

THE INFLUENCES OF SOCIAL MEDIA ON THE ACADEMIC PERFORMANCE OF  
STUDENTS IN UNIVERSITY OF BENIN.

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FEBRUARY,2023

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A PROJECT SUBMITTED TO THE DEPARTMENT OF CURRICULUM  
AND INSTRUCTIONAL TECHNOLOGY, UNIVERSITY OF BENIN, BENIN  
CITY IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF THE  
AWARD OF THE BACHELOR OF SCIENCE (ED) DEGREE IN  
CHEMISTRY.

JANUARY, 2023

## APPROVAL

[ hereby certify that this research work was carried out by Madu Charles Osinachi,adequate in scope and quality in partial fulfilment of the requirements of the Award of The Bachelor of Science (Ed) Degree in Chemistry science in the Faculty of Education, University of Benin City.

Mr Oswengie L.I Ero

Date

## DEDICATION

This research work is dedicated to God Almighty, always loving Father, my very present help in times of need and my sufficiency. His unending grace has seen me through my academic pursuit in University of Benin.

## ACKNOWLEDGEMENTS

I am immensely indebted to God Almighty, who made it possible for me to initiate and accomplish this research work.

I express my sincere gratitude to my supervisor Dr. Mrs F.N. Egbenusi who happens to be an icon, mentor, motivator, friend, and a corrector for his fatherly roles he played throughout the course of this research work. His input at the planning and execution stages, gave direction to the work, her academic, moral and leadership qualities were propelling forces and so were his constructive criticisms

I will also like to acknowledge the effort of the HOD,all the lecturers in the Department of Curriculum and Instructional Technology for all the knowledge you all impacted on me and other members of the staff,both academic and non-academic.

I am indebted to the two most important people in my life Mr Paulinus Madu and Mrs Regina Madu for been my backbone believing so much in me; for their love, moral and financial supports towards my education, I really appreciate you deeply. To my sibling,Mr Michael Madu, Miss Benedicta Madu, and Miss Christianah Madu. Thank you all for coming through for me, you all hold a special place in my heart, I love you all deeply.

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## ABSTRACT

This study was carried out to identify the influences of social media on the academic achievement of students in University of Benin. The research was carried out as a survey research using relevant literature from journals, magazines, books and the internet. Four research questions were raised and analyzed for the purpose of the study. A random sampling technique was used in selection of 50 chemistry students were randomly selected from the Faculty of physical science and Faculty of Education in the University of Benin. The data were collected with questionnaire instrument and analyzed using simple percentage. The result revealed that; the level of student addictiveness to social networks is relatively high and it affects their academic Achievement, whatsApp and Twitter are predominantly used by students and it helps them to disseminate information across, engaging in academic forums on Whatsapp and telegram reduces their rate of understanding, Social media addictions distract students from academic activities because the use of social media can be very addictive, female students make use of social media more, and they are more likely to get addicted to social media. Based on the results, it was recommended that, students should be educated on the influence of Social media on their academic performance, students should better manage their study time in and prevent distractions that can be provided by social media. There should be a decrease in the number of time spent by students when surfing the net, teachers should ensure they use social media as a tool to improve the academic performance of students in schools, the students should create a balance between chit-chatting and academic activities. More attention should be directed to research, the use of Social media networks by students should focus on the academic relevance of those sites instead of using them for negative purposes.

## CHAPTER ONE

### INTRODUCTION

#### Background of the Study.

The internet has created a platform for millions of computers at numerous sites in various countries, belonging to thousands of businesses, governments, research institution, educational institutions and other organizations to link up with one another. It provides a very rich medium for information dissemination, exchange and collaborative interaction among individuals and computers without regards for geographical limitation of space (Boyd,2016).

Social networking has become a common international trend which has spread across almost every corner of the world. The Use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Asur and Huberman,2010).

In the last ten years, the online world has changed dramatically,thanks to the invention of social media, young men and women now exchange ideas,feelings,personal information, pictures and videos at a truly astonishing rate.Seventy-three percent of wired American teens now use social media websites (Oberst, 2010).

The increased use of Social Networking Websites has become a social norm and way of life for people worldwide (Boyd, 2007). Teenagers and young adults have especially embraced these sites as a way to connect with their peers around the globe, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007).

In the past years, social media websites have become common; giving young people a new way to interact with each other and communicate with the world. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. Facebook, for example has over 500 million members and it is still growing and approximately 85% of undergraduate students are Facebook users (Schneider, 2009). These numbers are expected to grow since Facebook users will continue to grow. And this is not only true for Facebook, numbers for YouTube users closely follow as well.

The social media, an offshoot of ICT, is the different forms of online communication used by people to create networks, communities, and collectives to share information, ideas messages and other contents such as videos (Pappas, 2013). The emergence of social media is as a result of advancement in technology and expansion in internet software has raised eyebrows among academics on its effects on students' studies. Students at all levels of learning now have divided attention to studies as a result of available opportunities to be harnessed from the social media.

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Information and Communication Technologies (ICTs). 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 negative and positive sides. It helps people be better informed, enlightened, and keep abreast of world developments. Technology exposes mankind to a better way of doing things. Social networking sites include: Twitter, Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Whatsapp messenger, 2go messenger, Skype, Google talk, Google Messenger, iPhone and Androids. These networking sites are used by most people to interact with old and new friends, physical or internet friends (Asemah and Edegoh, 2012). The world has been 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.

Academic excellence or achievement plays an important role in an individual placement, be it in the academic institutions or job placement. Due to this, many people are concerned with the ways they can enhance their academic achievement. The emphasis on academic excellence which is also prevalent worldwide has encouraged many studies about the conditions promoting it. The role of academic achievement as one of the predictors of one's life success and also in the aspect of academic placement in schools to higher institutions as well as the level of employability in one's career is inevitable (Kyoshaba, 2009).

Academic achievement is the outcome of education, the extent to which a student, teacher or institution has achieved their educational goals.

Academic achievement is commonly measured by examinations or continuous assessment but there is no general agreement on how it is best tested or which aspects are most important, procedural knowledge such as skills or declarative knowledge such as facts.

A direct relationship exists between Social media usage and the academic achievement of students in universities. However the darker side within technological evolution has resulted in dilemmas such as the setback of real values of life especially among students who form the majority of users interacting through the use of social networking sites. Online social networking sites focus on building and reflecting social associations among people who share interests and or activities. With so many social networking sites displayed on the internet, students are tempted to abandon their homework and reading times in preference for chatting online with friends. Many students are now addicted to the online rave of the moment, with Facebook, Twitter etc.

Today most youths and students possess Facebook accounts. The reason most of them perform badly in school might not be far-fetched. While many minds might be quick to blame the poor quality of teachers, they might have to think even harder, if they have not heard of the Facebook frenzy (Oche & 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 theatres, it has been observed that some students are always busy pinging, 2going or Facebooking, while lectures are on. Times that ought be channeled towards learning, academic research and innovating

have been crushed by the passion for meeting new friends online, and most times busy discussing trivial issues. Hence most students' academics suffer setback as a result of distraction from the social media. In (Obi, Bulus, Adamu & Sala'at 2012), it was observed that the use of these sites also affects students' use of English and grammar. The students are used to short forms of writing words in their chat rooms; they forget and use the same in the classrooms. They use things like 4 in place of for, U in place of You, D in place of The etc. and this could affect their class assessment.

#### Statement of the Problem

The rapid advancement of media technology has had a great impact on the way people communicate on a daily basis. The growing dimension of the use of the social media among the youth of today cannot be over emphasized. Over the years, social networking among students has become more and more popular. It is a way to make connections, not only on campus but with friends outside of school. Social networking is a way that helps people feel they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students will not be affected by how much time is spent on these sites.

Choney, (2010), believe that the use of technology such as internet is one of the most important factors that can influence educational achievement of students positively or adversely. Many parents and guardians are worried that students are spending too much time on facebook and other social media sites and have not enough time to study. Though parents are worried about students' constant use of the social media sites, many students continue to

utilize these sites on a daily basis. It is against this background that this research is being conducted to ascertain the influences of social media on the academic achievement of students in university of Benin, faculty of Education as a case study.

Research Questions.

The following research questions have been formulated to guide the study.

1. To what student addictiveness to social network and its influence their academic Achievement?
2. Does the social media network that the students are more exposed to influence their academic Achievement?
3. How has the use of social media influence the academic Achievement of the students in University of Benin?
4. Is there gender difference in the student's usage of social media network?

The purpose of this study is to investigate the influences of social media on the academic achievement of students in university of Benin, faculty of Education as a case study. Specifically, the study examines the:

1. To examine the level of student addictiveness to social media and its influence on their academic Achievement
2. To determine the social media network that the students are more exposed to and the influence on their academic Achievement.
3. To ascertain how the use of social media has influence the academic Achievement of the students in University of Benin

4. To ascertain the difference in students' usage of social media network by gender.

### Significance of the Study

This study is significant to the lecturers, parents and students. This study will help the lecturers of the school to know the influence that social media has on their students, so as to assist them to enlighten and create awareness to the students on the possible influence it has on them. The study is of significant to parents in the sense that they will know the possible effects these social media usage has on their children, so as to serve as watch-dog to their children on the usage of the social networking site.

The study will enable the students of the senior level so that they will be aware that, apart from the social benefits of this social networking site, using the sites more than necessary will pose possible dangers to their health. It will be relevant in assisting students in understanding the diversity of social media. It will provide relevance material for students and other researchers undertaking similar research. The study will help researchers with more information on the Influence of social media on student's academic Achievement.

### Limitation of the Study

During the course of the study, few limitations would be encountered which are; the problem of getting people to respond to the questionnaire, and most of them may not be sincere with their answers, also time constraints, as the project is also limited to time factor.

## Scope and delimitation of the Study

The focus of this research work is to primarily study the Influence of social media on the academic Achievement of students. The study will comprise students in University of Benin.

## Definition of Terms

**Social Media:** They are forms of electronic communication which facilitate interactive base on certain interests. Social media include web and mobile technology.

**Social Networking Sites:** A website where people put information about them and can send to others.

**Academic:** It is concerned with Studying from books as opposed by a practical work.

**Students:** Someone who is Studying at a University or School. Someone who is very interested in a particular subject.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

This chapter focuses on the review of related literature. And it will be discussed under the following sub-headings:

#### Conceptual framework

Student addictiveness to social network and its influence their academic Achievement

Social media network that the students are more exposed to and the influence on their academic Achievement

The use of social media and its influence on the academic Achievement of undergraduate students.

The difference in students' usage of social media network by gender

#### Summary of Reviewed Literature

#### Conceptual framework

Social media is that means that employs mobile and web based technology to create highly interactive platforms through which individuals and community share, co-create, discuss and modifies user's generated content (Graeme & Maggio, 2010). They allow users to manage; build and represent their social networks online, usually made up of other individual's networks which also include the profiles of events, companies, even political parties. Broadly defined, social media is an internet or mobile-based social space where people can connect, communicate, create and share content with

others. They typically support the public display of networks although they may offer privacy restrictions, or facilitate closed communities. Furthermore, he added that it also refers to as the gathering, representation, processing and dissemination of social information, such as race, sexual orientation and partners, religion, body type, favorite books and movies, relationship status and photo albums. This information is shared between friends, colleagues, family members and strangers.

Social media is enabled via social networking sites (SNSs) predominantly, but not exclusively on the internet. A user registers with a particular social networking site, following which social interaction preferred. Consequently, it has been used in a variety of contexts to improve the speed and affectivity of communication. Fraser (2007) is of the opinion that social media is a group of internet based application that builds on the ideological foundation and allows the creation and exchange of users generated content. Additionally, social media have become one of the major channels of chatting through platforms such as 2go, BB chat, blogger and wiki. There has been an increase in the mobile social media which has created new opportunity for browsing.

Boyd (2007) define social media site as having three common elements: a member, the ability to add other members to a contact list and supported interaction between members of contact lists. Social media services, such as [www.myspace.com](http://www.myspace.com) are used to find out what other people are doing by connecting with individuals with similar interests, existing campaigns or disseminating information about their own projects.

Accordingly, Bruns (2008) states that social media is seen as websites or other internet based services where the content being communicated is created by the people who use the service. Unlike, for example a news website, where the content is created by a journalistic and editorial staff for mass consumption on social media sites there is no clear cut separation between producer and consumer. He further stated that social media provide a channel where organizations can quickly diffuse particular messages of interest to a wide audience. They also constitute an arena where the issues of the day are frequently debated and where opinions can be formed on a wide range of topics hence, many large organizations now have social media teams in their communications or public relations departments which both monitor current events on social networks and actively release content to those networks. Bringing out further ideas about social media,

Shea(2010)pointed that it is a form of electronic communication which facilitates interaction based on certain interests and characteristics. It is also a media for social interaction, using highly accessible and scalable publishing techniques. She also stressed that social media are elements of the new media and have become the highest activity on the internet .The rapid growth of social media activities that has been observed over the last two to three years is indicative of its entry into mainstream culture and its integration into the daily lives of many people.

Kaplan and Haenlein (2010) maintained that social media are group of internet base.applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user-generated content. Individuals may choose to send private messages, write on

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Kaplan and Haenlein (2010) maintained that social media are group of internet base applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user-generated content. Individuals may choose to send private messages, write on

other user's walls, organize social activities, and keep informed about other user's daily activities.

However, users can limit themselves on what information they would like to share publicly with others. Some items they may choose to include are: pictures, favorite books and movies, birthday, relationship status, and location. Social media fulfills different communication needs for different users. Interactions via the computer facilitate communication is done by allowing users to keep in touch with family and friends in a convenient way, to learn about social events and to find out about activities of other users. The gratification received from this social information helped users feel that they were a part of a peer network of knowing what is going on about events and activities (Quan-Haase & Young, 2010). In line with the ongoing discussion, he further stressed that social media site is an online service, platform or site that focuses on facilitating the building of social networks or social relations among people who for example, share interests, activities, backgrounds, or real-life connections. Anderson (2013) opined that social media is the act of exchanging information, personal or public through various forms of technology such as the Internet, cell phones and other services. It is the way that many individuals make new friends and keep connected with existing ones through the use of the Internet. He also added that social networking service consists of a representation of each user (often a profile), his/her social links, and a variety of additional services.

Academic achievement is referred to the way(s) students deal with their studies as well as the actualizations of different tasks assigned to them by their teachers. According to Ward (1996), academic achievement is referred to as

the product of education-the extent to which students,teachers or institutions have achieved their educational objectives. Academic achievement can thus be seen as observable and measurable behaviors of an individual within a particular situation. Grade Point Average (GPA) and test results represent students' academic achievement; it is one of the current educational problems of public interest based on poor level of students' academic achievement especially in secondary schools and post-secondary schools. Olanipekun (2014) equally maintained that academic achievement of students both at secondary and post-secondary schools is worrisome. Furthermore,such factors as economic, social and psychological factors have been identified as likely threats to students' academic achievement. These factors may have strong influences on students' academic achievement; however, the influences could vary from one person to another and from country to another. Most previous studies on academic achievement of students have focused on factors such as socio-economic background, class environment, gender differences,family educational background and teaching and learning style preferences.These factors identified have been viewed as factors responsible for students'poor academic achievement in schools. It is therefore necessary to understand that no matter how well conceived a country's developmental plans may be,low academic achievement is capable of ruining everything. This therefore implies that poor academic achievement and high failure rate are indicators of underdevelopment of a society.

There are diversities of social networks like 2go, WhatsApp Messenger,blackberry Messenger,Facebook, and twitter for people to have access to.

1. 2go is a Social Networking Site, chat, and instant messaging (IM) application. It enables users to chat on their mobile phones free. You can meet users and 2go users as friends. Chat rooms on different topics are opened where you can join in the discussion and socialize with others and also, 2go have gateways that enable users chat with friends on Gtalk, Mxit, and facebook. One of the greatest points of 2go chat is its simplicity and light weight, making it available to lots of low-end phones. 2go runs on any java enabled phone, Nokia, LG, Samsung, and Sony Ericson. Blackberry users can use 2go on their Pc as part of an experimental service by the company and with it, they can chat anywhere and anytime of the day as they so please.

2. WhatsApp Messenger is a proprietary cross-platform instant messaging subscription service for Smartphone's and selected feature phones that uses the internet for communication. In addition to text messaging, users can send other images, video, and audio media messages as well as their location using integrated mapping features.

3. Blackberry Messenger is propriety internet-based instant messenger application included on blackberry devices that allows messaging between blackberry users. It was developed by the manufacturer of the blackberry research in motion (RIM); messages sent via blackberry messenger are sent over the internet and use the blackberry pin system, so communication is only possible between blackberry devices. Pinging allows you to connect to friends using a ping ID, something akin to blackberry pin but easier to remember because you can pick it yourself. Once you've shared your pin or found friends via email or twitter, you can

send text, messages, photos, videos and voice memos. Pretty much anything you might want to send to a friend can be sent using pin. Messages are in real time over the data network and pushed to the recipient. Once a message is sent, a little S or D and a tick with an R indicating the message has been sent and read. Ping chat also packs group messaging and social profiles, which allows you to display a photo, status and some information about yourself to confirm contacts and through these, one is connected to the whole world.

4. Facebook allows anyone who claims to be at least 13 years old to become a registered user of the website. Users must register before using the site, after which they may create a personal profile, add other users as friends, exchange messages, and receive automatic notifications when they update their profile (Roblyer, 2010). Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends" (Rapacki, 2007).

5. Twitter is an online social networking service that enables its users to send and read text-based posts of up to 140 characters known as "tweets. Users can also follow the updates of friends they "follow," send them direct messages, reply publicly to friends, or just post questions or comments as their current status (Sorav, 2010). In many ways this social network site (twitter) continually provides social network for people at all ages. Twitter as a social network plays a role in communication throughout the world in the sense providing online services to share information with others and connect with them by creating a profile that

may include a personal web page and a blog. It has been argued by (Sorav,2010)that twitter affects behavior by causing psychological disorder. via addiction to the access of the social network. Also twitter affects behavior because the network is open to all.

Student addictiveness to social network and its influence their academic Achievement

Information and Communication Technology (ICT) has been regarded as one of the fastest growing sectors in the world in this our contemporary times:The advancement of ICT has given rise to developments and the birthing of rapid changes in the society by shaping the global economy. Significant changes in industries, education, agriculture, medicine, business, engineering and other fields have been brought about by ICT. Within the past decades, new ICT tools such as smartphones and tablets have provided sufficient incentives for enhancing communications and entrepreneurial activity Lagi, (2017). Social media is an aspect of ICT that has rapidly proliferated and penetrated almost every sector of human life. In our present days, it is almost a common practice for people to spend a major of their time making using of social networks.This is traceable to the fact that it is easy to use and it facilitates speeds and durability. Social media is fast changing the public discourse in our societies and setting trends and agendas in topics thatrange from the environment,education and politics to technology and the entertainment industries. It is therefore obvious that the modern reality requires one to stay in touch and keep abreast with the latest news and trends of our time. Users of social

networks, in most cases as have been reported, are a representative of the younger generation.

One of the most common means, channels or instruments for passing information across is the media Hanks (2014). In a lay man understanding, media is seen as any means of information sharing that requires the use of such media as newspapers, radios, televisions, magazines etc. according to Hanks (2014), media may be seen as those means of communication through which one can be able to pass information across to a large population of persons; these means include the televisions, newspapers, and radios. More so, Webster Urdang (2014) referred to media as any medium through which one is able to express, cultivate or convey information. On the other hand, social may be seen as those activities involving human environment and the individuals living and sharing resources together in the environment. Hanks (2014). More so, Webster (2019) defined social as a mean through which interact together for the common good of all; it simply refers to the people or the society in general.

From the foregoing, one could refer to social media as any media circulated with the help of social interactions. Basically, social media may be referred to the cybernetic and simulated relationships, among people, organizations, and companies etc., this entails the invention, sharing or exchanging or data in the form of texts, images, and symbols. According to Ahlqvist (2008), it entails the process through which people interact by sharing, creating and exchanging information and deas through virtual communities and networks. According to Kaplan (2008), social media which are internet-based applications are built on the Web 2.0 ideology and

technology. Consequently, Boyd (2008) asserted that social media are built on web-based facilities that allow for the construction of public or semi-public profiles by individuals or groups of individuals.

The following have been identified as the most common social media platforms currently in use, these are; Facebook, Twitter, Whatsapp, YouTube, Wikipedia, LinkedIn, Reddit, Instagram, Pinterest etc., however, SixDegrees.com which enables people to communicate through message sharing was first introduced before the other ones; however, it could not stand the test of time despite having millions of users as registered members, as a result, it crashed out in 2000 Boyd (2008). Findings showed that other social platforms such as the Friendster and LinkedIn followed in 2002 after the collapse of SixDegrees.com. Moreover, between 2003 and 2006, other platforms such as the Flickr and Facebook (restricted only to Harvard) came into existence including the Hi5. Other platforms that followed included the Orkut, and MySpace emerging in 2003, YouTube, Cyworld (China), and Yahoo! 360 in 2004. "In 2005, Windows Live Spaces, Facebook (for high school and corporate networks), Ning, Asian Avenue, Bebo (relaunched) followed, while Twitter, Facebook (non-restricted), and Cyworld. (USA) followed in 2006" Boyd (2008). Among these numerous social media platforms, the Facebook, Twitter, Instagram and Whatsapp have been recognized as the ones commonly used by students; in Nigeria for instance, majority of students spend an ample of their time on platforms such as the Facebook, Twitter and Whatsapp while making use of smartphones which is now a common gadget among them; because of this reason; very many students spend 2 to 3 hours checking activities and updating their profiles on

these social networks even at the peril of their educational and career pursuit (Owusu-Acheaw, 2015).

The advancement of social media has taken over almost all spheres of human endeavors despite negative implications. The educational environment is equally not left out of this; people are therefore tempted to claim that these social applications-social media carries with it the potential to further improve learning and sharing of information among learners and teachers (Ferdig, 2007). According to West (2012), social media has the ability to close the gap between the learners as the teacher even down a physical distance is existing between them; in essence, it enables learners from all parts of the world to learn and work together without any hindrance(s). Miah (2012) sees social media as a central path through which individuals frequently interact and share ideas despite being far apart. Social media has proven to improve communication skills, social participation and commitment, improve peer support, and ensure the realization of education based on collaborative strategies; thus, the impacts of social media on communication, learning, research and education in general cannot be overemphasized.

Notwithstanding, despite these benefits of social media, it appears that the negative impacts of it on students is alarming as students tend to abandon their studies in a bid to catch up with the trends and distractions of these platforms such as chatting, texting, gaming etc. Kabilan (2010) noted that through social media, students learn correct spellings, sentences, pronunciations, and essay writings through the usage of Google. Mehmood and Taswir (2010) found that social networking sites can become useful

instruments in improving correct spellings and writings among students as it offers elasticity in learning, inspires inventive ideas and increases interpersonal interactions among students and instructors.

It has been observed that all over the world, students engage themselves in using social media; spending a quality of their time on the internet by visiting various platforms. This time spent by students on social media has become of great concern to so many people, especially with the increase in the amount of time students spend online; students spend more time usually multi-tasking by visiting several sites and accessing volumes of contents. Hanks (2014). This agrees with the view of Pew Internet and American Life Project that 64 percent of teens on social media visit one or more platforms Lenhart (2007). Equally, it has been noted that close to 55 percent of teenagers have created profiles on social networking sites, with 47 per cent having uploaded photos, while 14 per cent have posted videos, with nearly all of them having posted an image or comment on a platform Lenhart (2007). It was reported that an average Nigerian student spends about six to seven hours on internet daily, with some spend more hours doing all night browsing.

It has been indicated that social media networks often directly or indirectly necessitate access to information and knowledge attainment; more so, that these networks have influences on student academic achievement). However, poor academic achievements in the recent times have been traced to technological developments. While technological advancement is gradually gaining dominance in the present society, the study habits of students are also fast vanishing into thin air. Ezema. & Ekere, (2009). The authors affirmed that students now lack the skills of reading and instead spend more hours on

electronic media. Browsing the internet, playing with handsets and passing non-stop text messages seem to be the order of the day; this has made reading books and other pieces of written materials in a quiet or peaceful corner of libraries or homes appear an archaic idea for most school's children and adults. Students' involvement in social media activities such as making new friends and gaining access to relevant information can be channeled towards making improvements in their academic achievement, but this depends on the individual's ability and willingness to utilize the opportunity of coping with academic related stress. Utilizing these opportunities and benefits of social media networks can positively help students improve in their academic pursuits. A student who is able to creatively make waves and enormous progress in the utilization of social media can equally do exploits in his/her academic life if he is able to channel the same energy towards his/her studies. Baldwin(2007).

According to Obama (2008), children cannot achieve success in their academics unless their expectations are raised and television sets are turned off. Apuke (2006) postulated that it is a common thing these days for young people to become addicted to social media activities; as a result, they abandon their studies and shift attentions to chatting with friends, even during lectures. Additionally, many students use their phones to engage in activities which appear to be quite distracting most times.

## Social media network that students are more exposed to and the influence on their academic Achievement

On the internet, students engage in a variety of activities some of which may be potentially addictive. (Kuss and Griffiths, 2011). The mass appeal of social media on the internet could be a cause for concern, particularly when attending to the gradually increasing amount of time students spend online. Undergraduates spend more time on Facebook, Twitter and other social media through smartphones that are now in abundance among these youths. Many students cannot go for two-three hours without checking and updating their profiles on these social networks even at the detriment of other activities such as educational and career pursuit. This especially has become culture for the undergraduates in Nigeria. Morahan-Martin and Schumacher (2000), explain social media infatuation as the excessive use of the internet and the failure to control this usage which seriously harms a person's life. In an article on the Daily Trust newspaper, Itodo (2011) posits that there seem to be an alarming rate of social networking obsession among students today; a trend that could affect their academic, social and spiritual lives negatively if not properly controlled.

Numerous disturbed parents have expressed grave concern that they could hardly get the attention of their children and wards, as they seem to have been carried away by the fascinating world of social networks. Some youths are such social freaks that they have now carved out for themselves a world of fantasy and illusion for detached from reality. Bello (2012), of the Sunday Observer observes that if the dangerous trend of social media network "obsession" if left unchecked could further affect an already collapsing

education system in Nigeria. The reason students are performing poorly in school these days might not be farfetched (Osharive, 2015). While poor quality of lecturers can quickly take the blame, one might think harder if the phrase “Facebook frenzy” has not been heard of. It is a common sight to see a youth chatting in sensitive and highly organized places like church, mosque and lecture venues. Some are so carried away that even as they are walking along the high way, they keep chatting. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition.

Jeong (2005) noted that internet addiction is significantly and negatively related to students' academic performance, as well as emotional attributes. In a study of 884 students of different universities in Nigeria,(Olowu and Seri, 2012). The study indicated that students in Nigeria are spending too much time on social networking sites at the detriment of other necessary things such as their studies. They explained that Youths' use of these social networking sites even point towards obsession.

In the past years, social media websites have become common; giving young people a new way to interact with each other and communicate with the world. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. Facebook, for example has over 500million members and it is still growing and approximately 85% of undergraduate students are Facebook users (Schneider, 2009). These numbers are expected to grow since Facebook users will continue to grow. And this is not only true for Facebook, numbers for YouTube users closely follow as well

(University of New Hampshire, 2009). 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 top academic areas that many school professionals are concerned about are English (ELA) and advanced literacy (Williams, 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 achievement, for any student, in any grade”(Wise, 2009). 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 use of social media and its influence on the academic Achievement of undergraduate students.

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, 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 groups on several Websites. 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 using the increase of technology helpful for getting together 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,Coyle (2008). According to Khan (2009), social media users often time experience poor performance academically. Nalwa and Anand (2003), recommended that addicted users prefer using internet setting back their personal and professional responsibilities which ultimately leads to poor academic performance.

Osharive (2015), academic excellence or achievement plays an important role in an individual placement, be it in the academic institutions or job placement. Due to this, many people are concerned with the ways they can enhance their academic achievement. The emphasis on academic excellence which is also prevalent worldwide has encouraged many studies about the conditions promoting it. The role of academic achievement as one of the predictors of one's life success and also in the aspect of academic placement in schools to higher institutions as well as the level of employability in one's career is inevitable (Kyoshaba,2009).

Academic performance, which is measured by the examination results,is one of the major goals of a school. Hoyle (2001) argued that schools are established with the aim of imparting knowledge and skills to those who go through them and behind all this is the idea of enhancing good academic performance. Academic performance or achievement is the outcome of education, the extent to which a student,teacher or institution has achieved their educational goals. Academic performance is commonly measured by examinations or continuous assessment but there is no general agreement on

how it is best tested or which aspects are most important, procedural knowledge such as skills or declarative knowledge such as facts.(Annie,Howard and Mildred, 2006).

San Miguel (2009), focused on the relationship between time spent on Facebook and the academic performance of students. The overall findings indicated “more time on Facebook equals slightly lower grades”.In his study,the average facebook user had a GPA of 3.0 to 3.5, while the non facebook user had a GPA of 3.5 - 4.0. Also, the average facebook user study for 1-5hours per week, while the non facebook user would study 11- 15 hours per week Enriquez (2010), revealed that students who multi-task between social networking sites and home work are likely to have 20% lower grades than a student who does not have a social networking site. He believes that even running a social networking site on the background on a student's PC while studying or doing homework could lower a student's grade. He believes that “the problem is that most people have Facebook or other social networking sites, their e-mails and may be instant messaging constantly running in the background while they are carrying out their tasks” Choney (2010),in looking at the time spend on facebook and its effect on academic performance said a user of Facebook has an average “GPA of 3.06, while non users have an average GPA of 3.82”.

Furthermore,a study conducted by Karpinski and Duberstein (2009),of Ohio Dominican university on college students who use social. network have significantly lower grade point averages (GPAs) than those who do not.They also mentioned that among various unique distractions of every single generation,Facebook remains a major distraction of current generation.

According to Khan (2009), facebook users often time experience poor performance academically. Similarly, Englander et al., (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 to internet usage within the last couple decades. Nalwa and Anand (2008), recommended that addicted users prefer using. internet setting back their personal and responsibilities which ultimately leads to poor academic performance.

According to Nalwa and Anand (2008), (2010), impairment of educational performance and internet dependency are correlated by utilizing synchronous communication programme including internet sites and forums..

When reviewing the literature related to gender and adolescents, results are mixed as to which group spends more time on the Internet as well as on social media networks (Lin and Subrahmanyam, 2007). Studies have shown that guys have been online more than ladies in previous decades because of earlier forms of technology such as video or computer games (Lin and Subrahmanyam, 2007). Ladies have reported that they use social media for things like chatting and downloading music (Gao, Luo,& Zhang,2012).Because of this, one may hypothesize that ladies will be more likely to be attracted to social media networks and other online social groups (Gao, Luo,&Zhang,2012).According to most research done on the topic, the number of teenage ladies and guys who communicate on these social media networks are equally divided. Research has shown that though ladies and guys are both likely to have a SNS account, the reasons for the accounts may vary based on gender. For ladies, social networking sites are primarily placed to reinforce

pre-existing friendships; for guys, the networks also provide opportunities for flirting and making new friends (Gao,Luo,& Zhang, 2012). Ladies are also more likely than guys to post sexually explicit pictures of themselves, and to talk about sexual activity in public forums (Rafferty, 2009). However,guys are more likely to create an account simply because they are trying to meef a significant other, or because they are already in a relationship with someone who has requested them to join.

Ladies are also more likely than guys to share personal information about their daily lives (Merten and Williams, 2009). Results of a recent study involving Facebook,MySpace, and Xanga showed that though most teenagers aged 13-17 used these sites for fun and positive reasons, 55% of ladies shared personal stories about depression, anxiety, and relationship problems (Merten and Williams, 2009). Only 15% of guys shared any personal information besides their hobbies, interests, and friendships (Merten and Williams,2009).This study also showed that adolescents use SNS when dealing with a death of a peer, and use forums and member profiles to help their grieving process (Merten and Williams, 2009). In a recent study, it was shown that guys seem to benefit more from social media use and communication technology than ladies do. This was hypothesized because guys tend to have more difficulty expressing their thoughts and emotions face-to-face with others than ladies do (Merten and Williams, 2009). The early stages of social networking,as mentioned earlier, included web technology such as AIM,which helped many “chat” with others on the computer rather than in person. The number of teenagers,both male and female, participating on social networking sites is

staggering, and this may explain why certain problems arise from these sites that have become a major problem in today's society.

(Merten and Williams, 2009) conducted a study on gender difference in using social networks of undergraduate students of Hacettepe University Ankara, Turkey. The objective of the study was to determine individual usage, possible difference between male and female on using social network and Facebook which is most popular and widely used network. The design adopted in this study was survey research design and 870 Facebook users were used for the online survey for data collection. The findings of the study revealed that most people use Facebook for maintaining existing relationships as it gives them the opportunity to communicate with their friends via messages or chat and also track their friend's status messages, walls and other profile changes. It was also revealed that males use social network mostly for making new friends and relationships while females use it mostly for finding their old friends and keeping in touch with the existing ones. Male and female usage of social media sites is part of this study as the present study discusses how social media usage by male and female students influence their academic achievement.

#### Summary of Reviewed Literature

The preceding literature was reviewed under the main headings: Conceptual framework, student addictiveness to social network and its influence their academic Achievement, social media network that the students are more exposed to and the influence on their academic Achievement, the use of social media and its influence on the academic Achievement of undergraduate students and the difference in students' usage of social media

network by gender. This review was commenced with a careful examination and discussion on the main concept of the study. From these review, Social media is that means that employs mobile and web based technology to create highly interactive platforms through which individuals and community share,co-create, discuss and modifies user's generated content. Notwithstanding,despites these benefits of social media, it appears that the negative impacts of it on students is alarming as students tend to abandon their studies in a bid to catch up with the trends and distractions of these platforms such as chatting,texting,gaming etc. However, numerous disturbed parents have expressed grave concern that they could hardly get the attention of their children and wards, as they seem to have been carried away by the fascinating world of social networks. And finally reviewing the literature related to gender and adolescents, results are mixed as to which group spends more time on the Internet as well as on social media networks.

CHAPTER THREE  
METHODOLOGY

This chapter describes the research methodology that was used in the study under the following sub-headings:

- Design of the study
- Population of the Study
- Sample and Sampling procedure
- Research Instrument
- Validity of the Instrument
- Reliability of the Instrument
- Method of data collection
- Method of Data Analysis

Design of the study

This study will adopt a descriptive survey design to examine the influences of social media on the academic achievement of students in university of Benin, faculty of Education as a case study. This was to enable the researcher carry out systematic investigation and obtain information across population of the study.

Population of the Study

Based on the data obtained from the office of the HOD of CIT, Faculty of Education, University of Benin, the population of study of the entire 400level Education Students of the university of Benin for 2021/2022 academic session is 240.

The population of the study comprises of 400level students from the following corse areas in CIT, Education of the university of Benin.

Biology..... ..75

Integrated science.....35

Chemistry. ....50

Physics... ..20

Mathematics.....10

Social studies... .23

Computer science.....27

Therefore, the total number of population of students of University of Benin for the 2021/2022 academic session is 240.

### Sample and Sampling

The researcher selected a sample size of 50 respondents from Chemistry course area. Therefore, the sample size for the study were 50respondents.

### Research Instrument

The research instrument is a questionnaire designed by the researcher titled; “influences of social media on the academic achievement of students in university of Benin, faculty of Education as a case study ". It is divided into two sections: Section A and B. Section A contains particulars of the respondents (demographic data) such as name of department, level, gender while section B contains twenty items. The questions contained in the questionnaire revolve round the research questions raised in the chapter one of this study.

### Validity of the Instrument

In order to ascertain the validity of the instrument, the questionnaire designed by the researcher will be given to the research supervisor and two lecturers in the Department of Curriculum and Instructional Technology(CIT)to scrutinize and for necessary corrections to ensure content as well as face validity. Corrections made on the draft will be incorporated in the final draft.

## Reliability of the Instrument

A test re-test reliability method will be used to establish the reliability of instrument. The copies of the questionnaire were administered to the respondents, after two weeks the same instrument will be re-administered to the same group of students. The data collected after both administration will be analysed using Pearson Product Correlation Coefficient, the reliability of the instrument was established at 0.75

## Method of data collection

The questionnaire will be administered personally by the researcher to the respondent that was randomly selected from the sample students. The respondent will be assured of confidentiality and urged to answer the questions honestly in the best of their knowledge. Instructions will be given to the respondent on how to fill the questionnaire and the questionnaire would be collected the same day to avoid incident of loss.

## Method of data analysis

The data collected will be properly organized and tabulated. The responses is statistically analysed by the use of simple percentage.

CHAPTER FOUR  
DATA ANALYSIS AND DISCUSSION OF RESULTS

The purpose of this chapter is to report, illustrate and discuss the result of the research. It involves the presentation and analysis of the data generated in the course of the research. This analysis was made using frequency count and simple percentage. The presentation and analysis were also made in line with the research questions raised in chapter one. The results of this finding are also discussed.

SECTION A:

Table 1: showing demography of respondents by sex

SEX	FREQUENCY	PERCENTAGE(%)
MALE	21	42
FEMALE	29	58
TOTAL	50	100

Researcher Fieldwork 2023

Table 2: showing demography of respondents by level

Level	FREQUENCY	PERCENTAGE(%)
400	50	100
TOTAL	50	100

Researcher Fieldwork 2023

## SECTION B

Research question 1: What is the level of student addictiveness to social network and its influence their academic Achievement?

Table3: showing the level of student addictiveness to social network and its influence their academic Achievement

S/N	ITEM	SA	A	SD	D
1.	My consistent use of online social networks distract me from my	25 (50%)	11 (22%)	8 (16%)	6 (12%)
2.	studies..There is no improvement in my grades since I became engaged into these social networking sites.	15 (30%)	15 (30%)	11 (22%)	9 (18%)
3.	Addiction to online social networks is a problematic issue that affects my academic life.	29 (58%)	10 (20%)	9 (18%)	2 (4%)
4.	Hours spent online can never be compared to the number of hours I spend reading.	31 (62%)	12 (24%)	7 (14%)	Null (0%)
5.	I get disturbed whenever I run out of data	24 (48%)	19 (38%)	4 (8%)	3 (6%)
	TOTAL	124 (49.6%)	67 (26.8%)	39 (15.6%)	20 (8%)

Researcher Fieldwork 2023

Table 3 above shows responses for the level of student addictiveness to social network and its influence their academic Achievement 25(50%) and 11(22%)of the students strongly agreed and agreed respectively. that their consistent use of online social networks distract me from

their studies, while 8(16%) and 6(12%) strongly disagreed and disagreed respectively. Seeking opinion of the students on whether

there is no improvement in their grades since they became engaged in these social networking sites, 15 of the respondents representing 30% strongly agreed, 15 respondents representing 30% agreed, while 11(22%) and 9(18%) strongly disagreed and disagreed respectively. Also 29 of the respondents representing (58%) and 10(20%) strongly agreed and agreed respectively that addiction to online social networks is a problematic issue that affects their academic life, but 9(18%) and 2(4%) strongly disagreed and disagreed with the statement respectively. Furthermore, 31 respondents representing 62% and 12(24%) attested that the hours spent online can never be compared to the number of hours I spend reading, while 7(14%) strongly.

Lastly, the students affirmed that they get disturbed whenever they run out of data, as 24 of the respondent representing 48% strongly agreed, 19 representing 38% agreed, while 4(8%) and 3(6) disagree and strongly disagree respectively. The study, therefore, concludes that the level of student addictiveness to social networks is relatively high and it affects their academic Achievement.

Research question 2: Does the social media network that the students are more exposed to influence their academic Achievement?

Table 4:showing social media networks that the students are more exposed to influence their academic Achievement

S/N	ITEM	SA	A	SD	D
1.	I make use of social media platforms like WhatsApp to disseminate knowledge to my classmates.	31 (62%)	10 (20%)	4 (8%)	5 (10%)
2.	I use information gotten from Wikipedia to do my assignments without consulting other sources.	25 (50%)	11 (22%)	10 (20%)	4 (8%)
3.	I usually have unlimited access to Facebook and this has affected my academic performance negatively	20 (40%)	15 (30%)	10 (20%)	5 (10%)
4.	Fashion trends and celebrity news on Instagram do distract me from my academics	35 (70%)	13 (26%)	5 (10%)	3 (6%)
5.	I engage in academic discussions on Twitter and this has improved my academic performance.	32 (64%)	57 (16%)	8 (16%)	2 (4%)
	TOTAL	143 (57.2%)	57 (22.8%)	37 (14.8%)	19 (7.6%)

Researcher Fieldwork 2023

Above Table 4 shows social media networks that the students are more exposed to influence their academic Achievement. This view was reflected in the responses of 31(62%) and

10(20%) strongly agree and agree respectively to the statement that they make use of social media platforms like WhatsApp to disseminate knowledge

to their classmates, 4 of the respondents representing 8% and 5(10%) disagree and strongly disagree respectively.

In the same vein, 25 respondents representing 50% and 11(22%) affirmed that they use information gotten from Wikipedia to do their assignments without consulting other sources, 10(20%) strongly disagree, while 4(8%) disagreed. Similarly, 20 of the students representing 40% and 15(30%) were of the opinion that they usually have unlimited access to Facebook and this has affected their academic performance negatively, 10(20%) strongly disagree, while 5(10%) disagreed.

Finally, the respondents agreed that they engage in academic discussions on Twitter and this has improved my academic performance, with 32 of the respondents representing (64%) strongly agreed, 8(16%) agreed, and 8 of the respondents representing (16%) strongly disagreed and 2(4%) disagreed.

In the second objective, the study sought to examine social media networks that the students are more exposed to influence their academic Achievement Based on the result in table 4, The study, therefore, concludes that WhatsApp and Twitter are predominantly used by students and it helps them to disseminate information across.

Research question 3: How has the use of social media influenced the academic Achievement of the students in University of Benin?

Table 5:showing the use of social media and its influences on the academic Performance of the students in University of Benin

S/N	ITEM	SA	A	SD	D
1.	Engaging in academic forums on Whatsapp and telegram reduces my rate of understanding.	31 (62%)	12 (24%)	9 (18%)	8 (16%)
2.	I use materials gotten from social media sites to complement what I have been taught in class.	35 (70%)	11 (22%)	4 (8%)	0 (0%)
3.	The usage of Wikipedia for research has helped improve my	8 (16%)	13 (26%)	25 (50%)	4 (8%)
4.	I will not perform well in my academics even if I stop using social media.	7 (14%)	grades.9	31(62%) (18%)	3 (6%)
5.	Social media addictions distract students from academic activities	22 (44%)	14 (28%)	9 (18%)	5 (10%)
	TOTAL	144 (57.6%)	59 (23.6%)	37 (14.8%)	20 (8%)

The above Table 5 shows response for the use of social media and its influences on the academic Achievement of the students in University of Benin. This view was reflected in the responses of 31(62%) and 12(24%) strongly agree and agree respectively to the statement that engaging in academic forums on Whatsapp and telegram reduces their rate of understanding. 9 of the respondents representing 18% and 8(16%) strongly disagreed and disagreed respectively. Similarly, 35 of the

students representing 70% and 11(22%) revealed that they use materials gotten from social media sites to complement what they have been taught in class, and 4(8%)strongly disagreed. The majority of the students agreed with the statement that the effective use of audiovisual aids has made social studies lessons realistic. This was evidenced by the respondent' opinion which showed that 25 of the students representing (50%) and 4 representing (8%) strongly disagree and disagree respectively; while 8(16%) strongly agreed and 13(26%) agreed respectively. In the same vein, 31 respondents representing 62% and 3(6%) revealed that they will not perform well in their academics even if they stop using social media, 7(14%)strongly agree, while 9(18%) agreed.

Finally, the students affirmed that social media addictions distract students from academic activities, with 22 of the respondents representing (44%) strongly agreed, 14(28%) agreed, while 9 of the respondents representing (18%) strongly disagreed and 5(10%)disagreed.

In the third objective, Based on the result in table 5, the study, therefore, concludes that engaging in academic forums on Whatsapp and telegram reduces their rate of understanding, Social media addictions distract students from academic activities because the use of social media can be very addictive.

Research question 4: Is there gender difference in the student's usage of social media network?

Table 6: showing gender difference in the student's usage of social media network

S/N	ITEM	SA	A	SD	D
1.	females are more likely to be attracted to social media networks and other online social groups than male	37 (74%)	9 (18%)	8 (16%)	6 (12%)
2.	males are more likely to be attracted to social media. networks and other online social groups than female	10 (20%)	9 (18%)	28 (56%)	3 (6%)
3.	female and male uses. and communicate on these social media networks equally	9 (18%)	4 (8%)	33 (66%)	4 (8%)
4.	Females get more addicted to the use of social media.	36 (72%)	9 (18%)	4 (8%)	1 (2%)
5.	For lades, soca newong ses are primarily placed to reinforce pre existing friendships; for guys, the networks also provide opportunities for flirting and making new friends	25 (50%)	15 (30%)	6 (12%)	4 (8%)
	TOTAL	117 (46.8%)	46 (18.4%)	79 (31.6%)	18 (7.2%)

Researcher Fieldwork 2023

Above Table 4 shows gender differences in the student's usage of social media networks. This view was reflected in the responses of 37(74%) and 9(18%) strongly agree and agree respectively to the statement that females are more likely to be attracted to social media

networks and other online social groups than male, 8 of the respondents representing 16% and 6(12%) disagree and strongly disagree

respectively. On the other hand, 28 respondents representing 56% and 3(6%) refuted that male are more likely to be attracted to social media networks and other online social groups than females, 10(20%) strongly agree, while 9(16%) agreed. Similarly, 33 of the students representing 66% and 4(8%) disagreed that female and male uses and communicate o these social media networks equally, 9(18%)strongly agree, while 4(8%) agreed. On the other hand, 36(72%) and 9(18%)strongly agree and agree respectively that females get more addicted to the use of social media, 4 of the respondents representing 8% and 1(2%) disagree and strongly disagree respectively

Finally, the respondents agreed that for ladies, social networking sites are primarily placed to reinforce pre-existing friendships; for guys, the networks also provide opportunities for flirting and making new friends, with 25 of the respondents representing (50%)strongly agreed, 15(30%) agreed, and 6 of the respondents representing (12%) strongly disagreed and 4(8%) disagreed.

In the fourth objective, the study sought to examine gender differences in the student's usage of social media networks. Based on the result in table 6, The study, therefore, concludes that female students make use of social media more, and they are more likely to get addicted to social media.

## Discussions and Findings

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The result of this study has been quite instructive, informative and revealing. Based on the analysis of data or information collected from the opinion of the respondents on: the influences of social media on the academic achievement of students in University of Benin, Faculty of Education as a case study.

The analysis of research question one reveals that the level of student addictiveness to social networks is relatively high and it affects their academic Achievement. It has been indicated that social media networks often directly or indirectly necessitate access to information and knowledge attainment; more so, that these networks have influences on student academic achievement Baldwin (2007). However, poor academic achievements in the recent times have been traced to technological developments. While technological advancement is gradually gaining dominance in the present society, the study habits of students are also fast vanishing into thin air. Ezema. & Ekere, (2009). The authors affirmed that students now lack the skills of reading and instead spend more hours on electronic media. Browsing the internet, playing with handsets and passing non-stop text messages seem to be the order of the day; this has made reading books and other pieces of written materials in a quiet or peaceful corner of libraries or homes appear an archaic idea for most school's children and adults.

The results of research question two shows that WhatsApp and Twitter are predominantly used by students and it helps them to disseminate information across. Undergraduates spend more time on Facebook, Twitter and other social media through smartphones that are now in abundance among these youths (Osharive,2015). Many students cannot go for two-three hours without checking and updating their profiles on these social networks even at the detriment of other activities such as educational and career pursuit. This especially has become culture for the undergraduates in Nigeria.

The results of research question three shows that engaging in academic forums on Whatsapp and telegram reduces their rate of understanding, Social media addictions distract students from academic activities because the use of social media can be very addictive. San Miguel (2009), focused on the relationship between time spent on Facebook and the academic performance of students. The overall findings indicated “more time on Facebook equals slightly lower grades”. In his study, the average facebook user had a GPA of 3.0 to 3.5, while the non facebook user had a GPA of 3.5 - 4.0. Also, the average facebook user study for 1-5 hours per week, while the non facebook user would study 11-15 hours per week Enriquez (2010), revealed that students who multi-task between social networking sites and home work are likely to have 20% lower grades than a student who does not have a social networking site. He believes that even running a social networking site on the

background on a student's PC while studying or doing homework could lower a student's grade. He believes that "the problem is that most people have Facebook or other social networking sites, their e-mails and may be instant messaging constantly running in the background while they are carrying out their tasks" Choney (2010), in looking at the time spend on facebook and its effect on academic performance said a user of Facebook has an average "GPA of 3.06, while non users have an average GPA of 3.82".

The results of research question four shows that female students make use of social media more, and they are more likely to get addicted to social media. According to most research done on the topic, the number of teenage ladies and guys who communicate on these social media networks are equally divided (Bonds-Raacke and Raacke, 2008). Research has shown that though ladies and guys are both likely to have a SNS account, the reasons for the accounts may vary based on gender (Bonds-Raacke and Raacke, 2008). For ladies, social networking sites are primarily placed to reinforce pre-existing friendships; for guys, the networks also provide opportunities for flirting and making new friends (Bonds-Raacke and Raacke, 2008). Ladies are also more likely than guys to post sexually explicit pictures of themselves, and to talk about sexual activity in public forums (Rafferty, 2009). However, guys are more likely to create an account simply because they are

trying to meet a significant other, or because they are already in a relationship with someone who has requested them to join (Bonds-Raacke and Raacke, 2008).

## CHAPTER FIVE

### SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter presents the summary of the study as well as the conclusion drawn. It also outlined the recommendations proffered in view of the findings made with suggestions for further research.

#### Summary of the Study

The study was conducted to investigate the influences of social media on the academic achievement of students in University of Benin, Faculty of Education as a case study. 50 chemistry students were randomly selected from the Faculty of physical science and Faculty of Education in the University of Benin. The study made efforts to analyze the level of student addictiveness to social networks and its influence on their academic Achievement, the social media network that the students are more exposed to, and its influence on their academic Achievement, the use of social media and its influences on the academic Achievement of the students in University of Benin and gender differences in the student's usage of social media networks. All of these were discussed in the literature of review.

The findings can be seen as highlighted:

1. The level of student addictiveness to social networks is relatively high and it affects their academic Achievement.

2. WhatsApp and Twitter are predominantly used by students and it helps them to disseminate information across.

3. Engaging in academic forums on WhatsApp and telegram reduces their rate of understanding, Social media addictions distract students from academic activities because the use of social media can be very addictive.

4. Female students make use of social media more, and they are more likely to get addicted to social media

## Conclusion

The result from the findings of this study showed that, though Social media have negative effects on teenagers such as lack of privacy, distracting students from their academic work, taking most of their productive time, and such like, they also have benefits and can be used appropriately. For instance, students can form online communities in order to plan for a project, have group discussions about class material, or use the Social networking sites(SNS) as a way to keep in contact when a student who has been absent needs to be updated on current academic information. The findings of this study and earlier ones showed some noteworthy results. The first independent variable influencing the academic performance of students, that is, social media participation was negatively related with students'outcome, while the other independent variables were positively related with

students' outcome. The results of this study suggest that lecturers should come up with a template on how their students can maximize the benefits of Social media, that school management should incorporate rules and regulations on the use of the social media in the school and, that the government should put in place adequate control measures to regulate their use among students and lecturers.

## Recommendations

Based on the outcome of the research findings and conclusions, the following recommendations are made.

1. Students should be educated on the influence of Social media on their academic performance.
2. Students should better manage their study time in and prevent distractions that can be provided by social media. There should be a decrease in the number of time spent by students when surfing the net.
3. Teachers should ensure they use social media as a tool to improve the academic performance of students in schools.
4. The students should create a balance between chit-chatting and academic activities. More attention should be directed to research.
5. The use of Social media networks by students should focus on the academic relevance of those sites instead of using them for negative purposes

### Suggestions for Further Study

This study investigated the influences of social media on the academic achievement of students in University of Benin, Faculty of Education as a case study, using 50 respondents. The future researcher may repeat this study by using larger population such as more than one university.

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Appendixes

DEPARTMENT OF CURRICULUM AND INSTRUCTIONAL TECHNOLOGY

(CIT)

FACULTY OF EDUCATION,  
UNIVERSITY OF BENIN, BENIN CITY

QUESTIONNAIRE ON INFLUENCES OF SOCIAL MEDIA ON THE  
ACADEMIC PERFORMANCE OF 400LEVEL STUDENTS IN  
UNIVERSITY OF BENIN, FACULTY OF EDUCATION AS A CASE  
STUDY.

Dear Respondents,

This questionnaire is designed for academic purposes. It is structured to find out influences of social media on the academic performance of 400level Chemistry (CHM 411)students in university of Benin, faculty of Education as a case study.

Please respond sincerely to the questions by ticking [V] where applicable. Your responses which are needed for research purposes only will be treated with high level of confidentiality. Thank you.

Section A

Instructions: Please tick ( ) where applicable.

1. sex: male( )female( )

2. level:100()200()300()400()

3. Name of department:

Section B

	ITEMS	Strongly Agree	Agree	Strongly Disagree	disagree
	What is the level of student addictiveness to social network and its influence their academic Achievement?				
1.	My consistent use of online social networks distract me from my studies.				
2.	There is no improvement in my grades since I became engaged into these social networking sites.				
3.	Addiction to online social networks is a problematic issue that affects my academic life.				
4.	Hours spent online can never be compared to the number of hours I spend reading.				
5.	I get disturbed whenever I run out of data				
	Does the social media network that the students are more exposed to influence their academic Achievement?				
6.	I make use of social media platforms like whatsapp to disseminate knowledge to my class mate.				
7.	I use information gotten from Wikipedia to do my assignments without consulting other sources.				
8.	I usually have unlimited access to Facebook and this has affected my academic performance negatively				

9.	Fashion trends and celebrity news on instagram do distract me from my academics				
10	I engage in academic discussions on twitter and this has improved my academic performance.				
	How has the use of social media influence the academic Achievement of the students in University of Benin?				

11	Engaging in academic forums on whatsapp and telegram reduces my rate of understanding.				
12	I use materials gotten from social media sites to complement what I have been taught in class.				
13	The usage of Wikipedia for researches has helped improve my grades.				
14	I will not perform well in my academics even if I stop using social media.				
15	Social media addictions distracts students from academic activities				
	Is there gender difference in the student's usage of social media network?				
16	females are more likely to be attracted to social media networks and other online social groups than male				
17	males are more likely to be attracted to social media networks and other online social groups than female				
18	the female and male uses and communicate on these social media networks equally				
19	Females get more addicted to the use of social media.				
20	For ladies, social networking sites are primarily placed to reinforce pre-existing friendships; for guys, the networks also provide opportunities for flirting and making new friends				