

**THE INFLUENCE OF SOCIAL MEDIA ON THE ACADEMIC PERFORMANCE
OF 400LEVEL EDUCATION STUDENTS OF THE UNIVERSITY OF BENIN**

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BENIN CITY.**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF
EDUCATIONAL FOUNDATIONS, FACULTY OF EDUCATION, UNIVERSITY
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REQUIREMENT OF THE AWARD OF BACHELOR OF ARTS (EDUCATION)
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OCTOBER, 2023.

CERTIFICATION

We undersigned, certify that this research work is adequate in scope and was carried out by **PIUS FAITH OGHENEHALOME** in the Department of Educational Foundation, Faculty of Education, University of Benin, Benin City in partial fulfillment of the requirement of the award of the Bachelor of Art (Ed) degree in English and Literature.

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Head of Department

Date

DEDICATION

This research work is dedicated to Jehovah, for his grace, love and provision towards me throughout my undergraduate program in the University of Benin. May Jehovah be praised for giving me the strength and opportunity to complete this project.

ACKNOWLEDGMENT

The researcher is also grateful to her project supervisor, Dr. Philip Isanbor, for his valuable and thorough contributions in making sure that this project work comes out successful and also emerge as one of the best. This could only have been possible through his inspiration, guidance, and constructive criticism, all of which had enabled me to complete this work.

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ABSTRACT

This study investigated the Influence of social media on the academic performance of 400level education students of University Of Benin. The study aimed at finding out what effect social networks have on their users, in particular, how the use of social networks affects the academic success of students. Number of hours spent on social media activities, nature of activities and gender influence were identified to have impact on the academic performance of students. To guide the study, four research questions were raised.

This study employed the survey research design. The population of this study comprises 400level education students in the Department of Educational Foundation. Sixty (60) students formed the sample size. The instrument used for this study was a questionnaire titled 'The impact of social media on the academic performance of 400level education students of the University of Benin'. Data obtained from the instrument was analyzed using frequency counts and percentage.

The research findings indicate that spending time on social media has a detrimental impact on students' academic performance. The study shows that the type of activities students engage in on social media also affects their academic success. Additionally, the study establishes a connection between the time spent on social media and students' academic performance. Furthermore, the research reveals that students' gender influences their social media usage habits. This led to the recommendation that the school counselor should educate students on the negative and positive influence of social media on their academic performance.

CHAPTER ONE

INTRODUCTION

Background of the Study

Communication plays a crucial role in the transfer and access of information. It affects every aspect of human life, regardless of one's intelligence quotient. In today's world, advancements in Information and Communication Technology (ICT) have turned it into a global village where social media connects people despite distance or physical barriers (Rahman 2014). ICT allows individuals to easily obtain information anywhere at any time leading to more informed behavior. Social media facilitates seamless exchange among users by allowing them to share content such as photos, videos files as well messaging each other live making communication much easier than before (Boyd 2007).

Social media consists of internet applications that rely on user-generated content and their technological foundations, as defined by Kaplan and Haenlein (2010). The challenges posed to communication for organizations, individuals, and communities are significant and far-reaching when social media is in play according to Salter's arguments from 2012. These forms of technology permit millions worldwide to participate actively in various realms such as online learning or sharing content through platforms like smartphones, laptops/desktops computers, text messaging systems, Facebook, Youtube among others thanks to high-speed internet connectivity revealed Ezenwafor(2012) who also pointed

out the critical importance of adequate integration with ICT technologies into student communications given its governing role over all aspects globally.

Social media platforms offer the flexibility for users to edit or augment information whenever they want. These online spaces boast modern digital tools that enable individuals to craft, adapt, and distribute dynamic content. Social media is an aspect of the internet that delivers several channels for people's social interactions. Presently, there are more than 20 popular social networking websites such as Instagram, Facebook, LinkedIn among others (Anthony, 2016). Due to their potential benefits in enhancing learning outcomes during formal education activities; schools and universities have manifested immense interest in using public blogging sites and other forms of social networks (Fogg, 2010 ; Bell, 2013).

Millions of computers owned by diverse entities such as governments, businesses, research and educational institutions from various countries are connected through the internet. The platform enables information to be disseminated globally without any geographical limitations. Ugwulebo and Okoro's study highlights this phenomenon in detail. Social media has become a widespread global trend that transcends borders all around the world. The usage of social networking platforms is increasing rapidly with users generating, sharing, downloading content at an incredible pace. Influencing public conversations on critical topics including environmental concerns, politics, the

entertainment sector, and technology. Asur & Huberman (2010) have observed how Social Media can shape societal priorities due to its mass reach & user-friendly nature making it easy for people across vast distances to connect quickly. He concludes this new technological wave will hugely impact our daily lives continuously changing communication patterns forever even beyond traditional advertising methods or market surveys

In the past ten years, social media has brought about a substantial change in the digital world. Presently, younger generations are highly involved in exchanging ideas, feelings as well personal information such as photos and videos with impressively fast pace. Social media platforms have become an integral part of modern society with seventy-three per cent of American teenagers who use the internet utilizing these networks, as highlighted by Oberst's (2010) study and noted by Boyd (2007). Among young adults and teens in particular, social networking has been welcomed for its ability to facilitate global connections, information sharing, self-expression and displaying social lives. The advancement of technology also means that education models are evolving towards a more technological basis - making platforms like social media powerful tools in this shift. In recent decades it has had a positive impact on interpersonal interactions within educational institutions promoting academic achievements alongside political development too (Oghenetega et al., 2014). E-learning systems which depend heavily upon internet based technologies have seen increased adoption rates amongst higher

learning establishments leading to innovative projects utilising ICT addressed both for academics' needs as well operations requirements such e-learning discussions using networked societies (Awodele et al., 2009).

With an insatiable thirst for information, social media has become indispensable. In the cutthroat world of commerce, competition is intensifying and therefore it is imperative to equip undergraduates with skills that create employment opportunities instead of just job hunting. Undergraduates urgently need to be made aware of how they can use social networks to enhance their employability prospects. However, many universities face a challenge in implementing relevant technologies which hampers achieving academic goals and undermines e-learning initiatives' objectives as well. It's apparent that traditional teaching techniques are no longer adequate preparation for successful flourishing in today's dynamic society.

Oghenetega and Ejedafiru (2014) contend that social media has had a beneficial effect on interpersonal communication among the educational community over recent decades. Its use has simplified life for those connected to it, spanning academic, social, and political spheres.

Boyd and Ellison (2007) define social networking sites as online platforms that enable users to establish a public or semi-public account within a limited system, specify other

individuals they are linked with, explore both their personal connections list and others generated by the network. In Nigeria, groups can connect through various digital forums like the Nigerian Library Association (NLA). These services are also known as social networking communities or social networking services highlighting the personalized profile at its heart according to Tapscott & Williams' research from 2006.

Social networking sites enable interactive communication and encourage feedback among individuals sharing common interests. Through engaging with other users on these platforms, librarians have a unique opportunity to take an active role in monitoring related blogs, group discussions, and message boards which can help them anticipate customer needs and provide timely assistance. Furthermore, connecting with patron profiles may promote increased engagement by keeping the library top of mind for users. The University of Benin was founded back in 1970.

Established as an Institute of Technology, the University of Benin was subsequently granted full-fledged university status by the National Universities Commission (NUC) on July 1st, 1971. It was officially renamed from its previous title in a budget speech made by Col. S.O Ogbemudia - who served at that time as both military governor and visitor to the institution - during April 1972. The Federal Government took over governance control of this campus on April 1st, 1975 after receiving a request for federalization conveyed through State authorities present within Nigeria's Mid-Western region around

that period respectively thereby making it become regarded among reputable education establishments at national level scale in subsequent years marked with growths across academic research breakthrough initiatives besides scaling up infrastructural developments ever since inception till date whereby prestige rankings attest firm commitment towards impact-driven intelligent hard work ethics embodied via teaching and learning innovations introduced amid technology resources available similarly attuned student-centered practices observed courtesy community participatory support systems instituted alongside merit-based administrative leadership cultivated regularly aligned along best global standards upheld ensuring diversity advocacy achieved satisfactorily amidst multitudesioned Changemaker goals formulated planned further adoption eventually

With a plethora of faculties, departments, institutes and units, the University has persevered in its growth. Followings NUC's directives, the Collegiate System was trialed by the University between 1991-1992 and 1992-1993.

Statement of the Problem

Numerous challenges have caused a significant decline in the quality of education within Nigeria's educational system. Lately, discussions have mostly revolved around students' excessive dependence on social media networks and how it impacts their academic achievements. A recent study by Habes et al. (2018) revealed that university students

were more inclined towards using Facebook excessively, which ultimately had negative effects on their overall academic performance.

Oye (2012) found that the predominant use of social networking sites amongst younger students is for socializing, rather than academic pursuits. This has resulted in instances where individuals engage in sensitive or formal conversations within inappropriate settings such as churches, mosques and lecture halls with some occurrences even happening publicly. It has become a growing concern due to its negative implications which do not receive adequate attention. It is therefore important to delve into various topics affecting student's academic performance resulting from their usage of social media platforms. One pertinent issue requiring investigation would be how much this phenomenon affects pupil's capacity to excel academically. The present study aims at establishing the impact of using these networking channels on 400-level Education students' scholastic achievement specifically within University of Benin context.

Research Questions

Based on the research topic, the following research questions were developed to direct this study:

- i. Do social media activities have a negative influence on students' academic performance?
- ii. Does a student's use of social media affect their academic performance?

- iii. Is there a link between students' use of social media and their academic success?
- iv. Does a student's gender affect their propensity to use social media?

Purpose of the Study

The purpose of this study is to investigate how social media affects undergraduate students' academic performance at universities.

The study is geared to:

- 1) Determine whether the amount of time students spend on social media negatively affects their academic performance;
- 2) Determine whether a student's academic performance is impacted by the activities they engage in on social media;
- 3) Establish a link between students' academic achievement and the amount of time they spend on social media.
- 4) The study will also look at whether a student's gender affects their propensity to use social media. The University of Benin 400-level DEF students will be evaluated to successfully answer the study.

Significance of the Study

The utilization of social networks has become a trending way for university students to spend their leisure time and gain knowledge in an engaging manner. As a result, it is imperative to examine the impact that these online platforms have on academic performance amongst this subset of individuals. The present study aims to uncover insights into this dynamic relationship as well as open up opportunities for further investigation in future research endeavors.

Scope of the Study

This research project aims to investigate how social media affects the academic performance of students at the University of Benin. To streamline data analysis and minimize complexities, this study will concentrate solely on this group.

Definition of Terms

Communication - Sharing of information, ideas, thoughts and emotions between individuals or groups utilizing diverse mediums including written language, verbal communication, facial expressions body language and symbols is referred to as communication.

Social Media - Online platforms and applications that facilitate the creation, sharing, and interaction of content among users are known as social media. Virtual networks made

available through these channels allow for connections and communication between individuals, organizations or communities in an online setting.

Internet - The Internet is a global network connecting various devices and facilitating communication, information sharing, data exchange, access to numerous resources and online services via diverse channels.

Social Networking Website - Social networking sites serve as channels for establishing and nurturing social connections by enabling individuals to exchange an array of content such as text, images, clips, and web addresses. In addition to these capabilities, users also enjoy opportunities for interaction through messaging features or commenting on shared materials; they can express their support too by liking posts while bonding with like-minded people in groups or networks created specifically around dynamic interests.

CHAPTER TWO

REVIEW OF LITERATURE

The subsequent section provides a summary of various studies conducted on the impact that social media has had on the scholastic achievements of undergraduates who are in their final year (400 level) at the University of Benin. The section is divided into distinct sections to aid comprehension, including:

- Theoretical Foundation
- The Internet Concept
- The Social Media Concept
- The Concept of Social Network
- Networking and Nigeria
- Effects of Social Media on Academic Performance
- Distractions and Time Management.
- Cyberbullying and Online Harassment.

- Academic Procrastination.
- Impact of Social Media Usage Patterns.
- Frequency and Duration of Use.
- Types of Social Media Platforms.
- Content Consumption and Engagement.
- Role/Importance Of Science And Technology In National Development
- Nigeria and social media
- Education Constraints
- Review of Related Studies
- Summary

Theoretical Foundation

Two key theories formed the foundation for this study. These include;

1) Diffusion of innovation theory.

2) Uses and gratification theory.

Diffusion of Innovation Theory

E. M. Rogers introduced the diffusion of innovation theory (DIO) in 1962, one of social science's earliest theories; it originally applied to communication and explains how an idea or product gains popularity before diffusing throughout a given population or society. A prerequisite for this process is that individuals must perceive the concept, action, or product as new and innovative before accepting it - allowing dissemination to occur progressively through various channels within their community structure (Katz et al., 1963). DIO posits four stages that are essential prerequisites for spreading novel concepts:

a. Knowledge stage

b. Interest stage

c. Evaluation stage

d. Trial and Adoption stage

Bittner (1984) explains that different innovations need varying levels of adoption, and one way to increase awareness is through media exposure. He suggests trying out the innovation before making a purchase decision. Rogers' (1983) diffusion of innovation theory investigates how new ideas are disseminated via media across cultural boundaries by explaining why, how quickly, and under what conditions they spread. Adoption happens progressively in society as some individuals are more likely to accept an idea than others; innovators early adopters late majority or laggards represent these groups

according to Rogers (1962). Change agents play a vital role in affecting an audience's perspective on whether or not it is advisable for them to embrace innovative concepts. Good Hart et al 1975 & Barwise et al 1982 argue that most people consume content from the media routinely without selecting carefully based on their interests - this observation demonstrates just how much influence mass communication holds over populations. Rogers' diffusions of Innovation Theory furnishes us with valuable insights into adopting fresh ways while effectively developing methods aimed at encouraging its widespread acceptance amongst various social segments where necessary

Uses and gratification theory (UGT)

In 1970, Blumler and Katz proposed the Uses and Gratification Theory (UGT) as a communication theory that examines why individuals actively seek out particular media channels to fulfill their needs. Unlike earlier mass communication studies that focused on senders and messages, UGT emphasizes how people intentionally use media for personal satisfaction - rather than simply being affected by it. The theory encompasses various ways in which people purposefully choose certain types of media to learn new information, unwind from stressors, connect with others socially or escape reality altogether. Through utilizing different forms of media consumption modes selectively , they can gain more insight into society beyond what they commonly experience themselves due to mobility restrictions.

The theory of uses and gratification, also known as functional theory, centers on the psychological and social needs that prompt audience members to form expectations of mass media. These expectations then lead to different patterns of media exposure, resulting in both intended satisfaction as well as unintended effects (Katz, 1974). This approach is entirely focused on meeting audiences' demands for integration, escape, excitement, supervision relaxation and stress reduction – catering to low-, middle-, or high-brow tastes alike (Savary & Carico; 1971). Various cravings drive people's choices when it comes to consuming information via mass media channels: amusement self-esteem prestige are just a few examples. Research shows that individuals all over the world selectively expose themselves only to those bits of news which they believe would fulfill their unique desires—making use-and-gratifications method an essential lens through which we can understand why consumers opt for particular types content with common goals like satisfying urges or receiving benefits. Thusly emphasizing each individual member's experimenting choice before opting one category cannot be easier than this framework towards analyzing effective outcomes from interested customer bases focusing more heavily upon identifying how distinct factions consume such messages correctly fit into quantifiable short-term periods creating repercussion throughout tailored sales tactics brainstorming ideas targeted products based primarily around demographics determined by user data optimization OKUNNA. In summary—

the basic premise behind Uses&Gratification Theory spotlights deliberative consumption questioning what drives viewership-either conscious/unconscious motives coupled influencing-factor effect research confirms debunks various hypotheses depending who determines these preferences reflecting past experiences values wants backgrounds previews advertisement novelty factors interchanging sinister introspection explained confident anticipating post-viral windfall offering significant long-lasting advantages outweighs dispraising trends intersections hereby allowed prosper botched robotic algorithms pleasing everyone at any time preserving market demand while capitalizing strengths increasing ROI variance example ethnicity etc.(Okunna1988)

The Internet Concept

Two competing theories have arisen regarding the origins of the Internet. The first proposes that it was created during the Cold War to provide an alternative means for national military communication should a region suffer destruction from enemy strikes; this theory has been widely propagated, but many scholars and scientists dismiss it as inaccurate (Hafner & Lyon, 1996). Alternatively, psychologist Licklider argued in 1956 that citizens could benefit greatly from using computer networks for political campaigning over televised platforms - he believed interaction would be more effective on reliable network computers and urged this technology's adoption (2012). The internet is commonly known as 'the web' and serves as a vehicle enabling stand-alone devices like

personal computers to connect with other systems around the world via Pluclaska's global networking infrastructure modeled upon Finnegan Jr. & Viswanath's three key effects or functions observed among users since its inception: publishing by Aerox; journalism through commentaries released online – democratizing access to modern news media channels in novel ways. Okoye estimated some fifty million people were utilizing worldwide connectivity when exploring opportunities available through these mediasystems back then which altered occupational roles across industries alike Gutenberg spearheaded universal literacy reading while radio fostered direct encounters between audiences their counterparts reporters hosts guest speakers musicians singers storytellers producers writers actors artists painters filmmakers photographers etc., thereby transforming us all into accomplished readers observers commentators critics consumers contributors innovators auteurs who connect globally regardless of geography socioeconomic background religion gender age."

1.) The knowledge gap hypothesis

The degree to which the material is interesting, the degree to which information channels are accessible and desirable, the level of social conflict, and the diversity of communication all have an impact on the knowledge gap.

2) Agenda-setting hypothesis

Because the media is selective about what it posts online for the general public to read, this has an impact on how people think about topics.

3) Cultivation hypothesis

Cultivation refers to how much media exposure gradually alters audience perception.

www.white pages.com (Little John).

Features of the Internet

The internet is comprised of a worldwide interconnection of computer networks, which collectively operate as one entity through electronic connectivity and interoperability. In order for this to function properly, the computers must communicate in a common language. Computer programmers have created a universal language named Transmission Control Protocol/Internet Protocol (TCP/IP), that controls how information is transferred between computers on different networks. TCP breaks down data into transmission-efficient packets and IP acts like an address by indicating where messages should be sent from one computer to another. There are two methods available for accessing the Internet:

1. A business connects a subscriber to the Internet through an ISP and usually charges for their services.

2. With the help of for-profit web services such as MSN or American Web, an individual gains access to a myriad of communication and information exchange tools upon going online.

The Social Media Concept

Social media refers to the use of mobile and web-based technologies for sharing, co-creating, discussing, and modifying user-generated content. In other words, it is a highly dynamic platform that enables people to connect with one another while exchanging information on several networks. Although there are many online resources available nowadays that provide valuable data insights about different topics or domains (often referred as "media"), social media goes above & beyond by engaging users through direct interaction. It's worth noting that social news sites exercise some similarity in function than Social Media platforms but they can differ from them when looking at overall features offered etcetera! According to Andreas and Michael (2000), Social Media embodies an extensive range of internet-programmes geared towards enabling individuals with networking opportunities around shared interests which ultimately involves creating entertaining thoughts alongside distribution strategies involving User Generated Content(UGC).

Social media platforms, which include Facebook, YouTube, WhatsApp, Instagram, Blogger, and Wikia have become one of the preferred channels for communication. The growth in social media usage on mobile devices has resulted in fresh opportunities to browse and navigate online information. According to Nielson's research from 2012 people spend more time on these websites than any other site that existed then. In July of that year alone it was recorded that across all mobile devices there were a total number of 121 billion minutes spent using these sites -an increase by up to 37% compared with previous years. With COVID-19 pandemic and lockdown measures continually discouraging physical human interaction, the demand for social connections rose significantly leading users globally especially during the turning point period (2020) spending hours engaging primarily around better entertainment features making them even popular now among its avid user base seeking such activities while staying safe indoors. For instance;

1. **Pre-pandemic statistics:** Prior to the pandemic, social media usage was already significant according to multiple studies. One such study by Global WebIndex from 2019 discovered that people spent an average of roughly 2 hours and 22 minutes a day on social media across the globe.

2. **Pandemic-induced increase:** As the pandemic struck and lockdowns ensued, individuals began to rely on social media more than ever for a range of needs including

news updates, entertainment and maintaining connections with loved ones. Several studies suggested that there was an appreciable spike in social media activity during this period; however, exact statistics may fluctuate based on numerous sources consulted. For instance, according to Statista's March 2020 survey outcomes about United States respondents' behaviors amid COVID-19 crisis conditions - around 47% claimed they increased their usage of various platforms undermentioned circumstances.

3. Platform-specific trends: During the pandemic, there were differing levels of engagement across several social media platforms. Facebook, Instagram, TikTok and Twitter saw a surge in usage as people looked for ways to connect with others, entertain themselves or share information.

Kaplan and Haenlein (2010) divided social media into the following eight categories:

- 1) Social Networks: Facebook, Twitter, LinkedIn
- 2) Media Sharing Networks: Instagram, Snapchat, YouTube
- 3) Discussion Forums: Reddit, Quora, Digg
- 4) Bookmarking & Content Curation Networks: Pinterest, Flipboard
- 5) Consumer Review Networks: Yelp, Zomato, TripAdvisor
- 6) Blogging & Publishing Networks: WordPress, Tumblr, Medium

7) Social Shopping Networks: Polyvore, Etsy, Fancy

8) Interest-Based Networks: Goodreads, Houzz, Last. FM

Social integration could bring together a variety of technological advancements such as blogs, picture sharing, music sharing, crowdsourcing, e-mail communication, instant messaging and voice-over.

The Concept of Social Networking

A social media platform refers to any website that enables individuals to form connections with fellow users through their public profiles. This may include online communities, chat rooms, and other web-based communal spaces. The primary objective of such platforms is to facilitate connection between likeminded individuals based on shared interests or backgrounds in real life settings (Young 2010). Social networking involves the process of finding friends and managing friendships primarily carried out via digital means (Stan 2012). It encompasses varied forms of communication channeled across technological devices like mobile phones, internet services among others for exchanging private/public information stated Anderson.(Anderson 2013) With soaring usage rates globally; people leverage these forums as a way not only meet new acquaintances but also keep tabs with long-time companions indeed ChristiaNet felt it already by December 2021 respectively(January statistics report from Statista feature

Facebook amongst ten most popular sites alongside YouTube, TikTok Whatsapp just to mention some(Statista))

Social networking services can be classified into four primary categories, namely methods for linking up with friends (usually through personal profile pages), categorical groups based on factors such as age, profession or religion and a trust-based endorsement system.

1) Socialization through social networking sites such as Facebook and Instagram is primarily utilized for communicating with existing acquaintances.

2) Distributed and decentralised computer networks known as online social networks, enable Internet users to interact with each other.

3) Social network services for networking (such as LinkedIn, an employment and career-oriented website) primarily cater to non-social communication between individuals.

4) Social media platforms that primarily aid users in finding particular information or resources, like Reddit or Goodreads for books.

The terms below will be covered in detail for social networking analysis;

1) Impact of social networking site

2) Characteristics of social networking sites

3) Education and social networking

1. Impact of Social Networking Site

Thanks to web-based social networking services, individuals with similar interests and hobbies can connect beyond political, economic, and geographic barriers. E-mail and instant messaging facilitate the development of online communities that promote a gift economy driven by reciprocal altruism since information is an inexpensive non-rival resource perfect for such economies. Academics suggest that “social” alone cannot explain all aspects of social network platforms; instead performance from real users should be used as an indicator of sociability levels in networks. According to communication theory's uses-and-gratifications perspective on media consumption habits, more people are discovering how internet technology can satisfy cognitive or affective needs while using various forms like entertainment mediums or religion-centered websites/services alongside traditional means i.e., relationships both domestically/familially/internationally where they may not seek/obtain satisfaction through previous methods. Social media offers businesses valuable insight into future employees' personalities which plays heavily during interviews & hiring processes proving beneficial but also has caused rejection due inappropriate posts capturing

attention unnecessarily about events outside work affecting hires overall image/professional reputation

2. Characteristics of Social Networking Sites

In their 2007 article titled "The Role of Networked Publics in Teenage Social Life: Why Youth (Heart) Social Network Sites," Boyd and Ellison explain that social networking sites offer users various technical features that allow them to create public or semi-public profiles, list other connections within the system, and view those lists. To build a profile, individuals provide responses to inquiries about age, location, interests etc., some platforms even allowing photo uploads or customization options like Facebook's "Applications" or "Modules." Users can post blog entries relating shared topics with others they connect with as friends through networks created on the site itself. Sunden referred to these individualized pages utilizing self-expression as unique windows into one's personality; this understanding is accepted by Boyd and Ellison in their study.

Social Networking and Nigeria

Social networks are gaining momentum in the field of information and communication, transforming traditional news collection and dissemination methods. This shift from print and broadcast media towards more efficient real-time updates is evident as social networking played a critical role in Nigeria's 2011 events that shocked us all after fuel

subsidies were eliminated on New Year's Day. Networking successfully organised continuous daily protests for over a week through online platforms such as Facebook, which was so effective it caught President Goodluck Jonathan off-guard to try stopping them. Moreover, Cynthia Okojie's murder by her Facebook friends showcased how potent these sites could be; an ordeal begun and ended on this platform amazed everyone with its eeriness--social network sites becoming avowed tools wielded by both authorities' administration policies or criminals' weaponry crimes at their disposal. Today SNS have been magnetizing millions of internet users globally since Boyd & Ellison (2007), while cybercriminals/fraudsters make themselves easily accessible targets tracked down continually across popular social netting channels displaying crooked postings about materialistic worth displays!

The Federal Bureau of Investigation reports that there are more than 200 social networking sites (Duvén & Timm, 2008), which many users access regularly. Popular platforms like Facebook and MySpace boast user bases in the hundreds of millions (Duvén & Timm, 2008). When individuals sign up for these online networks, they can create a virtual representation of their personality through personalized homepages or profiles (Tufekci, 2008). By fostering a sense of community among users who may be physically isolated from others while using SNSs at home alone on their computers(Coyle& Vaughn , they provide an opportunity to cultivate new friendships with people from all over the world(Body& Ellison , Finding other members is often

accomplished by searching and adding friends along with joining groups or networks associated with those friends (Boyd & Ellison) .

Effect of Social Media on Academic Performance

Social media is an internet-based platform that allows people to create social networks and share information and ideas amongst individuals. This communication tool relies on technological devices like tablets, iPads, laptops with commercial connections to facilitate global discourse and collaboration among users. According to Ali, Iqbal & Iqbal (2016), Facebook, Twitter, WhatsApp, LinkedIn, & YouTube are some of the programs categorized as social media which link individuals through online networking platforms. Social media has now become a potent medium for education purposes too; Talaue et al., (2018) affirm this by saying it facilitates access to knowledge/instructional materials making learning possible via these sites. Academic institutions resort more frequently in present times using virtual pages such as Facebook or LinkedIn circuits wanting learners who enroll while disseminating instructional content all year round (Paul Baker Cochran). Hence one can easily communicate thoughts with colleagues or educators; Pardo 2039 makes clear how easy patient-student relations have proven nowadays due primarily owing mostly thanks given its outreach concealing amounts several additional educational events/actions/exchanges being offered during/reached out upon having

adopted appropriate measures/templates fitting industry standards accordingly within said circuitry realm typingsJapgolly

Despite the positive impact of social media on student learning and achievement through knowledge sharing, Rithika and Sara (2013) note that students may integrate technology into their lives differently than intended by course instructors when using it for educational purposes. Various studies have identified a range of social media issues affecting students' academic success. Some individuals experience reduced performance levels as a result of these problems; inappropriate content access, online abuse, and cyberbullying are negative outcomes associated with social media according to O'Keeffe and Kathleen (2011).

Distractions and Time Management

Spending excessive hours on social media can distract individuals and hinder their focus from specific tasks. This overindulgence in online networking has become a major time sink for students, leading to non-productive activities that may be immoral or deceitful. Consequently, the use of social media could incline pupils towards inappropriate behaviour patterns rather than educational pursuits. Research by Owusu-Acheaw and Larson (2015) found evidence suggesting that many students used these platforms mainly as a leisure activity unrelated to education; unfortunately this pattern frequently hampered academic performance instead of enhancing it.

Cyberbullying and Online Harassment

In Tokunaga's (2010) definition, cyberbullying refers to using electronic means to repeatedly communicate hostile or aggressive messages with the intention of causing discomfort or harm to others. There are various manifestations of this behavior such as writing and posting rude content online, sexual harassment, spreading lies or gossip about someone, among others. Studies conducted by Lenhart et al. (2015) reveal that increased access to social media platforms is associated with a rise in cyberbullying cases amongst students.

Academic Procrastination

Many individuals are prone to procrastination, where they acknowledge the tasks at hand but struggle to execute them due to their delaying habits. This trend is not uncommon among university students who experience academic procrastination - a situation that occurs when required coursework remains incomplete or uninitiated. According to Ellis and Knaus in 1979, between 80% and 95% of college learners tend towards this mode of behaviour. Research has focused on understanding factors influencing academic procrastination with studies citing reasons identified by both instructors and scholars alike as being responsible for such actions. One essential factor connected with studying

is internet use including social media addiction which renders many participants inactive while online sessions should be productive learning exercises resulting in good grades overall . In recent times Stop Procrastinating app conducted an online survey consisting of another subset totaling up quickly within America specifically those composed entirely perhaps exclusively from young adults belonging even if tentatively so through enrollment at universities comprising over fifteen hundred respondents – all members interviewed necessarily involved either academically oriented herbivores- becoming self-assured answering subsequent questions about general attitudes concerning procrastinatory tendencies across available courses intending carry out any necessary schoolwork allocated consistently rather than resorting back against costly trending posts raking high amounts views for example posting shiny video clips clumsily strung together showcasing peer group fun-times unrelated meaningfully assignments given chances improving performance long-term work goals valued highly educational institutions nowadays creating pattern staying behind worrying levels effectualness proof positive testimonials recognizable seem apparent careful analysis careless recreational consumed others' benefit outweigh personal costs causes sought represent significant shift society's drawbacks productivity potentially remain permanent alterations higher motif objective consciousness (Burke2020).

Impact of Social Media Usage Pattern

A well-planned and deliberate use of social media can yield numerous advantages for academic performance in universities. Here are some ways through which students' lives may be influenced by their social media engagement:

1. **Communication and Collaboration:** Students can conveniently communicate with their classmates, professors and study groups through social media platforms. By indulging in online discussions and group chats, collaboration on projects, assignments as well exams is improved.

2. **Access to Educational Resources:** Social media platforms serve as a hub for educational institutions and professionals to disseminate insightful content such as research articles, webinars and informative videos. These resources can be used by students to complement their learning experience beyond the limitations of traditional classroom teachings.

3. **Study Groups and Peer Learning:** By utilizing social media platforms, individuals can establish connections with peers from different cultural and societal backgrounds. Such diversity in study groups enables collaborative learning environments that promote ideation exchange, elucidations of difficult topics as well as collective resolution of issues.

4. Networking Opportunities: By utilizing social media platforms, students have the opportunity to establish connections with experts, alumni and professionals in their chosen field of study. Active engagement with these individuals may grant scholars valuable insights into how academic knowledge is implemented within different professions as well as possible career opportunities that exist beyond graduation.

5. Online Learning Communities: Participating in specialized groups on social media platforms provides an opportunity to engage in extensive conversations, share resources and gain insight from diverse perspectives related to particular subjects or fields.

Frequency and Duration of Use

Individuals differ in how often and for how long they use social media. While some may check it regularly throughout the day, spending hours scrolling through their feeds, others might only use it intermittently for brief periods. This is largely influenced by personal preferences, habits, and the role that social media plays in one's life. However, balancing academic responsibilities with online activity is important to ensure healthy outcomes; excessive usage or aimless browsing can harm focus levels or time management skills - ultimately affecting overall academic performance negatively. To make best use of these platforms without experiencing any negative effects on studies requires establishing limits around screen-time consumption using productivity strategies while

acknowledging potential drawbacks inherent within various forms of digital communication techniques as well used alongside each other effectively indeed!

Types of Social Media Platforms

There are several types of social media platforms, including:

a) Social Networks: Through platforms like Facebook, LinkedIn and others, individuals can establish connections with friends, family members as well as professional contacts in order to interact and engage.

b) Microblogging Platforms: Microblogging platforms prioritize concise content and timely posts. Twitter stands out as a leading microblogging platform.

1. Media Sharing Platforms: This category encompasses platforms that are created for the purpose of sharing multimedia content such as photos and videos, with examples including Instagram, Snapchat and Pinterest.

Professional Networks: These platforms focus on aiding individuals in their professional networking and career advancement, with LinkedIn being the most notable illustration.

2. Forums: Online discussion forums or message boards are platforms that enable individuals to share and chat about subjects of interest. Some common examples include Reddit and Quora, among others.

3. **Video Sharing Platforms:** The focus of these platforms is on the exchange and viewing of videos, with YouTube being the foremost, widely-used platform for sharing such content.

4. **Live Streaming Platforms:** Users can use live streaming platforms to transmit real-time videos to their audience. Twitch and Facebook Live are popular choices for this objective.

5. **Review and Recommendation Platforms:** Yelp and TripAdvisor are platforms that center on user-generated feedback, suggestions, and evaluations regarding products, services as well as locations.

6. **Location-Based Social Networks:** Foursquare and Swarm are networks that connect users based on their geographical location.

7. **Dating Apps:** Dating apps like Tinder and Bumble enable people to establish connections and discover prospective romantic companions.

8. **Interest-Based Networks:** Platforms like Goodreads (for books) and Strava (for fitness) unite individuals who share similar interests or pastimes.

9. **Messaging Apps:** Platforms like Goodreads (for books) and Strava (for fitness) unite individuals who share similar interests or pastimes.

Content and Consumption

In terms of university students' academic performance, the impact of social media consumption and engagement can be both advantageous and problematic. While these platforms facilitate educational resource accessibility, collaboration among peers through group participation or discussion forums, it is necessary to remain cautious about potential distractions as well as time management issues that may arise. Unrestricted or disproportionate use for non-academic activities has proven to adversely affect study habits concentration levels leading ultimately lowering overall scholastic achievement. To optimize this medium's benefits while reducing its drawbacks requires effective planning strategies such as setting limits on usage patterns aside from managing available support resources so you can keep focus primarily upon your coursework responsibilities with minimal diversions stemming from platform features facilitating a balanced approach towards imparting skills relevantly without diverting attention away unnecessarily!

Role/Importance of Science and Technology in National Development

As a result of scientific and technological advancements, the world has become an interconnected global community. Abdullahi (1981) defines science as a means by which individuals seek to understand nature intellectually. Science teachers view it as an organized body comprised of laws, concepts, and theories while laypeople perceive it as

responsible for improving their quality of life. According to Aniodoh (1991), science is tentative in that new knowledge replaces outdated information gained through observation and experimentation – making its understanding continually evolving.

Oghimi (1988) defines technology as the utilization of nature for human benefit. On the other hand, science refers to knowledge about nature according to Oxford Advanced Learners Dictionary of Current English. Science is significant because it plays a crucial role in scientific education due to its importance and our increasingly technological way of life reliant on science-based solutions. Modern man's ability to explore and challenge physical phenomena owes much credit to his intellect which allows him not only dominance over animals but also advancement through continuous experimentation and exploration. Without modern science, society would lack essential comforts like food, warmth, shelter etc., whose fulfillment has become an important aspect of daily existence that we often take for granted today but was once beyond reach without these advancements by scientists paving ways forward towards bettering ourselves more efficiently using ever-evolving technologies made possible solely based on persistent research aimed toward fostering innovations resulting from exploratory advances covering various domains underpinning complex matters such as evolution theories or reproductive health aspects related topics concerning bodily growth patterns formation sequences reaches depending upon comprehension levels required while delving deeper into Sciences vast array possibilities catering throughout this age sd dawned since when

humankind first began taking coherent notice thereof being intrinsically connected together inexorably linked at all times with natural environments constituent elements forming multitudes linked intricacies multifaceted socioeconomic political ecological geopolitical issues intertwined cannot be ignored easily requiring concerted multi-disciplinary efforts involving widest range stakeholders concerned enough serious actions taken cooperative manner leveraging collective intelligence seeking best practices san actionable outcomes benefiting broadest sections population serves inclusive equitable developmental frameworks goals ends guiding overall direction global endeavors bringing sustainable prosperity brainstormed greatest seriousness resolve intending meet challenges facing humanity universally locally alike involved collaboratively achieving feasible mutual coexistence seeming mutually exclusive differences set aside meaningful productive dialogue ensued consensus arrived thereby forging path progress march equal opportunity happiness collaborative achievements ReuseIdentifier

Nigeria and Social Media

In Nigeria, social media is a vibrant and varied arena where numerous users actively engage across various platforms such as Facebook, Twitter, Instagram, WhatsApp to mention just a few. This mode of communication has proven to be an impactful instrument for conveying information while also fostering community building and activism. Below are some notable takeaways:

1. **Youth Population:** With a sizable portion of its population consisting of the youth, Nigeria boasts many social media-savvy young individuals who have effectively utilized these platforms to exchange ideas on crucial matters, articulate their worries and hold events.

2. **Political Engagement:** In Nigerian politics, social media has significantly contributed. Candidates and political parties leverage these platforms to increase their outreach during elections, while citizens engage in policy discourse and express opinions through them.

3. **Activism and Awareness:** The utilization of social media in Nigeria has played a vital role in promoting consciousness regarding matters related to human rights violations, social justice issues, and additional concerns. Through the employment of hashtags and campaigns, people have been prompted to endorse causes with an enhanced focus on drawing attention towards them.

4. **Challenges:** In Nigerian social media, the issues of misinformation and fake news are alarming as they possess potential to rapidly disseminate with actual outcomes. Furthermore, instances have also occurred where hate speech and incitement were spread causing violent behavior towards others resulting in demands for increased regulation standards.

5. Government Regulation: Efforts to govern social media content have been made by Nigerian authorities. The "Social Media Bill" proposed in 2019 generated debate regarding freedom of expression, highlighting the ongoing discourse about how regulatory measures balance with individual freedoms.

Educational Constraint

Initially, social networking was regarded as a diverting activity without any educational merit. Prohibiting access to this online platform helped young individuals manage their time efficiently and ensured they were protected from bullying and privacy breaches. However, the rise of social media websites has sparked apprehension regarding cyberbullying incidents. The study analyzing people aged 9-19-years-old found numerous destructive comments directed at students through virtual channels. A significant number of people perceive that such platforms provide sexual predators with easy access to personal information which is often publicly shared by users on these sites, posing grave risks for unsuspecting victims.

On the other hand, a majority (85% of adults and 69% of teens) who use social media have reported that people treat each other kindly. In fact, over half of students using social networks discuss schoolwork while nearly 60% speak on educational themes according to the national school board organisation. Despite this trend, most schools enforce strict policies forbidding access during classroom hours - even though online

networking offers new opportunities for teachers and pupils alike to connect in better ways than ever before. Utilising such platforms democratises learning as anyone can join discussions extending just-in-time resources or follow curriculums set by moderators - this is known as participating culture per Jerkins' definition from 2006. concept suggests open spaces which facilitate affinity among stakeholders including dispersion expertise plus relatedness towards common goals identified individually yet collectively by society-at-large noted James'[3]hypothesis where sensitivity arises between its members leading them through experiences shaping up everlasting knowledge-enhancing wisdom acquisition journey void selfish motives often associated organizations established only financial gain purposes

Review of Related Literature

Several researchers have conducted numerous studies to establish the impact of social media usage on students' academic performance.

In 2016, Emeka and Nyeche researched the Influence of Internet Use on Academic Achievement among Undergraduates in University of Abuja using a survey methodology. They utilized questionnaires to obtain data. The results indicated that regular use of the

internet helps students enhance their learning abilities which are beneficial for academic performance as well as other aspects of life.

In 2007, Dunn compiled a list of pros and cons regarding social media use among students. Among the negative effects cited was their tendency to rely too heavily on readily available online content, resulting in reduced focus and retention rates during learning sessions. Despite this downside, however, many young people feel drawn to spending time on various social networking sites for a wide range of reasons. Indeed, as Dunn observed at the time: "For kids growing up today, social media has become somewhat addictive."

According to Heffner's (2016) study, titled *The Effects of Social Media Use in Undergraduate Students*, the use of social media by college students does not have a positive impact on their academic or social life. Similarly, Hasnain et al. (2015) discovered that there is a negative correlation between social media usage and academic performance. Ebele and Oghenetega (2014), on the other hand, observed that while sharing information via social media may be fast-paced; it can also lead to detrimental effects for those who are addicted to its usage. Their research showed that 71% of undergraduate respondents do not engage with these platforms for educational purposes.

As per Al-Rahmi, Othman & Musa (2014), a considerable number of individuals, particularly the youth population have become highly dependent on social media. While

this online platform offers certain benefits, it also presents some drawbacks. Research done by scholars reveal that prolonged use of social networking sites adversely affects students' academic performances - those who spend extended hours browsing these platforms face challenges in excelling scholastically.

According to a research undertaken at Kogi State University, the use of social media by students affects their academic performance. It is evident that social media has an adverse effect on scholars' scholastic accomplishments as those who spend more time online chatting and making friends rather than reading books are likely to have lower grades (Adejo, Ibrahim & Ogurinde, 2018). Social media can be both beneficial or detrimental depending on one's usage of it - Landry (2014) points out its complexities encompassing pros and cons. Despite recalling negative experiences with ease compared to positive ones, social networking sites provide global users exceptional prospects for growth.

Zahid, Ahmad, Syed & Faisal (2016) conducted a study to examine how university and college students' heightened usage of social media websites influenced their academic performance. The researchers employed random sampling techniques to select 300 participants who were asked to complete questionnaires as the primary data collection tool. The descriptive statistical method was used for analysis on the completed questionnaires by respondents. Based on their findings from this research endeavor; it

appears that using social media platforms could have some positive effects in terms of academic achievement among student populations at higher education institutions.

In 2012, Khan delved into the influence of social networking sites on students by constructing a research survey that identified key factors affecting pupils. Among these determinants were age, gender, education level, social implications and academic achievements. Results indicated that individuals between ages 15 to 25 frequented social media more than older demographics while males surpassed females in using such platforms based on gender analysis findings.

Summary of Literature Review

Chapter coverage included Internet, social media, and social networking site concepts. The study drew on the diffusion of innovation theory by Rogers (1983) to explore how new ideas spread through media among individuals across cultures - identifying methods, causes and rates of dissemination. Additionally, it utilized the uses and gratification theory (or functional theory) which focuses on understanding social/psychological roots that generate expectations from mass media thereby leading to varied patterns in exposure for need-gratification purposes resulting in unintended effects largely mediated by personal circumstances according to Kats (1974).

The Internet is defined as a vast network of networks that serves as an infrastructure for networking worldwide. It connects millions of computers globally, creating a network with any other computer connected to the internet. According to Finnegan Jr. and Viswanath, mass media on the Internet has three main roles or effects: knowledge gap theory, agenda setting theory, and cultivation theory. To gain access to the internet there are two options available - through an ISP such as Comcast who links subscribers for a fee; or via online services like American Online or MSN which also charge users specific fees. Once someone is online they have various tools at their disposal for communication and information exchange among them including social media platforms like Facebook YouTube WhatsApp Instagram Blogger Wikia amongst others To engage using social Media people create share comment across different networks making it astounding in terms of popularity when compared against other channels used towards communications

According to Stan (2012), social networking refers to the practice of connecting with others online and sharing information. Web-based social networking services allow individuals with shared interests and hobbies from across political, economic, and geographical boundaries to connect. Users can create public or semi-public profiles which display a list of their connections within the system- otherwise referred as "friends"- among other features that are unique per platform. Social media is an excellent source for research purposes thanks largely in part due analytical insights on various topics such as health care policies or poverty reduction initiatives through data collection

projects themselves; students & institutions alike have found potential opportunities improve learning methods supplemented via interactions made available by these same applications/social networks. Media-for-development platforms conduct discussions surrounding issues ranging from environmental preservation down cultural development efforts alongside socio-economic community progress along popular network sites/solutions communicating knowledge/ideas thus preserving rich heritage into new generations while growing the sense Universe shrinking virtually day-by-day... All possible exclusively courtesy advancements established over time underpinning national/scientific developmental trajectory(s). These trajectories include supporting universal goals like eradicating extreme forms/pockets-of-poverty –provisioning basic necessities i.e access healthcare resources & supplies interacting discovering affordable energy sources undermining water security threats etc., all hallmarks driving successful societies/nations forward together-main lesson gleaned -pathways taken should be evidence-led!

CHAPTER THREE

METHODOLOGY

This chapter presents the description of the procedures used in carry out this study which contains the following subheadings;

- Research design
- Population of the study
- Description of research instrument
- Validity of research instrument
- Method of data collection
- Method of data analysis

Research Design

The survey research design is the methodology adopted for this study to effectively gather pertinent data from a sizable number of participants. As per Osuala's (2005) recommendation, when investigating individual ideas, views, sentiments, drives and deeds; opting for survey research proves suitable.

Population of the Study

There are (395) 400-level Education students from the Department of Educational Foundation at University of Benin for the academic session of 2018/2019, comprising the population for this study.

English and Literature.....	225
History	104
Religion.....	37
French.....	16
Fine Art.....	13

Hence, the combined student population of University of Benin during the 2018/2019 academic session amounts to 395.

DEF, Faculty of Education at the University of Benin encompasses six (6) course areas. For this study, purposive sampling techniques were used to select a sample size of 60 participants from two course areas – English and Literature as well as History. The former provided 30 respondents while the latter supplied another thirty individuals; thus resulting in an overall sample size for research purposes being fifty-five participants.

Description of Research Instrument

The survey is the primary means of gathering data for this study and will be given to students. It includes two sections: Section A pertains to respondents' personal information, while Section B solicits feedback on how social media affects academic performance based on student opinions and attitudes.

Validity of Research Instruments

The capacity of a test to determine precisely what the researcher aims for is referred to as validity. A preliminary version of the survey was devised based on pertinent literature, and its accuracy will be confirmed by both the investigator's supervisor and other professors from the Education Department.

Method of Data Collection

The researcher conducted a face-to-face administration of the questionnaire to collect data. A total of 60 questionnaires were distributed, and all 60 were retrieved from respondents resulting in a response rate of 100%.

Method of Data Analysis

The presentation and analysis of the data for the study utilized simple tables, as well as frequency and percentage measures. These statistical methods were deemed fitting to effectively break down and examine the generated data.

CHAPTER FOUR

PRESENTATION RESULTS AND DISCUSSION OF FINDINGS

This chapter presents the results and discussions from this study in three sections under the following subheadings:

Presentation of Demographic Data

Analysis of Data

Discussion of Findings

SECTION A: Presentation of Demographic Data

Table 4.1: Distribution of respondents according to course area

Course Area	Frequency	Percentage (%)
English and Literature	30	50
History	30	50
Total	60	100

The table shows the distribution of students from the selected course areas as follows:

English and Literature 30(30%) and History 30 (30%).

Table 4.2: Socio-Demographic Characteristics (N = 100)

Variables		Frequency	Percentage (%)
Sex	Male	30	50
	Female	30	50
Age	18-24	22	36.67
	25-31	38	63.33
	22-38		
	39-40	0	0.0

Source: Field Survey, 2023

Table 4.2 showed the socio-demographic characteristics of respondents. The study observed that 50% of the respondents were male while 50% female. Also among the participants, the age 18-24 were 36.67%, 25-31 were 63.33%.

Analysis of Research Questions

TABLE 4.3: Frequency distribution and percentage of time spent on social media activities impact students’ academic work.

S/N	ITEMS	SA	A	D	SD
1	Addition to online social networks is a problematic issue that affects my performance in EDU 421	20 (33.3%)	5 (8.33%)	32 (53.3%)	3 (5%)
2	Online social networks distract me from my studies.	10 (16.7%)	35 (58.3%)	7 (11.7%)	8 (13.33%)
3	Hours spent online can never be compared to the numbers of hours I spend reading EDU 421.	19 (31.7%)	31 (51.7%)	6 (10%)	4 (6.7%)
4	I use social media (website) for academic purposes.	38 (63.3%)	17 (28.3%)	3 (5%)	2 (3.3%)
5	I spend at least 1 hour on social networking sites everyday.	30 (50%)	19 (31.67%)	7 (11.67%)	4 (6.67%)

From the table above, it is seen that in item 1, 53.3% of the respondents disagree that addiction to online social networks is a problematic issue that affects their performance in EDU 421, 33.3% strongly agreed, 8.33% agreed while 5% strongly disagreed. This indicates that majority of the population disagreed that the addiction to online social networks is a problematic issue that affects their performance in EDU 421.

In item 2, 16.67% of the population strongly agreed, 58.3% agreed, 11.7% disagreed while the remaining 13.33% strongly disagreed that online social networks distract them

from their studies. This indicates that majority of the population agreed that Online social networks distract them from their studies.

In item 3, 31.7% of the sampled respondents strongly agreed that the hours spent online can never be compared to the hours they spend reading EDU 421. 51.7% agreed, 10% disagreed while 6.7% strongly disagreed. This shows that majority of the respondents agreed that hours spent online can never be compared to the number of hours spent reading EDU 421.

Item 4, it can be seen that 63.3% of the population strongly agreed, 28.3% agreed, 5% disagreed while 3.33% strongly disagreed that they use social media (website) for academic purposes.

In item 5, 50% of the sampled population strongly agreed, 31.67% agreed, 11.67% disagreed while the remaining 6.67% strongly disagreed that they spend at Least 1 hour on social networking sites everyday.

From the above analysis, it can be seen that time spent on social media activities impact students' academic work negatively and this is based on the responses from the respondent.

TABLE 4.4: Frequency distribution and percentage of nature of activities on social media impact students' academic performance.

Research Question 2: Does the nature of activities on social media impact students' academic performance in EDU 421?

S/N	ITEMS	SA	A	D	SD
6	There is no improvement in my grades since I became engaged into these social networking sites.	4 (6.67%)	11 (18.33%)	17 (28.3%)	28 (46.67%)
7	Social media (website) helps me with my EDU 421 assignments, research and information.	38 (63.3%)	18 (30%)	3 (5%)	1 (1.67%)
8	I own an internet enabled garget (phone, laptop).	40 (66.67%)	15 (25%)	3 (5%)	2 (3.33%)
9	I have knowledge of social networking sites.	38 (63.3%)	20 (33.3%)	1 (1.67%)	1 (1.67%)
10	I have access to the internet.	33 (55%)	21 (35%)	4 (6.67%)	2 (3.33%)

From the analysis, it can be seen that in item 6, 6.67% of the sampled population strongly agreed, 18.33% agreed, 28.3% disagreed while the remaining 46.67% strongly disagreed. This clearly indicates that majority of the sampled respondents strongly

disagreed that there is no improvement in their grades since they became engaged into these social networking sites.

In item 7, 63.3% of the sampled respondents strongly agreed, 30% agreed, 5% disagreed while the remaining 1.67% strongly disagreed. This indicates that majority of the respondents strongly agreed that they Social Media (website) helps them with their EDU 421, research and information.

In item 8, 66.67% of respondents strongly agreed, 25% agreed, 5% disagreed and 1.67% strongly disagree. This shows that majority of the respondents strongly agreed that they own an internet enabled garget (phone, laptop).

In item 9, 63.3% of the respondents strongly agreed, 33.3% agreed, 1.67% disagreed and 1.67% strongly disagree. This indicates that majority of the respondents strongly agreed that they have knowledge of social networking sites.

In item 10, it can be seen that 55% strongly agreed, 35% agreed, 6.67%disagreed, and 3.33% strongly disagree that they have access to the internet.

From the analysis, it can be seen that in response to research question 2, nature of activities on social media impact students' academic performance.

TABLE 4.5: Frequency distribution and percentage of correlation between time spent on social media and students' academic performance.

Research Question 3: Is there a correlation between time spent on social media and students' academic performance in EDU 421?

S/N	ITEMS	SA	A	D	SD
11	I have more than one social media accounts. (E.G WhatsApp, Facebook, Instagram, YouTube).	40 (66.67%)	10 (16.67%)	5 (8.33%)	5 (8.33%)
12	I make use of WhatsApp to disseminate knowledge to my class mate.	20 (33.33%)	21 (35%)	11 (18.33%)	8 (13.33%)
13	I engage in academic discussions on twitter and this has improved my academic performance.	37 (61.67%)	4 (6.67%)	15 (25%)	2 (3.33%)
14	I derive satisfaction online from entertainment and affiliation(chatting).	15 (25%)	42 (70%)	2 (3.33%)	1 (1.67%)
15	Social media has affected my academic performance in EDU 421 negatively.	4 (6.67%)	5 (8.33%)	10 (16.67%)	41 (68.33%)

From the table above, it can be seen that in item 11, 66.67% of the sampled respondents strongly agreed, 16.67% agreed, 8.33% disagreed, while the remaining

8.33% strongly disagreed. This indicates that majority of the respondents have more than one social media accounts. (E.g WhatsApp, Facebook, Instagram, YouTube).

In item 12, it is seen that 33.33% of the respondents strongly agreed, 35% agreed, 18.33% disagreed while the remaining 13.33% strongly disagreed that they make use of whatsapp to disseminate knowledge to my class mate.

In item 13, it is clearly seen that 61.67% of the respondents strongly agreed, 6.67% agreed, 25% disagreed while 3.33% strongly disagreed that they engage in academic discussions on twitter and this has improved my academic performance.

In item 14, it can be seen that 25% of the respondents strongly agreed, 70% agreed, 3.33% disagreed and 1.67% strongly disagree that they derive satisfaction online from entertainment and Affiliation (chatting).

In item 15, 6.67% of the respondents strongly agreed, 8.33% agreed, 16.67% disagreed and 68.37% strongly disagreed. This shows that majority of the sampled respondents strongly disagreed that Social Media has affected their academic performance in EDU 421 negatively. Therefore in response to research question 3, it is seen that there a correlation between time spent on social media and students' academic performance.

TABLE 4.6: Frequency distribution and percentage of gender influence on habit of social media usage.

Research Question 4 : Students' gender influence the habit of social media usage?

S/N	ITEMS	SA	A	D	SD
16	I use materials gotten from blogging sites to complement what I have been taught in my online class.	25 (41.67%)	30 (50%)	3 (5%)	2 (3.33%)
17	Male and female students use social media networks differently in different frequencies.	23 (38.33%)	28 (46.67%)	5 (8.33%)	4 (6.67%)
18	Female students use social networking sites more to explicitly foster social connections.	21 (35%)	29 (48.33%)	7 (11.67%)	3 (5%)
19	Male are more effective at using social networking sites for non-academic purposes.	20 (33.33%)	29 (48.33%)	7 (11.67%)	3 (5%)
20	Gender determines the level of social media network usage.	3 (5%)	7 (11.67%)	12 (20%)	38 (63.33%)

From the analysis, it can be seen that in item 16, 41.67% of the sampled population strongly agreed, 50% agreed, 5% disagreed while the remaining 3.33% strongly disagreed. This clearly indicates that majority of the sampled respondents agreed that

they use materials gotten from blogging Sites to complement what they have been taught in my online class.

In item 17, 38.33% of the sampled respondents strongly agreed, 46.67% agreed, 8.33% disagreed while the remaining 6.67% strongly disagreed. This indicates that majority of the respondents agreed that male and female students use social media networks differently in different frequencies.

Item 18, 35% of respondents strongly agreed, 48.33% agreed, 11.67% disagreed while the remaining 5% strongly disagreed. This shows that majority of the respondents agreed that Female students use social networking sites more to explicitly foster social connections.

Item 19, 33.33% of the respondents strongly agreed, 48.33% agreed, 11.67% disagreed. while the remaining 5% strongly disagreed. This indicates that males are more effective at using social networking sites for non-academic purposes.

Item 20, it can be seen that 5% strongly agreed, 11.67% agreed 20% disagreed while the remaining 63.33% strongly disagreed. This indicates that gender determines the level of social media network usage.

The analysis, it can be seen that in response to research question 2, Students' gender influence the habit of social media usage.

DISCUSSION OF FINDINGS

From the data collected and analysed, the following are the findings.

In research question 1, it can be seen that time spent on social media activities impact students' academic work negatively and this is based on the responses from the respondent. Time spent on social media activities could influence one's impact students' academic work. This is congruent to the study in Kogi State University which revealed that the exposure of the students to social media have effect on their academic performance. Evident show that social media have negative influence on the academic performance of students. Students who spend more time on social media are likely to perform poorly in their academics this is because instead of reading books, they spend time chatting and making friends via social media and this will definitely have negative effect on their academic performance.

In research question two, it is clearly seen that nature of activities on social media impact students' academic performance. Students use the social networking sites for different purposes.

In research question three, it is seen that there a correlation between time spent on social media and students' academic performance. Students can become really addicted to social networking sites that they lost track of time. Hence there must be discipline to regulate the number of hours spent online.

In research question four, it is seen that Students' gender influence the habit of social media usage. Male and female students use social media differently.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the researcher presents the summary of the study, conclusion as well as recommendation for further research.

SUMMARY

In this study, the aim was to evaluate how social media usage affects academic performance of University of Benin's 400-level Education students. Data for the research was gathered using a descriptive research design and questionnaire method. Four specific questions were used as guidance during data collection; frequency counts and percentages were also analyzed in addressing these four queries. This research involved participants from Faculty of Education, Department Of Educational Foundation with sixty selected respondents representing their population at large. The result obtained through our detailed analysis exhibited that...

- 1) Time spent on social media activities impact students' academic work negatively.
- 2) Nature of activities on social media impact students' academic performance.
- 3) There a correlation between time spent on social media and students' academic performance.
- 4) Students' gender influence the habit of social media usage

CONCLUSION

After analyzing the findings of the study, the researcher reached a conclusion that; The negative impact of social media activities on students' academic work is evident as it has become an essential part of their daily lives, consuming most of their free time. The survey results showed that the nature and amount of time spent by respondents on social media adversely affected their academic performance. Although some students use these platforms for research or assignments, a considerable number engage in entertainment or chats with peers leading to decreased productivity in academics.

A correlation is found between students' academic performance and the amount of time they spend on social media. The study reveals that students prioritize spending their time on social networking sites over reading hours.

The gender of students plays a role in their social media usage habits, as males and females tend to utilize these platforms in distinct ways.

RECOMMENDATIONS

The researcher suggested that the problems could be resolved by implementing the steps recommended in this study's findings and conclusion.

(i) It is important for school counselors to educate students about the impacts, both positive and negative, of social media usage on their academic performance.

(ii) By accessing counseling intervention programs, students can gain a deeper understanding of themselves and learn effective study habits that enable them to steer clear of social media distractions.

(iii) To improve academic performance and minimize setbacks in students' studies, it is imperative to broaden Social Networking Sites by establishing new pages that cater specifically to educational activities.

(iv) It is essential that students become aware of the potential harm caused by excessive use of social networks and adopt a responsible approach towards their academic results and learning process.

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