

**THE INFLUENCE OF SOCIAL NETWORKING ON THE ACADEMIC
PERFORMANCE OF SECONDARY SCHOOL STUDENTS OF OREDO LOCAL
GOVERNMENT AREA OF EDO STATE**

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BENIN CITY**

OCTOBER, 2023

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
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CERTIFICATION

We, the undersigned certify that this research work was carried out by **Ephraim Amenghasihion AIGBANGBEE**, Matriculation Number **EDU1910121** in the Department of Educational Foundations, Faculty of Education, University of Benin, Benin City, It is good in quality and adequate in scope in partial fulfillment of the requirements for the award of Bachelor of Arts (Education) degree in History Education.

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DEDICATION

This research work is dedicated to God Almighty that has being my strength all through this journey.

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I deem it fit to appreciate God Almighty for his mercies, goodness and faithfulness in the course of my programme in the University of Benin.

I wish to acknowledge my project supervisor, Dr. Philip Isanbor for his corrections, for taking time to go through my work, for his referral, advice and tolerance during the course of my research.

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ABSTRACT

The aim of the study was to analyze the impact of the social media on the student's academic performance of senior secondary school students in Oredo Local Government Area of Edo State. To achieve this, five research questions guided the study, the survey research method was used, subjects drawn from public senior secondary schools in Oredo Local Government Area of Edo State, using the simple random sampling technique and purposive sampling. Research findings showed that a great number of students in Oredo Local Government Area of Edo State have access to the internet and at the end of the research it is recommended that sites should be created for educational purposes as well. This is to create a balance between social media and academic activities of students to avoid setbacks in the academic performance of the students.

CHAPTER ONE

INRODUCTION

Background to the Study

Man is a social animal. He needs to interact in his society. This innate personality of man is respected. For becoming an active member of a bigger and larger society, one needs to have effective communication skills. Therefore social media has become one of the most important means of communication in our present times. The importance of the internet which makes communication possible, the favorite sites of the internet are Facebook, Instagram, Twitter, Whatsapp Messenger and so many others. However, the social media exists to provide communication amongst individuals regardless of the distance, making it easier for people to share information, pictures videos, music, messages, files and real life conversations between one another. These systems are referred to as social because they promote communication between people, coworkers and friends effectively. It helps strengthens relationships and ties between individual of the system. These social websites play a large and major role in decision making globally in areas like politics, education, and even socially. Social media is a multi-purpose platform with web based technology which incorporates, text, sound, videos and images with the purpose of making communication more interactive, appreciative and enjoyable (Kaplan & Heinlein, 2010). Social media technologies take on many different forms including social blogs, magazines, social networks, photographs, weblogs, video, and social book marking. The text components of social media spell out by vividly using

letters of the alphabet to send information across through writing and reading. The images and video components complement the text with more pictorial understanding of the intended information being sent across while the sound components appeal mainly to the ear to send the intended message across to targeted readers. Social media networking on the internet is a type of online application that has recently developed, and it is a type of online application that has recently developed and it's common and appreciated by a lot of people (Pamek, 2009). It is a means of interaction amongst themselves in virtual communities and networks (Alhquist, 2008).

The birth of the internet gave birth to social networking sites. Social networking services are known as SNS started in year 1997. SNS is an online service platform or site that focuses on facilitating the building of social network or social relations amongst people who for example share common activities, interests, lifestyle, goals or background. According to Kaplan and Heinlein, 2010, social networking is a nice form of entertainment, great for meeting people with similar interests and can be very effective business for entrepreneurs, writers, actors, musicians, or 'artists. Social media tools such as Facebook, Instagram, Twitter, Skype, Whatsapp Messenger, Snapchat, YouTube, Net Log, MySpace, and Photo.

Bucket reveals important information about how adolescents and young adults are interacting with one another in this information age. Many popular news agencies are also users of popular social network sites like Facebook, Twitter, Whatsapp, etc. According to Boyd and Ellison, social network sites is a web based service which allows

people to sign up in a bounded system, articulating group of people within the same system so as to share common issues relating to relationship, sports, politics, or academics. It can be said that social networking sites really possess great and fascinating features which keep the user spell bound. They can be a great home on the web, can help connect people with people or reconnect with long lost friends, and can help careers by making business contacts. Tools such as social networking sites, emails, instant messaging and video sharing sites help in communication and socialization (Mooney, 2009). Starting from 1997-2010 there were some 1.5 billion users of social networking sites (Kreutz, 2009). Social networking usage has become common amongst the youths in colleges and in the universities that today that you would hardly find anyone that is not an active user of one or two popular social networking sites.

As social networking sites continue to attract subscribers locally and globally, it is not irrational or out of place to think that it has tremendous implications on the academic performance of students. That is the implications for learning and teaching within the educational process, Hence the need for this undergraduate study on the influence of the social networking on the academic performance of secondary school students in Oredo Local Government Area, Edo state. The argument whether or not the social media is beneficial or detrimental to the academic performance of the students forms the basis of this research.

Statement of the Problem

The common and persuasive usage of these sites has become a habit for many students in Oredo Local Government Area of Edo state. Social networking sites started in the 1990's and it supports many interesting features which make it extremely capturing to millions of its users social media is the connection of friends of family together which allows one to communicate really easily. Within media one can have a long chain of chats and share information, the common and persuasive usage of these sites has become a habit to many students thereby making them addicted to social networking and hence reducing their concentration level during lectures and school activities. Most students spend considerable amount of time on social media and browsing the internet and this affects their reading time and general academic performance.

It is assumed in some quarters that the poor academic performance of students in Oredo Local Government Area of Edo state in examinations may be as a result of unserious nature of the students fostered by the emergence of social media activities. There is a deviation and division of attention between academic performances and social media activities. It observed that students devote more attention to social media than they do to their studies. Therefore, the main question of this study is how the social networking influences the academic performance of students of Oredo Local Government Area, Edo State.

Research Questions

The research will be carried out to answer the following research questions

1. What is the social media networking?
2. What are effects of social media networking on students have access to them?
3. How do the use of social media networking influence the academic performance of students in Oredo Local Government Area?
4. How is social media networking a distraction to the students in Oredo Local Government Area?
5. How long should students spend on social networking sites?

Purpose of the Study

The purpose of this study is to investigate, examine, analyze and determine the influence of the social networking on the academic performance of students of Oredo Local Government Area of Edo state. The research will be carried out with the following objectives.

1. To determine how the use of the social media tools has enhanced learning in the past few years.
2. To determine the influence of the social media on the lifestyle of students of Oredo Local Government area.
3. To identify the various social network sites the students have access to.

4. To identify the motivating factors associated with using these networking sites by the students.
5. To find out how often students of Oredo Local Government Area of Edo State go on the internet.
6. To determine how the use of social network has influenced the attitude of students in Oredo Local Government Area, Edo state.

Significance of the Study

The study will help the researcher on the information of the influence of social network on the academic performance of students in Oredo Local Government Area. It will help students in knowing the diversities of social media. It will also be relevant to students and other researchers taking the study. The study will further reveal how students have become accustomed to social networking and how also the social networking competes for student's attention and the time they ought to engage themselves in 'academic activities. The research also would make recommendations on how social networking can be used productively and most importantly appropriate for academic performance.

Scope and Limitations to the Study

The essence of the study/research work is primarily to study the influence of the social networking on the academic performance of students in Oredo Local Government of Edo state. The research work will be carried out using different schools located in

Oredo Local Government Area. This research work should have cut across all levels of education in Edo State, but due to over population which may lead to difficulty in the data analysis, this cannot be achieved.

The limitation is that the survey was conducted on only one hundred and twenty senior secondary school students from four various schools in Oredo Local Government Area, Edo State.

Definition of Terms

Facebook: it is social networking sites where users can set up a profile, create connections to other people they know or may not know. It helps in sharing and communication between its users.

Academic Performance: this refers to the extent to which a student, institute or teacher has achieved their long or short term educational goals.

Blogs: are forum for online journals. A blog can have a single author or service. Most blogs allow readers to post comments in responses to articles or a post but some blogs do not.

CHAPTER TWO

LITERATURE REVIEW

This chapter aims to review literature relating to the influence of social networking on the academic performance of students. The review is done under the following sub headings;

Conceptual framework

Classification of media

Characteristics of mass communication

Adolescents and the internet

Social media and the academic performance of students

Social media as a habit amongst secondary school students

The impact of Social Media on Youths

Summary of literature reviewed

Conceptual Framework

What is Communication?

Communication is the transmission of a message or information from the source to the receiver. It means sending or receiving messages. It is the act of conveying information from one entity or group to another that has meaning. Laswell (1984) described communication as an answer to the following questions;

Who?

Says what?

Through which channel?

To whom?

With what effect? The process of communication includes the following

Sender: The person who sends the information from one person to another

Receiver: The person who the information is passed to and decodes the message.

Channel: This is the medium through which the sender sends the information to the receiver

Feedback: This promotes the understanding between parties. It facilitates self assessment that helps us in the communication breakdown

Noise; this is anything that interrupts or distracts communication. It includes,

- Psychological noise when one is bodily present but absent minded
- External noise when something occurs around the environment that draws the attention of the people in a place
- Semantic noise, this is communicating with someone in a language he does not understand

Human beings are gregarious, they interact and share ideas with each other, almost every one desires social contact with other people and this need is met through the act of communicating (Potter & Samovar, 1999). The interaction and exchange of ideas between human groups referred to as communication.

Communication is an exchange of facts, ideas, opinions, or an emotion by two of more peoples or animated objects is used in the above definition because communication does not only occur between two or more persons.

Samovar (1999) defined communication as “that which happens whenever someone responds to the behavior of the residue of the behavior of another person”, When someone perceives our actions and attributes meaning to it, communication has taking place regardless of whether such actions were conscious or unconscious, intentional or UN intentional, communication has occurred when one person at least understands what the other person meant to convey (Agbadudu, 2005).

Ingredients of Communication

Porter and Samovar (1999) have identified eight important ingredient of communication. The first ingredient is that there must be a behavior source. A behaviour source is a person with both a need and desire to communicate. The second source is encoding; encoding is an internal activity in which ideas are generated, selected and arranged to create a meaning to information/message. The third ingredient is information, information or message is a set of verbal of non-verbal symbols that represents a person’s intentions at a particular time or space. While encoding is internal, information is external to the source. The fourth ingredient is a medium or channel which connects the sender to the receiver. The fifth is the re ponder, the communication to occur there must be a responder who understands the information/message and also able to interpret it. The

sixth ingredient is called decoding, it involves the process of giving meaningful interpretation to the message information conveyed by the sender. The seventh ingredient is called response. It refers to what a person decides to do about the message/information being conveyed by the sender. If communication is considered to be effective then response would to an extent resemble that desired by the source that created the response eliciting that behaviour. The final ingredient of communication is feedback. Feedback is closely related to response however while feedback is the effectiveness of the information Message communicated response is what the receiver decides to do about the information/message. The response is the source of feedback.

Social Media

The idea of social networking has existed for several decades as a way of People communicating in the society and building relationships with others (Coyle & Vaughen, 2008). The increase of technology used for communicating with others and the popularity of the internet. Social networking has become an activity that is done primarily on the internet, with sites like MySpace, Facebook, Whatsapp, Instagram, Twitter and 2go (Coyle & Vaughan, 2008). Social networking sites SNS may be defined as a web based service that allow individuals to;

1. Constructs a public of semi-public profile within a hundred systems.
2. View and transverse the r lot of connection and those made by others with n the system (Boyd and Ellison, 2007).

3. Articulate a list of other users with whom they share a connection

In the early 1990's online communication technologies were introduced to the public in terms such as emails and chat rooms, (Peter and Valkenburg, 2009). According to Dr. Norman of Standard University predicted that these forms of technologies would negatively impact adolescent social lives and reduce their sense of well-being (Peter & Valkenburg, 2009). At that time many children and adolescents thought that online relationships would be superficial and meaningless. It was also predicted that these teenagers would use the internet for the purpose of meeting strangers instead of building already established relationships (Peter & Valkenburg, 2009). While several authors during the early 2000's hypothesized that children and teenagers would become less social with online participation, providing this was difficult as many homes do not have access to the internet, In 1995, it was estimated that only 11% of American teenagers were actively participating on the social networking websites (Peter & Valkenburg, 2009). Since the early social networking popularity, research has been done in order to find out how technology was affecting youths (Bryant, Sanders, Jackson & Smallwood, 2006). Though the early trend was to believe that these sites would negatively affect adolescent communication, other researchers believed that technological communication would benefit many teenagers who had trouble expressing their thoughts and feelings face to face (Bryant, 2006). Though the argument continues to be studied and analyzed, it is still a question that many researchers would answer. By looking at the most popular social

networking device, several conclusions can be made as to why these social tools are popular with young adults.

Kienline (2004) noted that some of the well populated social network emerged in the 1990's. The early social networks were based on email list bulletin board system BBS. Although interacting on email list and BBS were total and a synchronous, users were still stable to develop relationships with other anonymous internet users that emerged in 1979. Enable relatively unrestricted participation in groups with similar interests or defined characteristics. Internet allows sharing of message among an open and networking of new servers and organized them in collection called "new groups" "Usenet" was of the earliest online communities, but perhaps the largest (Rheingold, 2002 cited by Kiehne, 2004)

The early social networking platform operated primarily on the exchange of textual data. Despite the high degree of meditation between users, users of this system have come to feel that they participate in a community that fulfills many roles commonly found in the traditional face to face communities (Smith 1992, cited by Kiehne, 2005)

Kiehne (2004) noted several limitations associated with the early networks, among which are its inability to accommodate an unbound users population, it could not accommodate a diversified user population and the early social network as could not support large scale exchanges of representatives other than purely test those limitations associated with the early social networks that emerged in the 1999's only improved the inadequacies of the early social networks. The first large scale and highly publicized

social networks that emerged in the 1990's only improved the adequacies of the early social networks. The first large scale and highly publicized social network site, six degree.com was launched may 1997. The site was based on a phrase "six degrees of separation" which was popularized by starley mailgrams small experiment, Hayes 2011 cited by kiehne 2004. Six egress.com allowed users to create a profile and list their friends beginning from 1998, surf friends list, (Boyd 2007). Six degrees. com attracted millions of users, it failed withstand the test of time and the service closed down eventually in 2000. Liv (2000 cited by Kiehne 2004) noted that its closure was due to the market downtown of that year.

Ryze.com was launched in 2000, it extended the ideas of sixdegrees.com by applying the social networks model to making business and professional contacts. Ryze.com was free to join but it also offered a gold membership that allows greater access to information and features for a monthly fee. In particular, the people behind ryze.com, Tribet, LinkedIn, and Friendster were highly entwined personally and professionally, they believed that they could support each other without competing. In the end syze.com never acquired mass popularity. Tribet grew to attract a passionate niche users base, LinkedIn, becoming a powerful business service, friendster became the most significant, if only as one of the biggest disappointment in the internet history. Chafkin (2007) cited by Riyd and Filison (2007).

Social media is that means that employs mobile and web based technologies to create highly interaction platforms via which individuals and community share, cocreate,

discuss and modifies user's generated content (Kietzman, 2012). Social media is a phrase being tossed around a lot. It is a website that does not give you information but interact with you while giving you information. It is a group of internet based application that allows the creation and exchange of users generated content. It is easy to confuse Social media with social news because we often refer to members of the news as the media. Adding to it that social news sites is also social media sites. Some media websites include

- Social networking; interacting by adding friends, commenting on photos, profiles and sharing groups for discussions examples are facebook, Instagram, twitter.
- Social photo and video sharing interacting by sharing photos or videos and commenting on the user submission examples are youTube.
- Social book marking interacting by tagging websites and searching through website books marked by others examples are good reads, blink, list.
- Social news — interacting by voting for articles and commenting on them examples are digs propello.
- Wikis-interacting by adding articles and editing existing articles, an example is Wikipedia

The internet usage effect of social media in the view of Nelson 2012 is that the internet users continue to spend more time on the social media than any other site. The total time spent on social media across mobile phones increased by 37%, 121 billion minutes in July 2012 as compared to 88 billion minutes in July 2011.

Kaplan and Heinlein (2010) classified social media into six different classes as follows

- Collaborative (Wikipedia)
- Blogs and Micro Blogs (Twitter)
- Content Communities (YouTube)
- Social Networking Sites (Facebook, Instagram, Whatsapp)
- Virtual Game World (World of War Craft)
- Virtual second World (Second Life)

Technology includes messaging and voice notes these can be integrated via social network aggregate platforms.

To examine social networks as a form of communication it is imperative to define communication, identify the features or ingredients of Communication and how social networks have changed the face of communication.

Mass media can also be defined as a messaging communication through the medium of a large number of people (Bittner, 1980). Thus, the study of mass communication is the scientific study of the mass media (machine), the messages they carry (information, ideas, attitudes) and the audiences (people) they transmit these messages to. A medium is also called a mass medium if it meets two basic requirements. It must meet many people simultaneously, i.e at the same time and must use a technological device located between source and receiver (Whitmore, 1985).

The popular maxim that mass communication or media is regarded as the fourth estate of the realm as an ideal expression that re echoes through ages. Nwosu (1992) stated that they are channels through which mass communication or media is addressed to a large number of heterogeneous and cross section of the population. Falconer (1975) quoting Fleur conceives mass media as a stable, respective and patterned action that is a part of the psychological orientation of the actors. It is a powerful and respected phenomenon that lubricates the engine of self rule, human dignity and emancipated pulley. Mass media are all those media technology that are intended to reach a large audience by mass communication. Broadcast media transit information electronically and comprises of television, radio and film. Alternatively, print media uses a physical object as a means of sending information through newspapers, magazines and billboards.

Internet media is able to achieve mass communication status in its own right due to many services as email, websites and blogging.

Classification of the Media

A simple way to classify the mass media is to group them under electronic media and print. Electronic media comprises of all the mass media and print which rely on electronic power to get their messages to their audience. They include radio, television, recordings, movies, internet and the explosion of digital communication technology while the print media comprises of books, newspapers and magazines whose basis is the printed

word (Bittner, 1980). In 2000, a classification by Mcquait (1987) called the seven mass media became popular. They are;

- Print, pamphlet, newspaper (established in the 15th century)
- Recordings, records, magnetic tapes, cd, dvd, gramophone qoth century)
- Cinema (about 1900)
- Radio (about 1910)
- Television(about 1950)
- Mobile phones (2000) ([www, mit,edu/people/mlegray/net](http://www.mit.edu/people/mlegray/net) - retrived November 9th 2012)

However, modern cell Phones are no longer a Single used device but rather equipped with internet access and capable of connecting to the web which itself is a mass medium, According to Mcquail (1987), the media have a mediating role between objective social reality and personal experience. Mass media helps in maintaining a form of totalitarianism which does not rely on terror but works through the creation and manipulation of false needs for entertainment and product consumption (Sina, 2003).

Characteristics of Mass Communication

The general characteristics of mass communication include the following;

- There must be the presence of gatekeepers.
- There must be the presence of machines.
- It has limited sensory organ.

- Feedbacks are delayed
- It involves the sender and the receiver
- It is the exchange of opinion, idea, feelings and thoughts to be scattered mediums of people using technological devices. According to Thompson (2003), characteristics of mass communication include the following;
 - Both technical and instrumental method of production and distribution. This is evident throughout the history of the media from print to the internet.
 - Co-modification of symbolic forms as the production of materials and relies on its ability to manufacture and sell in large quantities.
 - Separate context between the production and the reception of the information
 - It reaches to those far removed in time and space in comparison to producers
 - Information distribution “a one too many”. It’s a form of communication whereby products are mass produced and disseminated to great qualities of audience.

Adolescents and the Internet

In the beginning years of personal computers and internet access, websites were used primarily for information gathering and reach (Alexander and Satas, 2008). In the past several years, the internet has become the centre of communication between people as well as being their prime source of entertainment (Alexander & Satas, 2008). In recent studies, adolescents have shown to be the greater consumer of the internet, particularly

for social interaction, (Lin & Subramanian, 2001). Social networking sites, as well as email, instant messaging, blogging and online journalist have completely changed the way that adolescents interact and gather information (Raaeke & Raaeke, 2008).

Adolescents have become accustomed to the lifestyle much more than older generations have in recent years, as this way of living is all they know (Lewis, 2008). Teenagers now use the internet for the majority of their daily life activities and information gathering as opposed to the older generations who used resources like the television or newspapers (Lewis, 2008). A recent survey shows that approximately ninety percent of teenagers use the internet more than once per day (Krist, 2008). This study also shows that half of the teenagers who have internet access are also members of social networking sites, and use the internet to make plans and socialize with friends (Krist, 2008). As one researcher stated teenagers use the internet as an extension of their personality to show their friends and the world that they care about and to build connections with likeminded people (Goodman, 2007). It is estimated that the vast majority of teenagers in the United States of America visits at least one social networking site and approximately twenty times a day (Peter & Valkenburg, 2009).

There is often controversy as to whether or not adolescents should freely use the internet for communicating with others (Tynes, 2009). Parents in the particular are cautioned by the media and school officials about online predators and influence of certain websites on teenagers (Tynes, 2009). They may use the internet service such as cyber nanny to block out certain sites and keep records of what their children may be

looking at on the internet (Tynes, 2009). Other parents make house rules about how the internet may be used or insist that the computer be located in a central area of the house so that they may monitor what is being looked at by their children (Tynes, 2009),

Social networking sites have also been in the concern for many parents because of safety concerns or risks (Tynes, 2009). Other parents just simply do not want their children staring at the computer too long, the risk, a dangers of teenage internet behaviors (Tynes, 2009): Sharing appropriate information or disclosing ‘too much information’ is another concern that many adults have about teenagers that Participate in social networking online (Desouza & Dick, 2008). In the recent study done on teens and their MySpace participation, it has been estimated that at least 65% of teens who pad a MySpace account had very personal information on their profile (Payes, Desouza & Dick, 2008). This personal information included where they lived, their phone numbers, email address, where they attended school, where they work and a number of things that they enjoy doing in their leisure time (Desouza & Dick, 2008). Also many teenagers especially female have posted information about their sexual behavior and their alcoholic and substance abuse (Desouza & Dick, 2008).

On the other side of the issue there are many adults and professionals like school teachers, and school faculty who encourage the use of social networking sites like facebook because it allows the students to connect with others and discuss school related issues (Alexander & Satas, 2008). Teenagers can form online communities in order to plan for a project, have group discussions about class activities, important matters, or use

the social networking sites as a way to keep in contact with a student that has been absent and needs to be updated on the current academic information (Alexander & Satas, 2008). In response to the question how much time students are spending on social networking websites, it is significant note that there are other parents in favor of these sites (Bryant, 2006).

Some parents are concerned about their children's social life and are grateful that they may have an outlet for their potential depression and loneliness (Bryant, 2006). In a study completed in 2006, almost 32% of parents of adolescents reported that they feel that communication with others in any form is better than not communicating at all; therefore they are fully supportive of their child's internet usage (Bryant, 2006).

According to recent research about social networking sites and internal usage by adolescent, social networking sites like facebook and MySpace have become so popular that so many secondary school students will get an account even if they do not want to (Peter, 2006). This shows that joining a SNS signifies more than just going on a website. It is a way of fitting in with peers just like many other types of groups in secondary schools. In fact SNS may be predators on self esteem and well being in an adolescent life (Schoulen & Valkenburg, 2006). As one teenager stated in a research by Dr. Dannah Boyd at Berkeley university "if you are not on MySpace you don't exist" (Boyd, 2007).

Social Media and the Academic Performance of Students

The current generation of teenagers lives in a fast speed technological world within, many different types of communication happening at the same time. For example he or she may be on the computer and at the same time talking on the phone, sending instant messages to a friend, emailing someone all at the same time, while there may be some advantages to this, such as teenagers learning how to type faster and multi-tasking many things at once, there may also be a breakdown in that communication.

Social networking sites as well as other forms of communication technology are also a concern to many school professionals because of the level of distraction they create within the school. Even though many schools block certain social networking sites, many adolescents are still able to connect during school hours as they please (Greenfield & Subramanian, 2008). This has caused distraction during instruction time and has had a negative impact on the learning environment.

Internet or social media tools can have a positive influence also on adolescents. Social networking sites provide an outlet for teenagers to express themselves in their own way. In addition, they serve as a meeting for teenagers to interact with other likeminded people and as showplaces for teenager artistic and musical abilities (Boyd, 2007). Finally secondary school students use these sites as tools to obtain information and resources for graduation preparation and future planning for example, students applying for college can visit the profile of the school, also the profiles of past students and view pictures and read

their blogs to determine whether the college would be a good fit for them or not (Boyd & Ellison, 2007).

Social Media as a Habit among Secondary School Students

The Collins English Dictionary (8th Edition, 2008) defines habit as “a Practice or substance to which a person is addicted to”. Also the oxford learners’ dictionary 7th edition defined habit as “a thing that is done often and almost without thinking especially something that is hard to stop doing”. {The above definitions suggest that habits are quite uncontrollable and addictive. Researchers have suggested that the excessive use of new technologies (and especially online and social networking) may be particularly addictive to young people (Echebulu cited by Dania & Gritports, 2011). The Nielson company observed in 2011 that mass appeal of social media networks on the internet could potentially be a cause for concern particularly when attending to it gradually increasing amount of time people spend on the social media. Dania & Griffiths (2011) observed that one of those activities people engage in on the internet which may be potentially addictive is social networking. Aryn Karpinski, a doctoral candidate of the Ohio state university observed that in her class students post updates, status updates and message friends on their laptops during lectures, according to her “when i became a teacher’s assistant, I started noticing my students using facebook, despite her fellow classmate badgering to join her Study”. (The Sunday Times; April 12, 2009).

Cyber Bullying

Participating in the online social networks also increases the likelihood of being victimized by online bullies (Mesch, 2009). Cyber bullying is the use of communication technologies such as SN to harm or bully others (Mesch, 2009). Forms of cyber bullying include harassing email, web pages, hateful text messages, and cruel posts on social networking sites. The result of being a victim of cyber bullying can bring embarrassment, feelings of belittlement, low self esteem and even suicide. Because the internet allows teenagers to remain anonymous on websites or create false profiles, cyber bullying has become a serious issue, one national poll showed that an adolescent is more likely to harass or harm another student if they are not face to face perfect place for trouble to manifest (Mesch, 2009).

However there is no current legislation that protects students from this type of harassment even though there are laws for more traditional types of bullying, (Greach & Haralambous, 2009).

The Impacts of Social Networking on Youths

The spread of the internet across the globe raised important questions, the internet is transforming the continuous daily life blurring the boundaries between the global and local presenting of new channels for communication and interacting and allowing more and more everyday task to be carried out online. Yet at the same time it provides existing

new opportunities to explore the social world, the internet also threatens to undermine human relationships and communities.

The impact of the social media on youths could be both negative and positive. The negative impacts of social networking on youth and social networking severs as a distribution to youth because of the time it consumes. According to Seyi (2012), in *Social Media and Nigerian Youth Burden*; a paper presented in blue print newspaper December 17, 2012, he stressed on the negative effects of giving too much time and undue attention to online Socialization to the detriment of academics.

According to the researchers, the 21st century brought with it the advent of the news media with its fast tracking means of sending and receiving information via internet in our contemporary society. The new media has gained popularity as it's been used for entertainment, networking and academics. The study noted that the social media was given a boost as a result of ideas from youths.

The study observed that some students are always busy texting while lectures are ongoing. Time ought to be challenged into learning, academic research, and innovations have been wasted by the passion to meet friends and discuss trivial matters. Hence most students' academic suffers setbacks as a result of distraction.

The study criticized seriously the obsessive attitude of Nigerian students towards social media. It pointed out that the rate at which students devote their quality time in chatting, texting, calls for urgent attention. Some people how find social media soothing to propagate harmful schemes, the study "however traced back the incessant incidents of

gang raping and other harmful crimes back to the social media. The study gave an instance of a girl Called glory who was ganged raped when she went visiting a friend she had -Met on facebook and her pictures were later displayed on the internet by the perpetrators. Another case is that of a girl called Esther who paid a visit to a friend she met on facebook who lived in Abuja, on arrival she lodged and waited for him in a hotel, he demanded for sex and when she refused he beat her up, removed her left ear and plugged out both her eyes and escaped. Every attempt to find him was abortive as he used a fake identity on Facebook.

The reviewed study of the past years and present year study were both centered on the use of social networking or media by the students. They both emphasized on the statement of the problem suggesting the need for more time to be channeled to academic to prevent setback that might be caused by the use of social media. According to Erick Qualman (2009), students use a lot of their limited finances on browsing is through their phones and Ipads. There are reports about the signs of people addicted to facebook or other social networking sites. According to Dr. Arric Sigman, addiction to social media can be inimical to the health because it triggers people to isolate themselves, the increasing isolation of oneself can damage the way gents work, confusing the immune response, hormone levels, interact function and damage performance.

Summary of Literature Reviewed

Over the years, it has been observed that students have been influenced by Social Media thereby affecting their academic activities. This reveals that outside the school

environment, other factors play a lot to impact on students' academic performance which also slows down the learning ability of the students to concentrate both at school and at home.

However, differences in the academic performance of the students can be traced back as an uncontrollable variable that can be responsible for learning to take place among secondary school students.

Academic performance of students is viewed, that the influence of Social networking on the academic activities of students is dependent on how Social media is being monitored by teachers and by parents while in school or at home. However, it is necessary to note that time spent online by secondary school students are supposed to be checked.

Hence, the focus of this study is to critically examine correlation between influence on social media and academic performance of secondary school students.

CHAPTER THREE

METHODOLOGY

This chapter deals with the methods and procedures that were used in carrying out this research Study under the following headings;

- Research Design
- Population of the Study
- Sample and Sampling Technique
- Research Instrument
- Validity of the Instrument
- Reliability of the Instrument
- Method of Data Collection
- Method of Data Analysis

Research Design

The study adopted the survey research design. This was considered appropriate for the study because it sought to establish the characteristics of the variables for the study.

Population of the Study

The population of the study was One Thousand, Seven Hundred and Eighteen (1718) made up of thirteen (13) public secondary schools in Oredo Local Government Area of Edo State.

Sampling and Sampling Technique

A total number of eighty (80) senior secondary school students were sampled from four (4) public secondary schools in Edo State.

Research Instrument

The research instrument used was the questionnaire. A Questionnaire on Influence of Social Media on the Academic Performance of Students was used. The questionnaire was divided into two (2) sections; Section A elicited the bio-data information which consists of name of school, sex, age, religion, class from the respondents (student) while Section B contained background and items that further helped to reveal the Influence of Socials Media on the Academic Performance of students and how to relate with their academic activities.

Validity of the Instrument

The questionnaire was validated by the researcher's supervisor in the department of Educational Foundations (DEF) and one other expert in Measurement and Evaluation in the Department of Educational Evaluation and Counseling Psychology (EECP), Faculty of Education, University of Benin. Their inputs and corrections were affected before producing the final draft of the instrument.

Reliability of the Instrument

The reliability of the instrument was determined through a test-retest reliability technique for a group of twenty (20) students to know if the social media distracts students. Thereafter, the Pearson Product Moment correlation (Pearson) was used to obtain a reliability value of 0.67.

Method of Data Collection

The instrument was administered by the researcher and one trained research assistant adequately trained for the purpose of retrieving the instrument for data collection. The essence was to achieve & high rate of return of completed questionnaire. In all, a total of 120 questionnaires were administered while 100 were returned, and the remaining 20 questionnaires were found not useful

Method of Data Analysis

The researcher made use of simple percentage and frequency tables to answer all the research questions that were raised in the study.

CHAPTER FOUR

PRESENTATION OF DATA AND DISCUSSION OF RESULTS

This chapter deals with the analysis of data and the discussion of results.

Table 1: Number of Distribution according to schools

Level of Respondents	No of Respondents	Percentage
Oba Eware Grammar School (senior)	20	25%
Angelica Girls Grammar School (Senior)	20	25%
Oredo Girls Senior School	20	25%
Iyekogba Grammar School	20	25%
Total	100	100

The above completed table shows that respondents from each schools presented sums up to a total sampled population of 100.

Research Question 1: What are the reasons why students of Oredo Local Government Area surf the internet and use social media?

Question	No of Respondents	Percentage			
		Education	Sports news	Entertainment	Others
What do you browse often?	100	28	30	22	20
I am online most times	100	Yes		No	
		71		29	
Social networking sites are often very educative, they make reading easier	100				

From findings it shows that 30% of students browse more on sports and news, 28% browse more on education and 22% on entertainment. 71% of students go online to hook up with friends while 29% do not. Also 72% of students admit that these social networking sites are often very educative and make their reading easier.

Research Question 2: what social networking sites do the students have access to?

Table 3

Question	No of Respondents	Percentage				
Which of the following do you own?	100	Computer	Smartphone			
		29	71			
Do you have access to the internet?	100	Yes	No			
		79	21			
Are you aware of social media sites?	100	Yes	No			
		85	15			
Which of the social media sites do you usually use	100	Facebook	Whatsapp	Instagram	Twitter	Other
		18	46	18	8	10
Why do you prefer social media sites	100	Faster	Cheap	Multi task	Others	
		56	26	8	10	

From the above table it shows that 71% of the students possess a Smartphone as against 29% who own computers. Also it shows that 79% of students to have access to internet facilities as against 21% of students who also shows that Whatsapp is the most visited social media sites as compared to other social media sites.

Question 3: How has the use of social media tools influence the academic performance of students in Oredo Local Government Area?

Table 4

Question	No of Respondents	Percentage		
		Yes	No	
I stay up late at night and wake up early to spend time in social media	120	Yes	No	
		67	33	
The use of social network has helped me in facing some challenges in school	120	Yes	No	
		68	32	
Do you believe that social media sites can influence your academic Performance	120	Yes	No	
		78	22	
How has the use of social media sites influenced your academic performance	120	Positive	Negative	Undecided
		75	15	10

The above table revealed that 67% of respondents agree that they sometimes stay up late and wake up early just to be on social media while 33% disagree. Also 75% of their respondents agreed that social networking sites influence academic performance positively and 15% percent negatively, while 10%are undecided.

Question 4: Is the use of social media a distraction to students?

Table 5

Question	No of Respondents	Percentage	
		Yes	No
Social networking sites steal my reading time	100	Yes	No
		62	38
The use of social media has helped me increase	100	Yes	No
		63	37
I usually lose concentration sometimes in class because I am browsing during classes	100	Yes	No
		62	37
I find myself going online while in class	100	Yes	No
		39	61
I sometimes come late to school because I slept all night chatting with friends	100	Yes	No
		54	46

The above table reveals that social media sites sometimes steal students reading with 62% and 38% of students agreeing to the claim. Also 62% of students agree to the claim that they sometimes lose concentration in class because of late night browsing while 46% of respondents disagree.

Research Question 5: How long do the students spend on social media sites?

Table 5

Question	No of Respondents	Percentage			
		Home	Café	School	Others
Where do you browse	100	55	25	13	7
		Home	Café	School	Others
How often do you go online	100	43	27	10	20
		Very often	Often	Not very often	Not often
How many hours do you spend online daily	100	55	25	13	
		1hour	2hours	Above 2hours	

The above table shows that most students browse at home with as against those who browse in school or at the café. From the table, it is revealed that 43% of students go online very often with only a minimal percentage not going online often on a daily basis.

Discussion of Results

The study which dealt on The Influence of Social media on the Academic performance of students with a particular reference to Oredo Local Government Area of Edo State is quite significant and timely considering the negative effects of social media

on students in their social and educational life. From findings on the research questions it shows that students have more access to Whatsapp as compared to other social media sites like Facebook, Instagram and others.

Also, from the findings it was concluded that students spend more than two hours on social media sites with 44% in agreement as against 33% who spend an hour 23% who spends two hours browsing. This is in agreement with Seyi, (2012) that said that students give more time to social media to the detriment of their studies. This answers research question 5.

Again the findings revealed that 30% of students browse more on sports and news, 28% browse on education and 21% on entertainment. 71% of students go online to hook up with friends while 29% do not. 72% of students admit that these social networking sites are often very educative and make them read easier. It is concluded that the reason why students surf the net is for educative purpose. This research is in line with Lewis (2008). This says that students now have more access to the internet and gather more information unlike the newspapers and television. Also Kist (2008), says that students use the internet to make plans and socialize with friends.

From the findings, it also shows that social media is a form of distraction to students as they are unable to concentrate in class. This is in agreement with Greenfield and Subramanian (2008), who says that social media has caused distraction during instruction time and has negative impact on the learning environment.

Finally, the findings also revealed that student's academic Performance has been influenced positively through the use of social media tools which are in accordance with Boyd, Alexander and Satas (2001).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

The purpose of this study was to determine the influence of social working on the academic performance of students, a study of senior secondary schools in Oredo Local Government Area of Edo state. Survey research design was adopted using the questionnaire for gathering of data, following the analysis of data and discussion findings, this chapter presents the summary, conclusion and recommendation of findings.

Summary

The finding showed that a great number of students in Oredo Senior Secondary Schools of Edo State are aware of social networks and have access to various social media sites. The students in Oredo senior secondary schools are often online on various social activities. A great amount of time is spent on social Networking sites than on academic activities. Due to a great number of times spent on social networking activities than academic work the students therefore fail to create a balance between the social media and academic activities.

Conclusion

This study has demonstrated that the schools in Oredo Local Government area are aware of social network sites and access them. Findings also indicated that they are influenced negatively by social media to a great extent because their attention and focus

are on chatting with friends, or browsing on entertainment, sports and other social activities. Hence their academic work are neglected.

Recommendations

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

- Enlightenment programs should be organized by schools administrators to educate students on the positive and negative roles the media plays in the learning process.
- School counselors should also communicate with parents about their children's internet usage while at home. Also they should hold meetings to educate parents on the issues that occur online and how to monitor their children's internet use.
- The students should create a balance between social media activities and their academic activities. More attention should be directed towards academic research.

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APPENDIX
DEPARTMENT OF EDUCATIONAL FOUNDATIONS
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**QUESTIONNAIRE ON THE INFLUENCE OF SOCIAL NETWORKING ON THE
ACADEMIC PERFORMANCE OF STUDENTS: A CASE STUDY OF STUDENTS
IN OREDO LOCAL GOVERNMENT AREA**

Dear Respondents,

I am a final year (400L) student of the above named institution and department. I am conducting this research on the above topic and I request that you please assist as one of my respondents by providing the necessary information to the following questions. Please respond by ticking the appropriate an honest answer. The research is strictly for academic purpose and all the information provided by you will be treated with maximum confidentiality.

Thank you.

Yours faithfully

Researcher

SECTION A: Bio-Data

Instructions: Tick the option that is most suitable to you.

Name of school: _____

Sex: Male (), Female ()

Age: 14-15 (), 16 - 17 (), 18 and above ()

Religion: Christianity (), Islam (), Others ()

Class: JSS1-3 (), SS1-3 ()

SECTION B:

Items Instructions: Tick the option that is most suitable to you.

1. Which of the following do you own? Computer(), Smartphone ()
2. Do you have access to the internet? Yes (), No ()
3. Are you aware of the social media sites? Yes (), No ()
4. Which of the social media sites do you usually use? Facebook (), Whatsapp (), Instagram (), Twitter (), Others ()
5. Why do you prefer it? It is faster (), it is cheap (), it opens multiple pages at a time ()
6. Where do you browse? Home (), café (), School (), Others ()
7. How often do you online? Very often (), Often (), not very often (), not often ()
8. How many hours do you spend online daily? 1hr (), 2 hrs (), 2hrs and above ()
9. What do you often browse? Education () sports and news (), Entertainment (), Others ()
10. I am online most times because I want to hook up with friends.

Yes (), No ()

11. Social networking sites are often very educative, they make reading easier. Yes (), No ()
12. Social networking sites sometimes steal my reading time. Yes (), No ()
13. The use of social network has helped to increase my reading hours a day. Yes (), No ()
14. I usually lose concentration sometimes in class because I am browsing during class. Yes (), No ()
15. I find myself going online while in class. Yes (), No ()
16. I sometimes come late to school because I spent all night chatting with friends
Yes (), No ()
17. I stay up at night and sometimes get up early to spend time on social media. Yes (), No ()
18. Do you believe that social media sites can affect your academic performance? Yes (), No ()
19. The use of social network has helped me in facing some challenges in my studies.
Yes (), No ()
20. How does the use of social media sites influence your academic performance?
Positive (), Negative (), No response ()