

**EXTENT OF SOCIAL MEDIA USE ON STUDENTS SOCIAL OUTLOOK FOR EDUCATIONAL
AND NATIONAL DEVELOPMENT**

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Abstract

The paper is to examine the extent of social media use on students' social outlook for educational and national development in Madonna University Nigeria, Okija campus, Anambra State. The research were guided with two objectives of examining the extent of social media use by the students of Madonna University Nigeria, Okija campus and to investigate if social media network usage affects student's academic performance. The study adopted a descriptive research design. The population consists of 2290 undergraduate students of faculty of social science and management science and out of which sample size of 120 respondents were selected through proportionate stratified random sampling techniques. Questionnaire method was used for data collection from the respondents, and a simple percentage, frequency and table were used for data analysis. The findings reveals that most students admitted exhibiting high usage of social media, and social media usage affects their academic performance. Social media sites can be used in enhancing student's academic performance when effectively utilized. The study made some recommendations that students be educated on the effects of social media on their social outlook to help curb the menace. Students should create a balance between chit-chatting and academic activity.

Keywords: Academic Performance, Social Media, Students' Social Outlook, Educational Development.

INTRODUCTION

In today's society, especially our generation, social media has become a major part of our daily activities. We have access to any information in the palm of our hands through our cell phones, Laptop, Ipad's, computer and other handheld derives. Recent technological advancement has brought not only development but has also turned the world into a 'Global village'. But as it is, technology, like two sided coin; bring both positive and negative sides to our entire existence. It keeps people in-the-know about happenings

around them. Keeps people enlightened and provide us with weather forecast in ten seconds or less. Emails, electronic banking and commerce, and most importantly, social media sites such as Facebook, Twitter, Instagram, WhatsApp, Snapchat, Imo, Blackberry, amongst others.

This networking sites are used by millions of people daily to communicate, interact with old and new friends. It keeps us up-to date and fully in trend of happenings within and around us. Although we see how it can serve as a positive thing by being a good source of communication. It can also serve as a negative thing such as cyber bullying and causes major distraction which leads to a false sense of connection. Fraudulent activities are majority carried out using social media at times. The present evolution of internet technology has led to its use as the best medium for communication. Social networking sites are online communities of internet users who want to communicate with other users about areas of mutual interest, whether from a personal, business or academic perspective. Social media has gained importance and acceptance at a very fast pace. It has become an avenue to share one's personal and professional life (Maduka, 2010). The usage of social media as a marketing tool is already implemented by many businesses.

According to Nielsen (2012), postulated that 84 percent of adolescents in America have a Facebook account. Over 60% of 13 to 17 years old's have at least one profile on social media, with many spending more than two hours a day on social networking sites. Nielsen (2012), further reported that internet users spend more time on social media sites than any other type of site. He further reported that; as the same time, the total time spent on social media sites on mobile devices increased by 99 percent to 121 million devices increased by 99 percent to 121 million minutes. In July 2012 compared to 66 billion minutes in July 2011.

Andrew (2014), gave an observation on the positive and negative impacts of social media usage. Social media can help to improve individuals' sense of connectedness with real or online communities and social media can be effective in communication and a strong marketing tool for entrepreneurs, non-profit organization, including advocacy groups and political parties and government. Clifton (2016), asserted that among young adult. The study showed that 69 percent of undergraduates claim to have experienced cyber bullies and also said that it is worse than face to face bullying. Social media has transformed our antiquated living into a global village and into a reality where billions of people communicate through social networking sites. Numerous benefits have been obtained through distant communication with the use of social networking sites. Khurang (2015), postulated that, social media bring more harm than good. He's of the view that, social networking has become an evident and usual sight to face individuals being insensitive to chat in worshipping places, homes when relatives and guests are around, highways, schools, colleges, and social gatherings where I they are preoccupied and engrossed into their phones that they do not even bother to look up as to where they are which results in the inability to prioritize as to what is important and what is not. Attention has thus been shifted from real to virtual world and visible to invisible friends.

Social networking sites are fast becoming very popular means of both interpersonal and public communication in Nigeria. Social networking sites are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information. Boyd (2016), defined social media networking sites as; web based services that allows individuals to construct a public or semi-public profile within a bounded system. According to Awake (2011), buttresses this point by noting that 'social networking has become hugely popular. Similarly, it took 3 years for radio to reach 50 million users, 13 years for television to attract the same number and 4 years for internet to do so, but it took Facebook 12 months only to gain 200 million users (Boyd 2016). Social networking sites provide various interactive platforms based on the intentions of their founders. There are for instance, social, political, academic, businesses, sports, romantic and religious platforms. In other words, the social networking sites by their words, the social networking sites by their nature has the capabilities of

educating informing, entertaining and inflaming the audience.

Onomo (2012), acknowledged this ability of the media by remarking that social networking sites has become a wide spread tool for communication and exchange of ideas, helping individuals and organizations with just causes to reach a phenomenally vast audience that could hitherto not be reached by traditional media. Thus, since the inception of social networking sites like facebook, twitter, 2go, myspace, skype, amongst others have mesmerized millions of users, many whom have been made to use these sites as their daily activities. Currently, there is a plethora of social networks with various features meant to suit the different interest of their followers. Essoungu (2016), explain that the new communication technology is one of few ways that young Africans can bypass the inefficiencies in the system that allow the status to hold on. It lowers the barriers to entry for everyone to get involved and be heard.

Anim (2010), aptly notes that societies greatly influence the operations and function of the media that operate within those societies. The manner in which the social media were used and the role they play in the recent uprising which rocked middle-east popularly referred to as “Arab spring”. Howard (2011), stated that, academic performance is the outcome of education, achievement of excellence which plays an important role in an individual placement, be it in the academic institutions or job placement. Due to this, many people are concerned with the ways they can enhance their academic achievement. The emphasis on academic excellence which is also prevalent worldwide has encouraged many studies about the conditions promoting it. The role of academic achievement as one of the predictors of one’s life success and also in the aspect of academic placement in schools to higher institutions as well as the level of employability in one’s career is inevitable. Kyoshaba (2012), further stating, academic performance, says it is measured by the examination result, or continuous assessment but there is no general agreement on how it is most important. Oye (2012), lamented that, majority of students feel that social platforms have positive impact on academic growth. In a different research conducted by Shana (2012), it was ascertained that students use platforms mainly for chatting and making friends. “The consequences of and making friends. “The consequences of internet and social platforms of students’ academic growth”.

Statement of the Problem

There has been some controversy for some time about the extent of social media use on students’ social outlook in Madonna University Nigeria, Okija Campus Anambra State. Since the present evolution of social media networking sites, parents and educators has shown great concern on the various effects it has on students. In a school like Madonna University, Nigeria Okija Campus, where social networking has attained great heights, there is a belief that most students spend more of their valuable time on social sites chatting, watching videos on YouTube and other social networking sites. There have been too much involvement of social networking by students in Madonna University, Nigeria Okija Campus. They find it difficult to concentrate on their studies. Some stay back in their various hostels for serial days due to this effect, watching the latest movies and fashion week shows using their handheld devices instead of studying.

Students at all levels now have their attentions divided. In the light of the above, this study becomes pertinent so as to examine the effects of social media usage on the level of academic performance by undergraduates in

Madonna University

Purpose of the Study

The main purpose of this study is to examine the extent of social media use on students’ social outlook in Madonna University Nigeria, Okija campus Anambra State. The specific purpose of the study are as follows:

1. To examine the extent of social media use by students of Madonna university.

2. To investigate, if social media network usage affect the students' academic performance.

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Scope of the Study

This study is concerned with the Extent of Social Media Use on Students' Social Outlook in Madonna University Nigeria, Okija Campus Anambra State. The study will be limited to Madonna University, Nigeria Okija Campus.

Research Question

Some research questions were formulated to guide the study. They are as follows:

1. What is the extent of student use of social media in Madonna University?
2. Does the social media network usage affect the students' academic performance?

Method

This study adopted descriptive survey design. The survey method is concerned with the collection of data and systematically describing the characteristics features of facts and opinion of a given population. The population of this study is 2,308 registered students of faculties of social sciences and management sciences. The researchers used a desired sample size of 120 respondents which presents approximately 5% of the target population of the students in the selected faculties. The sample size were selected using proportionate stratified random sampling techniques adopted to ensure that sub-groups in the population participated in the study in the same proportion as they existed in population. Thus Nworgu {2006} sampling fraction was used in selecting the sample from the population: $\text{sample/population} = n/N$ which is $120/2308 = 0.05$ or 5%.

Data of the study were collected using a structured questionnaire. Data obtained from the study were analysed using descriptive survey design. Percentage and mean were used to analyse data obtained from research question one and two.

Results

Research Question 1

What is the extent of students’ use of social media in Madonna University, Okija.

Table 1: Mean responses on the extent of students’ use of social media in Madonna University.

S/N	Items	Frequency	Percentage
1	My usage of social media has steadily increased overtime	89	11%
2	I make use of social media every day?	96	4%
3	Weekly	65	35%
4	Monthly	51.5	48.5%
5	Yearly	37	63%

From the table above, I make use of social media everyday (96%), my usage of social media has steadily increased overtime (89%) weekly (65%), monthly (51.5%), yearly (37%) student usage of social media is on a daily basis.

Research Question 2

Does the social media network use affect the students’ academic performance?

Table 2: Mean responses on how social media use affect the students’ academic performance.

S/N	Items	Frequency	Percentage
1	There is no improvement in my grades since I became engaged in social networking sites	83.5	16.5%
2	I usually have unlimited access to Facebook and this has affected my academic performance positively	22.5	77.5%
3	I usually have unlimited access to Facebook and this has affected my academics negatively	77.5	22.5%
4	I find myself most distributed by social media sites during examination period	93	7%
5	I use social media sites for many activities during examination period	89.5	10.5%

From the table above, I find myself most distracted by social media sites for many activities during examination period (89.5%), there is no improvement in my grades since I became engaged in social networking sites (83.5%), I usually have unlimited access to Facebook and this has affected

my academic performance negatively (77.5%), I usually have unlimited access to Facebook and this has affected my academic performance positively (22.5%).

The result reveals that the usage of social media affects students mostly during exam periods.

Summary of Findings

The findings indicated that the effects social media has on undergraduates is mostly negative, thereby prevented them to focus adequately on their academic. The findings reveal that the extent of students' use of social media has the highest frequency of everyday. The findings also reveal that social media network use affects the academic performance of students; students are most distracted by social media sites during examination.

Discussion of Findings

The discussion of findings are based on the following sub-headings

- Extent of students' use of social media in Madonna University, Okija Campus.
- Does the social media network use affect the students' academic performances

Extent of students' use of social media in Madonna University, Okija Campus

The result obtained from the research question one indicated that students exhibited high usage social media. However, our results suggests that the quality of social media use is not as useful as measuring how one integrates this use into connection (Jenkins Guameri, Wright, 20013).

Does the social media network use affects the student academic performance.

The result obtained for research question two reveals that social media usage affects student academic performance. The reveals that high responses gotten stated that social media networking affect their academic performance.

According to Itodo (2011), posits that there seem to be an alarming rate of social networking obsession among students today; a trend that could affect their academic, social and spiritual lives negatively if not properly controlled.

Recommendations

In the light of the findings of this study, the following recommendations were made.

1. Students should be educated on the effects of social media on their social outlook to help in curbing the menace these sites can pose in students' social life.
2. Lecturers should ensure they use the social media as a tool to improve the academic performance of students in school. Showing them webpage's with enormous academic improving sites.
3. Students should create a balance between chit-chatting and academic activities. More attention should be directed to research.

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