting, checking their email, face book profile, my space, webpage, updating their

twitter account and their linked in 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 non users and consequently having lower grade point average.

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

Purpose of the study

The main purpose of the study was to investigate the influence of social media on the academic performance of business education students of enugu state college of education. Specifically, the study determined the following

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

Research questions

The following research question guided the study

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

Hypotheses

following null hypotheses were tested at 0.05 level of significance.

The

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

Method

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

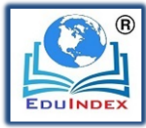
The population for the study comprised of all NCE year I,II and III of business education in Enugu state college of education. Information from the college shows that there are 722 business education students. A sample of 180 students was randomly selected form the population. The major instrument for data collection was the structured questionnaire titled “influence of social media on the academic performance of students,” (ISMAPs). It consisted of question that relates to the research questions. It has two sections, section ‘A’ contains five (5) 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 agree (SA), agree(A), disagree(DA), strongly disagree(SD). The validity of the instrument was established by three experts. The instruments were 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 same instrument was administered and collected. The test yielded a correlation result of 0.082 as the degree of reliability. From one 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 disagree, and above 2.50 was regarded as “agree”

Analysis of findings

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

Academic performance

<u>S/N.</u>	<u>Questionnaire</u>	<u>Mean</u>	<u>Decision</u>
--------------------	-----------------------------	--------------------	------------------------



- | | | | | |
|----|--|------|--------|-------------|
| 1. | Social media influence my academic performance because they distract me from my studies. | 3.60 | Agreed | negatively, |
| 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
Agreed
can play online games and visit social network sites just by logging into them | 3.62 | | |
| 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
Agreed
social media. | 3.01 | | |

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 classmates and lecturers.	3.42	Agreed
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 there for 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 (x^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	1.01	-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 x^2 -value of -1.7789 is lower than the critical chi-square value(x^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(x^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 Student	247	3.85	1.23	-0.1751	+1.96	do not reject the null hypothesis
Secretarial Education	53	3.88	1.11			

$$p > 0.05 \quad p \text{ value} \quad = 0.8610$$
$$\text{Standard error} = 0.1713$$

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 χ^2 -value of -0.1751 is lower than the critical chi-square (χ^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 popularity 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

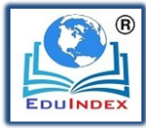
express their grievance about unsatisfactory products and service, also their approval for those they find satisfactory and worthwhile.

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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