

RELATIONSHIP BETWEEN SOCIAL MEDIA AND ACADEMIC PERFORMANCE AMONG STUDENTS OF FEDERAL COLLEGE OF EDUCATION KATSINA, KATSINA STATE, NIGERIA**BY****Yaro, Hauwa Bodinga (Ph.D): Department of Educational Foundations, Faculty of Education, Sokoto State University, Sokoto****&****Yahaya, Ishaka: Department of Educational Foundations, Faculty of Education, Federal University Kashere, Gombe State****Abstract**

This study examined the relationship between social media and academic performance among students of Federal College of Education Katsina. Three research questions, objectives and three research hypotheses guided the study. The study adopted a correlational research design. A multi-stage sampling technique was adopted and with the use of Research Advisor table for determining sample size, a sample of 306 respondents was determined from the population of one thousand two hundred and fifty nine (1,259) undergraduate students. A researcher designed questionnaire was used to collect data for this study. Hypotheses one and two were subjected to Pearson Product Moment Correlation Coefficient (PPMCC) while hypothesis three was tested using t-test analysis. The result of the findings revealed that: there is a positive relationship between Facebook Messenger and students' academic performance of Federal College of Education Katsina; there is a positive relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina; and Male and female students do not differ significantly in their academic performance in Federal College of Education Katsina. Based on these findings, recommendations was made among other things that, seminars should be organized in the various Schools or Departments to enlighten and encourage students more to make use of their social media handles more effectively to enhance their academic performance as indicated in the finding of this study.

Keyword: *Social media, Academic performance, Students, Federal college of education and Katsina*

Introduction

The advent of the internet in the 1990s led to major developments in the world of communication hence the introduction of social networking sites (SNSs). The coming into being of these sites revolutionized the world of communication and today we celebrate its improvements ranging from education to entertainment. The evolution of the internet has led to its usage as the best medium of communication whereby two-third (2/3) of the internet world's population visit social networking sites (SNSs) thus serving as communication and connection tools. These networking sites are referred to as social media (Boyd and Ellison, 2007). Social media exploded as a category of online discourse which enables people to create contents, share them, bookmark them and network at a prodigious rate (Alwagait & Shahzad, 2014). This has breached the gab that existed in communication where people had to rely solely on traditional methods such as letters and phone calls as a mode of getting in touch with friends and relatives. Today, communication is as easy as walking into a neighbor's residence to deliver a piece of information or vice versa through the use of social media. Social media is fast changing the public discourse in the society and is setting trends and agenda in topics that ranges from the environment and politics to technology and the entertainment industry (Calvete, Orue, Estevez, Villardon & Padilla, 2010).

The driving factors for adoption of social media are the progressively ubiquitous access, convenience, functionality, and flexibility of social technologies (Brown, 2010; Saunders, Lewis & Thornhill, 2012). These factors have made the adoption of social media very easy and have tremendously improved mankind's life by exposing him to different ways of creating and sharing information. An additional benefit of social technologies provided on the internet is that they are frequently free or require marginal investment, thereby eliminating a potential barrier to adoption (Brown, 2010). As we know, nothing interesting is ever completely one-sided, so it is for social media as it comes with both positive and negative effects. There is a correlation between social media usage and academic performance of students in Universities (Alwagait & Shahzad, 2014). There have been various views and opinions which recognize four major advantages of social media use in higher education. These include; enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities (Maya, 2015; Sofela, 2012). Also, Liccardi in Obi, Bulus, Adamu & Sala'at (2012) argued that students are socially connected with one another and therefore share their daily learning experiences and do conversation on various topics through social media whereas Asemah and Okpanachi (2013), reviewed that social network websites grab students' attention and then diverts it towards non-educational and inappropriate actions including useless chatting. Research has proved the heavy presence of social media usage among students. Wiley and Sisson (2006),

for instance argue that previous studies have found that more than 90% percent of tertiary school students use social networks. It is also found out that, students use social networking sites (SNSs) approximately thirty (30) minutes throughout the day as part of their daily routine life (Gilbert, Ali, Naif, Alwaleed & Saad, 2018). This shows the level at which students are patronizing these sites and this may bring along both positive and negative effects on students as far as their academic performance is concerned. Advancement in technology in this era has reshaped all human activities on earth to include communication. The world has become a global village where the use of computer and internet facilities is indispensable. Social media is among the numerous means which the people interact and communicate online.

Today millions of people are now on social media such as Facebook, Whatsapp, 2go, twitter and others exchanging views, ideas and other related matters with a good number of them being students. It is assumed that the academic performance of students is facing a lot of neglects and challenges. There is a deviation, distraction and divided attention from the students between social networking activities and their academic work. The study wants to finding out the extent of relationship between social media and students' academic performance. A case study of Federal College of Education Katsina.

Objectives of the Study

The objectives of this study were to find out:

1. Relationship between Facebook Messenger and students' academic performance of Federal College of Education Katsina.
2. Relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina.
3. Difference between male and female students' academic performance in Federal College of Education Katsina.

Research Questions

The following research questions guided the study:

1. What is the relationship between Facebook Messenger and students' academic performance of Federal College of Education Katsina?
2. What is the relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina?
3. Is there any significant difference between male and female students' academic performance in Federal College of Education Katsina?

Research Hypotheses

Based on the objectives of the study, the following hypothesis were formulated:

1. There is no significant relationship between Facebook Messenger and students' academic performance of Federal College of Education Katsina.
2. There is no significant relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina.
3. There is no significant difference between males and females students' academic performance in Federal College of Education Katsina.

Methodology

The researchers used correlational research design of the descriptive type in this study. A correlational design is a type of research that is concerned with determining or measuring the degree of relationship between two or more variables for the purpose of making predictions about such relationships. The population of the study comprises all the under graduate students of Federal College of Education Katsina. Therefore the total population of the study is one thousand two hundred and fifty nine (1,259) students. This study adopted a multi-stage sampling techniques. This is because a multi-stage sampling technique allow the researchers to use more than one sampling technique to arrive at sample for the study. Thus, in order to arrive at reasonable sample size, Research Advisor (2006) table for determining sample size from a population was used to determine 306 samples. Consequently, proportionate sampling technique was used to distribute sample across the Department. At the end simple random sampling technique of fold and random picking method was used to arrive at the individual representation of the study. This is presented in Table 1.

Table 1: Sample Size of the Study

S/N A.	DEPARTMENTS Humanities	GENDER			Sample Size
		Male	Female	Total	
1.	English	15	10	146	35
2.	Hausa	10	5	198	48
3.	Islamic	5	5	186	45
4.	Arabic	56	75	176	43
5.	PHE	44	23	67	16
B.	Sciences				
6.	Biology	25	20	215	52
7.	Chemistry	15	10	123	30
8.	Physics	15	15	85	21
9.	Mathematics	208	233	63	16
	Total			1,259	306

Source: Research Advisor (2006)

The research instrument used in the study was the researchers designed questionnaire titled “Social Media and Academic Performance of Students Questionnaire (SMAAPOS)”. The instrument was validated by experts in the Department of Education, Faculty of Education, Sokoto State University Sokoto as well as General Studies (English Language) lecturers at Federal College of Education Katsina. There independent judgments ascertained the content validity of the instrument. And for the reliability, a test re-test method was adopted. A sample of 30 undergraduate students was drawn from Isa Kaita College of Education Katsina at 4 weeks interval between the first test and second test. And the two set of scores were correlated and a reliability indices of .76 and .72 was obtained for Social Media and academic performance test respectively. The social media questionnaire was scored on a four point likert scale of Strongly Agree (AS)= 4, Agree (A)= 3, Strongly Disagree (SD)=2 and Disagree (D)= 1. While the academic performance test was scored based on multiple options of a, b, c and d. Meanwhile, the analysis of data was carried out based on the research hypotheses. Ho1 and Ho2 were subjected to Pearson Product Moment Correlation Coefficient (PPMCC) while Ho3 was tested using t-test analysis through Statistical Package for Social Sciences (SPSS) version 21.0.

Hypotheses Testing

Ho₁: There is no significant relationship between Facebook Messenger and students’ academic performance of Federal College of Education Katsina.

Table 2: Relationship between Facebook Messenger and students’ academic performance of Federal College of Education Katsina (N= 306)

Variables	N	Mean	Std. Deviation	r-Cal	P- value	Decision
Facebook Messenger	306	15.62	2.306	.255	.001	Significant
Academic Performance	306	15.52	2.841			

$\alpha = 0.05$

From the above table 2, it can be seen that the relationship between Facebook Messenger and students’ academic performance has a calculated r-value of .255 (positive). Thus, the hypothesis is rejected. This indicates that there is a positive relationship between Facebook Messenger and students’ academic performance of Federal College of Education Katsina because the p-value is less than the .05 level of significance. Therefore, hypothesis which states there is no significant relationship between Facebook Messenger and students’ academic performance of Federal College of Education Katsina is rejected.

Ho₂: There is no significant relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina.

Table 3: Relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina (N= 306)

Variables	N	Mean	Std. Deviation	r-Cal	P- value	Decision
Whatsapp Messenger	306	13.05	3.630	.625	.000	Significant
Academic Performance	306	15.52	2.841			

$\alpha = 0.05$

From the results of table 3 above it can be seen that the relationship between Whatsapp Messenger and students' academic performance has a calculated r-value of .652 (positive). Thus, the hypothesis is rejected. This indicates that there is a positive relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina because the p-value is less than the .05 level of significance. Therefore, the hypothesis which states there is no significant relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina is rejected.

Ho₃: There is no significant difference between male and female students' academic performance in Federal College of Education Katsina.

Table 4: t-test Difference in Academic Performance between Male and Female Students

Variables	N	Mean	Std. Deviation	Df	t-value	Decision
Male	207	26.10	9.634	128	.938	Not Significant
Female	99	25.90	6.172			

From the result of table 4, an independent t-test was conducted to compare the difference between male and female respondents. The result depicts that there was no statistical significant difference between male respondents [$M = 26.10$, $SD = 9.634$] and that of female respondents [$M = 25.90$, $SD = 6.172$], $t = .938$]. Thus, the hypothesis was accepted. The result implies that both male and female students do not differ significantly in their academic performance.

Discussion of Findings

Finding from hypothesis one revealed a positive relationship between Facebook Messenger and students' academic performance of Federal College of Education Katsina. This is in line with the work of Monia and Inam (2018) conducted a study on the Impact of Social Media Usage on Student Academic Performance: University of Tabuk an Example. The research investigated the benefits and the drawbacks of the social media use on student academic performance by conducting a survey on university students in Saudi Arabia especially in Tabuk University. The survey also explored which social network is the most popular amongst Tabuk university students and which one is useful for their academic skills. The survey has received 270 responses and descriptive statistics shows the relationship between the numbers of hours spent exploring the social media sites and the academic performances for the student. The results of this paper can be useful to propose an effective plan to enhance the academic performance for the students by improving the use of the social media sites.

Nevertheless, the study disagree with that of Olubiyi (2012) which states that these days' students are so engrossed in the social media that they are almost 24 hours online. Even in classrooms and lecture theatres, it has been observed that some students are always busy ping, 2going, Face booking while lectures are on. Finding from hypothesis two revealed that, there is a positive relationship between Whatsapp Messenger and students' academic performance of Federal College of Education Katsina. This finding agrees with that of Gilbert, Ali, Naif, Alwaleed and Saad (2018) carried out a study on the impact of social media on academic performance of selected college students. The purpose of this article is to assess the impact of social media on academic performance of selected college students. In this article, the authors raise the actual impact of daily communication of youth in social media. Descriptive research design was utilized to gain accurate profile of situation. Sixty (60) Business Administration and Management Information System students who are actively using social media are the respondents of the study. It was conducted during the summer semester of academic year 2017-2018. Summing-up, social networks becomes an integral part of the students' full life, took up most of their free time. Undoubtedly, in social networks, there are also things useful for the development of the students. In addition, communication with peers through social networks can help a student socialize, find new friends, discuss with them issues related to studies. Thus, it can be concluded

that social media have a dual impact on student achievement, and it is necessary to approach adolescents' use of social networks with ultimate responsibility.

Also, the findings concur with that of Alwagait and Shahzad (2014) in his study social media effects on the academic performance. The Internet and in particular social media applications such as Facebook, YouTube and many others, are obviously “overtaking the world” and could be regarded as “a global consumer phenomenon” (Camilia, Ibrahim, & Dalhatu, 2013) . Social media usage is one of the most common activities among children, adolescents, and emerging adults nowadays. It offers today’s youth a portal for entertainment and communication and it is becoming one of the main platforms for accessing information and news. This aggressive adoption of social media among the younger generation could be attributed to their up to date knowledge of and comfort with the latest technology and the convenient accessibility to these social networking tools (Vorderer, 2016). The study aimed to shed the light on the social media effects on the academic performance of university students in Egypt and aims to clarify to different stakeholders the relationship between the social media usage and academic performance and to harness full potential of social media. This study examines the role of social media in students’ academic endeavors and ultimately their academic performance through their reported perceptions and reflections. It also examines factors that might influence the nature of this relationship, and its tentative impact on the academic performance of Nile University undergraduate students.

An explanatory sequential mixed method approach is employed in order to get both quantitative and qualitative data, the responses of 442 Nile university undergraduate student were collected and were scored, coded and inserted into SPSS, and were analyzed using multiple statistical descriptive and inferential statistical tests based on the research question and the nature of the data to be analyzed using frequency tables, crosstabs, Anova, Post Hoc and t-tests. The findings of the study explains the perception of Nile university students of social media effects on their academic performance, and to what extend do they use social media for academic related purposes, and it explores the effect of the different academic majors, academic statues and gender on the social media usage perception and usage. Significant differences in the behavior of students from different academic majors and different academic status in perceiving and using social media emerged which might require further investigation.

Finding from hypothesis three indicated that, Male and female students do not differ significantly in their academic performance in Federal College of Education Katsina. The finding of this study seem to support that of Obi, Bulus, Adamu & Sala’at (2012) which noted that, the improved usage of Websites has become a worldwide phenomenon for quite some time regardless of their gender. The findings goes contrary to several researches such as Williams and Jacobs (2004) which noted that boys and girls now use the social media for the majority of their daily activities and information gathering, as opposed to older generations who used resources like the television or newspaper This is in line with the findings of Kyoshaba (2009) which noted studies have shown that boys have been online more than girls in previous decades because of earlier forms of technology such as video or computer games.

Conclusion

From the findings of this study, it was concluded that Facebook manager was related to students’ academic performance; Whatsapp messenger was related to students’ academic performance and male and female students do not differ significantly in their academic performance.

Recommendations

In the light of the findings, the following recommendations are made;

1. Seminars should be organized in the various Schools or Departments to enlighten and encourage students more to make use of their social media handles more effectively to enhance their academic performance as indicated in the finding of this study.
2. Students should make sure that they use these social media handles judiciously to ensure that they do not become detrimental to their academic performance.
3. Both male and female students should adopt the use of social media platforms (facebook and Whatsapp messengers) in assignments or discussions to help inculcate the habit of using these sites for academic work.

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