

**THE EFFECT OF SOCIAL MEDIA ON THE ACADEMIC
PERFORMANCE OF STUDENTS OF ISAAC ADAKA-BORO
COLLEGE OF EDUCATION, SAGBAMA, BAYELSA STATE,
NIGERIA**

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ABSTRACT

The paper investigates the effect of social media on the academic performance of the students of Isaac Adaka-Boro College of Education, Sagbama, Bayelsa State. The rationale behind the study is to find out whether the exposure of the students to social media has effect on their academic performance. The paper is anchored on two theories; namely: social information processing theory and media equation theory. The survey research method was adopted, employing the questionnaire as an instrument of data collection. The findings reveals that students of Isaac Adaka-Boro College of Education, Sagbama, Bayelsa State, Nigeria, have access to social media and that their exposure to social media is to a very significant extent. Findings also show that exposure to social media has effect on the students and that the effect is negative. Findings also show that facebook is the most used social media by undergraduate students of Isaac Adaka-Boro College of Education, Sagbama, Bayelsa State. In respect to the findings, the work dedudes that exposure to social media by the students of Isaac Adaka-Boro College of Education Sagbama has negative effect on their academic performance. To this end, the paper recommends that the students should reduce priority given to social media and focus more on their academic activities.

Keywords: *Social Media, Academic Performance of Students of Isaac Adaka-Boro College of Education, Sagbama, Bayelsa State.*

INTRODUCTION

Education is no doubt the best instrument for social reconstruction and progress. It is the process through which individuals acquire adequate and appropriate knowledge, skills, Attitudes, values and behavior necessary to function optimally as a citizen (Boonprasert, 2010). It is also the belief that no nation can develop without proper formal education of its citizenry since education is considered the bedrock of all facets of development of any nation (Anho, 2011). Therefore, the Nigeria education system is still considered as work in progress because over the years, the Nigeria education sector has experienced tremendous revolution in the area of physical infrastructure, funding, personnel and management principles and techniques.

However, the introduction of technology (ICT) in the business of education has rather change the story of the Nigeria education system to near success over the years. In the 21st century, the use of the Internet (including the use of social media) has globally become an integral part of humans' daily lives (Sorensen et al, 2014). Technology has exposes mankind to better ways of doing things.

The evolution of internet technology has led to its use as the best medium for communication, whereby, two-third of the world's internet population visit social networking or blogging sites, thus serving as communication and connection tool. Social networking site according to (William, Boyd, Densten, Chin, Diamond and Morgenthalr, 2009) are online communicate with other users who want to communicate with other users about areas of mutual interest, whether from a personal, business or academic perspective.

The revolution that came with technology is the use of social media sites such as Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Google talk, Google Messenger, iPhone, Androids and so on. These networking sites are used by most people to interact with old and new friends, physical or internet friends (Adeboye, 2012, cited in Asemah and Edegoh, 2012).

Social media are not just websites. They are an interwoven system of services, tools, and practices that support online community building, collaboration, participation or interaction and sharing of information or resources (Junco et al, 2010). They are technologies that have drawn the attention of varieties of people (not excluding educators and students) and they have all become an important aspect in the lives of the users

However, exposure and use of these networks tend to have negative implications on the students and their academic performance in high institutions in Bayelsa state, specifically, Isaac Adaka-Boro College of Education, Sagbama, Bayelsa State, which is the study area. Oye, Helou and Rahim (2012:25) buttress this point in their assertion emanating from their findings that "as a result of more time being dedicated to the use of social networking sites for non-academic usage and less time to academic usage by students, it tells considerably on what becomes their academic output". In view of this, the use of social networking sites has raised dust among researchers.

The researcher observed that, with the emergence of numerous social networking sites like Facebook, WhatsApp, Instagram, Tweeter, and Snap Chat available today, the socialization patterns of young people have changed dramatically. These social networking sites are used to mediate personal interactions and communication, as well as provide youths with a powerful space

for socializing, learning, and participating in public life. However, the combination of social networking activities with educational activities has raised questions on the performance of students in school, since they combined both activities to their academic pursuit.

Incidentally, such fears according to the researcher are further aggravated by the steady increase in the adoption of these sites especially Facebook, Instagram, Tweeter among students of higher institutions of learning in Bayelsa state in recent time. The situation in Isaac Adaka-Boro College of education in bayelsa State is critical, for instance, the researcher in recent times had observed that, most students in the institution has access to mobile phones and laptops with internet facilities, hence, making them to spend more time on social media than their academic works.

The researcher on a visit to the institution and while interacting with some of the students discovered that, many students are addicted to this social media menace, many explained that they can't just do without visiting social media for the whole day, while others even chat on social media in their various classrooms while lectures are going on, hence has relegated academics and studies to the background. Many students in the institution use a good number of their time on social networking. it is bad to the extent that, some invest monies meant for buying of books and other instructional materials on monthly, daily and weekly subscription to enable them chat with friends on and offline. This according to the researcher has affected the grades of the students and their academic performance negatively, which if not properly handled will shift students from their main purpose which can even result to school drop-out has observed by (Paki A.E & Sunday Akpoebidor Oduru, 2018).

It is the aforementioned report that made the researcher to investigate into the effect of social media such as Facebook, Instagram, Tweeter, WhatsApp and Snap Chat on the academic performance of students of Isaac Adaka-Boro College of Education, Sagbama Town in Sagbama Local Government Area of Bayelsa State, Nigeria with the aim to proffer lasting solution. Therefore, the gap between this work and other related researches is that, nobody has looked into this area of investigation, making this research to be very significant to the students and researcher because it is topical and contemporary issue which affecting students' academic performance.

Study Area

Sagbama Town is the Headquarters of Sagbama Local Government Area in bayelsa state. This is the community that play host to Isaac Adaka-Boro College of Education. The school was established in 2007 by the then Governor of the state, Timipri Sylva and was located in Okpoama community in Brass Local Government area of the. But in (2012), the incumbent Governor, Henry Seriake Dickson relocated the school to Sagbama, the present location which has produced about 1000 NCE holders in the past six years. The current population of the school according to AD, (2018) stands at 969 which year one, two and three records 319, 223 and 427 respectively. According to the office of the Provost (2018), Isaac Adaka-Boro College of Education Sagbama has a total of five faculties which includes faculty of Education, Business Education, Language Education, Arts and Social Science, and faculty of Sciences, with twenty-six Departments, OP, (2018).

Review of Related Literatures

The revolution in the technological industry, especially social media network has negatively affected students and their academic performance over the year. This has prompted researchers such as Oye (2012), Moon (2011), Shana (2012) Young

(2006), Jeong (2005), Yoon (2000), (Sorensen et al, 2014), Fano and Pellizzari (2015), Alloway et al (2013) and Kirschner and Karpinski (2010), investigated the issue and dealt with it in their respective works, have conducted research to ascertain the influence of social media on users; for example, in a study on "impact of Facebook, WhatsApp, tweeter, Instagram on students' academic performance", averred that social media have negatively impacted on students laziness in terms of their academics. According to these findings, the more students use social media sites, the more it affects their academic performance, which many researchers observed that most of the younger students use social networking sites mainly for socializing activities, rather than for academic purpose.

Furthermore, research has revealed that students use social network mainly for making friends and chatting. The type of social media or network subscribed to by a teenager and adults exerts influence on him or her to visit the internet. Internet addiction is significantly and negatively related to students' academic performance, as well as emotional attributes. Seo (2004) corroborates Jeong's assertion when he opined that the negative influence of internet is only on excessive users and not on all users. Rather (2013, p. 69) avers that:

The Social networking sites and blogs which are being used today with tremendous passion and zeal have transformed the way of using internet in recent years by describing online tools and utilities which allow users for communication, participation and collaboration of information online. Today's young generation, especially teens and youth are using technology through innovative ways due to which they are referred to as Millennials and have changed the ways we think, work and communicate even though they are in formative

years of their life. Today's youth because of these social networking sites have become technology addicts and are quite introverted.

A new research study finds that widespread use of media among freshman college students may compromise academic performance. The study is one of the first to explore mechanisms of media effects on academic outcomes. Investigators determined that use of media, from texting to chatting on cell phones to posting status updates on Facebook may lower grades for freshman female students (Nauert, 2007). This calls for the need to investigate the motivations for the situation and for what it implies for students. Generally, the relationships between social media and students' academic performance in Nigeria in general and Bayelsa State in particular appear under-researched.

Research Methods

This study adopted a survey research design. 110 students of the Isaac Adaka-Boro College of Education Sagbama were sampled from a population of 969 students. Questionnaire was given to respondents to give their response on use, exposure, access to social media. Data collected were analyzed using the statistical package for social science SPSS version 23 in calculating the frequencies, percentages, mean and standard deviation.

Data Presentation/Analysis

Table 1: Exposure of Students of Isaac Adaka-Boro College of Education to Social Media

Items	Frequency	Percentage	Remark
Agreed	110	100%	High response
Disagreed	Nil	0%	No response
Total	110	100	

Field Survey, 2018

The data in table 1 shows that the students of Isaac Adaka-Boro College of Education Sagbama, are exposed to social media. All the respondents agreed that the students have access to social media.

Table 2: Extent to which students of Isaac Adaka-boro College of education has Access to New Media

Questions	Frequency	Percentage	Remark
Very Great Extent	70	63	Very High
Great Extent	38	34	Relatively High
Not at all	Nil	0	No response
Low Extent	9	8	Low
Very Low Extent	3	3	Very low
Total	110	100	

Field Survey, 2018

From the analysis of the above table, its shows it was a general opinion of the respondents that, students of Issac Adaka-Boro College of education are exposed to the social media to a very great extent. A good percentage (63%) of the respondents says it was to a very great extent.

Table 3: Responses on the rate of exposure of students of Isaac Adaka-Boro College of Education, Sagbama, to Social Media.

Question	Frequency	Percentage	Remark
Facebook	60	55	Very High
Tweeter	8	7	
Instagram	10	9	
WhatsApp	30	27	Relatively High
Snap Chat	2	1	
Total	110	100	

Field Survey, 2018

In table 3, a good percentage of the respondents (55%) were of the opinion that facebook is the most widely used social media network among the students of Isaac Adaka-Boro College of education, Sagbama, followed by WhatsApp, Instagram, tweeter and snap chap with 27, 9,7 and 1 percent respectfully.

Table 4: Responses of how social media has negatively affected the academic performance of the Students

N	Items	SA	A	D	SD	Mean	STD.	DEC.
1.	Isaac Adaka-Boro College Of Education students spend more time on social media than their academic activities	83	27	0	0	4.0	.9537	Aptd.
2.	The influence of social media has negative effect on students' academic performance	20	90	0	0	3.1	.738	Aptd.
3.	Students who spend more time on socialMedia perform very poorly in their academics than those who do not.	51	59	0	0	3.3	.974	Aptd.
4.	Students' over exposure to social media haveNegative effect on their academic performance	65	45	0	0	4.0	.9828	Aptd.
5	The students now rely on social media to do their assignments without consulting other sources	86	24	0	0	4.1	.9996	Aptd.

Field Survey, 2018

Findings

The results from the Findings show that the students of Isaac Adaka-Boro College of education sagbama have access to social media and that the extent isvery high. This is evident in the majority of the respondents who agreed to that effect (63%). The implication of this is that the students of thehave access to social

media which is mainly because they use social media for various purposes.

Findings further show that the Facebook is the social media network that is most used by the undergraduate students of Isaac Adaka-Boro College of education Sagbama. This is evident in the majority of the respondents who agreed that Facebook is the social network mostly used by the students of Isaac Adaka-Boro College of education Sagbama. This report is however in line with the works Asemah and Edegoh (2013) who noted that Facebook is the most used new media by students in Nigeria high institutions. Facebooking has generally become one of the habits that encroach on students' study time, activities such as visiting the library or time spent reading notes and study materials. The survey of college students conducted by Kirschner and Karpinski (2010), as reported by Alloway et al (2013), measured the association between the use of Facebook and academic performance. It applied grade point average (GPA) and the time spent studying per week as variables. The study showed that students who did not use Facebook had higher grade point averages than students who used the social media website. One interesting thing about the study is that it spotlighted the blame put on poor time management by the Facebook user-participants for poor academic performance.

The Facebook, as noted by Asemah and Edegoh (2013), is a social networking site, which allows participant to create a profile, search and receive friend request. Participants can upload profile pictures, tags pictures and comment on pictures of friends. It also gives participants the opportunity to upload and share information, either public or private. There is also room of privacy in which participants grant access to selected participant within his or her group of friends. Face book is one the fast developing social networking site, particularly popular with people under the

age of 40, with nearly 500 million users worldwide. In many cases, it is just a way for people to keep in touch with each other and exchange news and photographs. Increasingly, though, young people prefer it as a source of news and information, rather than listening to radio or watching television (Asemah and Edegoh, 2013).

The findings also show that the rate of exposure of students of Isaac Adaka-Boro college of education Sagbama have grievous effect on their academic performance. This is confirmed in table 4 where majority of the respondents answered in the affirmative. Relatively, items in table 4 show that social media such as Facebook, tweeter, Instagram, WhatsApp and snap chat have negatively impacted on the academic performance of students of Isaac Adaka-Boro College of Education Sagbama. The Students who spend most of their time on social media are perform poorly in their academics. This is because, instead of doing their academic works such as reading their books, do their assignments and practical's, they spend most their time charting and making friends via the social media and this will definitely have negative effect on their academic performance, because when you do not read, there is no way you can perform well academically.

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