

**SOME IMPLICATIONS OF SOCIAL MEDIA ON THE ACADEMIC ACHIEVEMENT  
OF STUDENTS: A CASE OF SCHOOL OF UNDERGRADUATE STUDIES  
(AFFILIATED TO UNIVERSITY OF MAIDUGURI), AMINU SALEH COLLEGE OF  
EDUCATION, AZARE**

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**Abstract**

This study was designed to identify the implication of social media on academic achievement of students in School of Undergraduate Studies, Aminu Saleh College of Education, Azare. The objectives of the study were to analyse types of Social media sites the students patronised most and to discover the effects of these platforms on the academic activities of students. However, the study employed descriptive survey design, and out of 663 population of level 400 students, 242 were selected as sample of the study via stratified proportionate random sampling techniques. Questionnaire was used as instrument for data collection. The data collected from the respondents were analysed using frequency count, percentage, graph and simple tables. The findings of this study revealed that the various social media platform usually visited by students are Facebook, Whatsapp, YouTube, Instagram and Twitter. It also revealed that majority of the respondents stated they used social media for recreational purposes. Finally, the result showed that social media affect academic activities of students negatively. The study recommended that counselling programs should be designed for students to sensitize them on implications of social media and appropriate usage of their smart phones.

**Keywords:** Implication, social media, academic achievement, counselling programme, social networking

**Introduction**

Education is an important instrument for human and National development. The education given to citizens of a country especially at the secondary school level must be of good quality to inculcate in them the necessary skills for self-development and survival. Quality education is a necessity in order to build responsible citizens who can drive the nation economically, socially, and technologically compete in the scientific, and technological based world of today.

However, quality in education is determine on effectiveness and efficiency of the school administration, teaching and learning process. So, to achieve this quality, teachers willpower and skills are very

fundamental (Gross 2010)).

Furthermore, modern technology in communication no doubt has turned the entire world into a Global Village. But as it is, technology, like two sides of a coin, bring with it both the negative and positive effects on the academic achievement of students in various institutions of learning (Anjugu, 2013).

Recently, there has been considerable discussion regarding the frequent use of social media platforms by students at all levels of education, and the possible effect of those tools on students' academic performance.

According to Suleiman (2013), social media also known as social networking site which mainly focuses on building online communities of people who share interests

and activities or who are interested in exploring the activities of others. Additionally, social media also refers to the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort of building relationship.

The frequent use of social media by high school or college students actually, either improves or degrades their academic performance and also has some wide spread implications particularly in their day to day life (Jonah 2013). In this regard all students are required to maintain a satisfactory academic record and meet the obligation of the course in which they are enrolled, failure to do so will lead them to poor academic achievement (Onyewuenyi 2002).

MehMood, & Taswir, (2013), define social media as Internet-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and traverse their list of connections and those made by others within the system. In addition, social media is the collection of applications such as Facebook, Twitter, Whatsapp, LinkedIn and YouTube, among others, that link people together as they share information through social networking.

Likewise, modern technology in communication has no doubt helped to serve as a means of connecting people and as a medium of interaction in the social world and educational field. Consequently, higher education has been exploring the exciting opportunities that technologies have brought to institutions, educators and students. As a result of this, there has been rapid growth in the availability and uptake of online teaching and learning by many colleges and universities (Suleiman, 2013).

Furthermore, technology has changed the way people interact and has brought about the emergence of an open social platform in the form of social media. This allows persons to easily connect with each other, thereby

making the world a one community. Also advent of social media has significantly impacted students both in their academic and social life as a means of making connections for various purposes (Anjugu 2013).

It was based on this background that this study intended to make an empirical investigation on the implications of social media on academic performance of undergraduate students in Aminu Saleh College of Education Azare, Bauchi State.

### **Statement of the problem**

It is not a hidden fact that, since the advent of social media in past decades. it is observed that the academic performance of students is facing a lot of backwardness and challenges. There is a deviation, distraction and divided attention between social networking activities and their academic work. It is also observed that students devote more attention and more time to social media than their study more especially in the institution of higher learning. Therefore, this study is out to examine how social media affect students' academic performance in School of Undergraduate Studies, Aminu Saleh College of Education Azare.

### **Objectives of the study**

The main objectives of this research are as follows:

1. To find out the various social media sites that students patronised most.
2. To discover the effects of these platforms on the academic activities of students.

### **Research Questions**

The following research questions were posed to guide the study:

1. What are the various social networking sites that students patronise most or use?
2. What are the effects of the social media on the academic performance of the students?

## Significance of the Study

The study will help researchers, parents and teachers with more information on the influence of social media on the student's academic performance. It will be relevant in assisting students in understanding the adverse problems of social media. It will provide relevant material for students and other researchers undertaking similar research. It will also help the government and the school authorities on how to tackle the problems related to the students' failure and downfalls due to their engagement in the social media.

## Scope and limitation of the Study.

The scope of this study is all students of the School of Undergraduate Studies of Aminu Saleh College of Education Azare. But the research is limited to four hundred level students of the school.

## Research Methodology

### Research Design

The descriptive survey research design was used for this study. The instrument used for this study was a questionnaire developed by the researchers after reading related empirical studies. The target population was entire 400 level undergraduate students of 2021/2022 academic session which numbered 663. While Two hundred and forty-two (242) respondents from thirteen (13) departments, were selected as sample via stratified random sampling technique.

According to Krejcie and Morgan (1970)'s sample table, a population of 650 has a sample size of 242. Based on this, the sample for this study is 242 students out of 663.

Table 1: Table 1 below table explains the population and sample selected from 400 level undergraduate students of 2021/2022 academic session departmental-wise.

**Table 1: Population and Sample Selected for the Study**

POPULATION					SAMPLE SELECTED		
S/NO	DEPARTMENTS	M	F	TOTAL	M	F	Total
1.	Agriculture	40	8	48	15	3	18
2.	Arabic	22	9	31	5	5	10
3.	Biology	50	33	83	20	5	25
4.	Business	25	12	37	5	5	10
5.	Chemistry	30	15	45	10	5	15
6.	Economics	65	29	94	25	5	30
7.	English	40	19	59	16	5	21
8.	Hausa	20	7	27	5	5	10
9.	Health education	70	30	100	25	10	35
10.	Islamic studies	60	22	82	20	5	25
11.	Mathematics	10	5	15	10	5	15
12.	Physics	15	7	22	10	5	15
13.	Physical Edu.	17	3	20	10	3	13
<b>Total</b>		<b>469</b>	<b>194</b>	<b>663</b>	<b>16</b>	<b>66</b>	<b>242</b>

**Source:** Exams and Record Office School of Undergraduate Studies and Field work 2022.

## Instrument for data collection

The research instrument used for data collection for this study was researcher's designed questionnaire. The questionnaire

was subjected to a pilot study on twenty-five (25) students from two hundred level. The test-retest reliability was analyzed with Pearson Moment Correlation Reliability

coefficient Statistics which yielded 0.87. Four senior lecturers declared the instrument to be having face and content validity satisfaction.

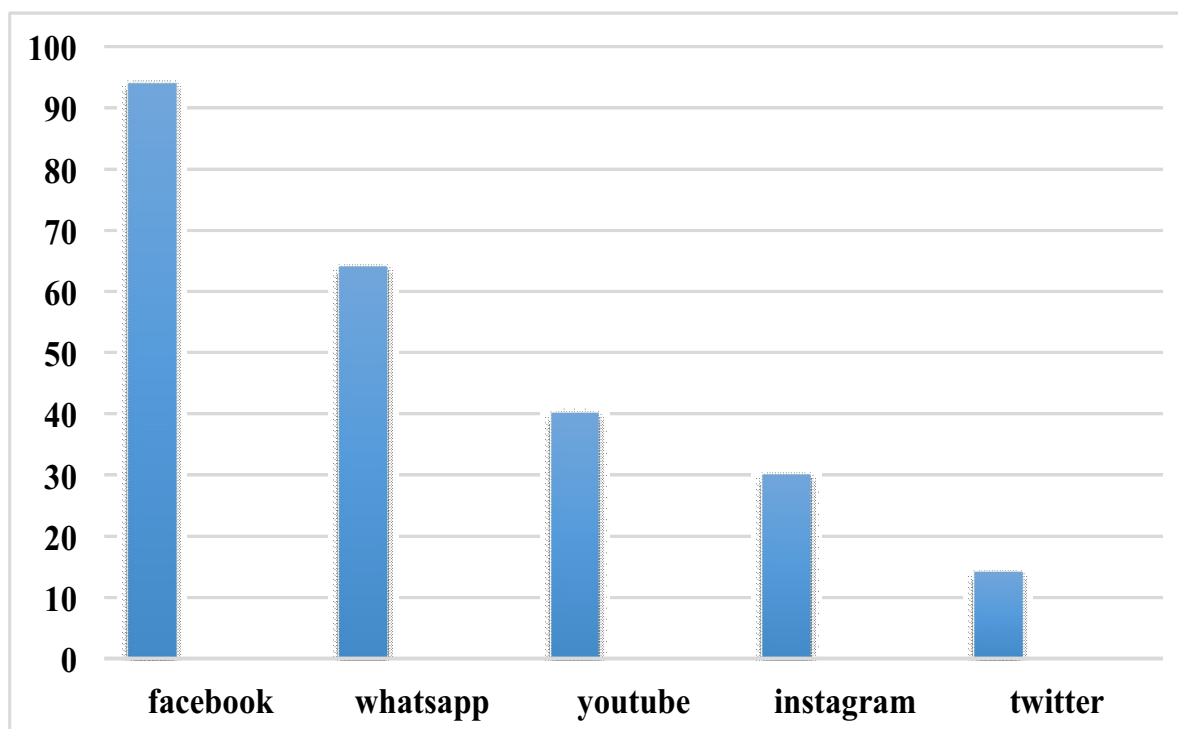
### Data collection procedure

In the process of collecting data the researchers approached the coordinators of the selected level (level 400) to seek their approval for conducting the research. The

researcher distributed copies of the questionnaire to the respondents who completed and returned them on the spot. While, the data collected were analyzed by means of frequency counts, percentages, graphs and tables. Table 1 above explicitly explain the population and sample selected of 400 level undergraduate students of 2021/2022 academic session departmental-wise

## Results

**Research question one: What are the various social networking sites that students patronize in or use?**



Source: Fieldwork, 2022

Figure 1: Responses on Various Social Media Sites Patronise by the Students (N = 242)

The above graph presents various social media site that students used in chatting or communicating to each other. Facebook is the most popular one with high frequency of 94 users, followed by Whatsapp with total frequency of 64 users, the next is Youtube with frequency of 40 users, representing the total number of the respondents, Instagram is the second at the bottom, with total frequency

of 30 representing the total number of the respondents and finally the Twitter which fall to be the least social media site used by the students which has frequency of 14 representing the total number of the respondents. With all these frequencies, it is an indication that the students almost engaged in all the five social media sites, and there is closeness in the ratings of the respondents.

**Research question two: Effects of social media on academic performance of students.****Table 2: The Distribution of Responses**

S/N	Statement	SA	A	SD	D	Total
1.	Engaging on non -academic forums on social media contribute in reducing the rate of Understanding of students.	46 19%	97 40.1%	38 15.7%	61 25.2%	242 100%
2.	Hours spent on social media is greater than hours spend on academic activities.	22 9.1%	140 57.9%	34 14%	46 19%	242 100%
3.	Social media cause students to develop poor studying habits and lazy attitude towards Study.	48 19.8%	102 42.2%	40 16.5%	52 21.5%	242 100%
4.	Social media can lead students to have poor grades in their academic Performance.	19 7.9	98 40.5	32 13.2	93 38.4	242 100
5.	Constant use of social media affects student's attention span and ability in class.	52 21.5%	88 36.4%	25 10.3%	77 31.8%	242 100%

**Source:** field work 2021

Table 2 above shows that, 143 representing 59.1% of the total respondents agreed that Engaging on non-academic forums on social media contributes in reducing the rate of understanding of students. While 99 respondents representing 40.9% of the total number of sample population disagreed with the statement. This indicate that social media platforms have negative impact on the students' performance. Secondly, hours spent on social media is greater than hours spend on academic activities. On this point, 162(67%) of respondents agreed and 80(33%) shows disagreement. This revealed that majority of students spend more time on social media engagement than on study.

Thirdly, social media can cause students to develop poor studying habits and lazy attitude towards their study. While 150 students representing 62% of the total respondents agreed, 92(38%) disagreed. This shows that frequent use of social media sites cause poor study habits and lazy attitude toward studies.

Fourthly, social media can lead the student

to have poor grades in their academic performance. 182 representing 75.21% of total respondents agreed with the statement, while 60 representing 24.79% of the total respondents disagree with the statement.

Fifthly, 188 representing 77.69% of the total respondents agree that, the social media affects the student's attention span and ability while 54 representing 22.31% of the total respondents disagreed with the statement made by the researcher.

Finally, the researcher concluded that considering that the majority of the respondents agreed with the statements, it is understood that social media has great implications on the academic performance of students. This assertion is in agreement with that of Woods and Scott, (2016) which stated that social media has more adverse effects than positive ones. The increased use of social media has subjected students to use short-handwriting to chat with friends and this is what is reflected in their academic writings. However, this can affect their academic performance.



## Discussion of Results

The result collected in the course of this research indicated that majority of 400 level Undergraduate Students in Aminu Saleh College of Education, Azare 2021/2022 make use of social media blogs in schools in which few among the students that use the social media for their educational purpose or benefit, while majority used the social media sites just for recreation and enjoyment to beat time.

Similarly, the students basically use the available social media sites such as Facebook and Whatsapp to collaborate in the night to chat with friends and to share some secret pictures among themselves which distract their mind to study. the research also discovered that most of the problems militating against the use of social media among the students mostly include lack of knowledge on how to make use of their mobile phone for learning or to make their study better through social media.

## Conclusion

Having considered the negative effects or roles played by social media on the learning

and the performance of students, it is no longer in doubt that social media is really a factor to the development of learning among students. For learning to be fully developed the use of social media must be inculcated in the students.

## Recommendations

Based on the findings and conclusions of this study, the following recommendations were made:

1. To curb the menace of social media, parents and students, guardians or relatives should be checking smart phones of their children to avoid attracting them to unnecessary browsing or chatting.
2. Lecturers/teachers should be given mandate to guide students on the use of smart phones for educational purposes.
3. Government should encourage e-learning via the use of smart phones right from primary and secondary schools.
4. Students should be encouraged to use the college e-library section with internet connectivity which is meant for their use.

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