



IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF SECONDARY SCHOOL STUDENTS IN MAKURDI LOCAL GOVERNMENT AREA



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Abstract

This study investigated the Impact of social media on Academic Performance of Secondary School Students in Makurdi Local Government Area. Two research question and two hypotheses guided the study. A review of related literature was carried out under theoretical/conceptual framework, empirical studies and summary. Descriptive survey design was used for the study. The population was 8520 students in 25 Secondary Schools in Makurdi Local Government Area. Ten public Secondary Schools out of 25 in Makurdi Local Government Area were selected using simple random sampling techniques to select 200 students in sampled (20 students per school). An instrument titled: "Impact of Social Media on Academic Performance". Questionnaire (ISMAP) was used for data collection. Data collected were analyzed using mean and standard deviation to answer research questions and chi-square test of goodness of fit was used to test the null hypothesis. The results showed that use of Facebook, and Whatsapp, have significant impact of social media on Academic Performance of Secondary School Students in Makurdi Local Government Area. The researchers therefore, the study recommended that the School administrators should embark on regular inspection of students to fish out students who engage in facebook during school hours and be punished if caught so as to serve as deterrent for others and the study also recommended that the Parents should also monitor the activities of their children at home especially those who engage whatapp throughout the day do desist from such act and concentrate on their studies even at home.

Keywords: *Impact, Social Media, Academic Performance, Secondary School Students*

Introduction

Academic performance of students especially at the secondary school level is not only pointer to the effectiveness or otherwise of schools but a major determinant of the future of youths in particular and the nation in general (Ewumi, 2012). Adeyemo (2014) also opined that the major goal of the school is to work towards attainment of academic excellence by students. He further maintained that school may have other peripheral objectives but excellent academic performance of children is often the expectation of all parents. Thus, the role of academic performance 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, 2019).



According to Kathryn (2010) academic performance also refers to excellence in all academic discipline, in a class as well as extra- curricular activities. It includes excellence in sporting behaviour, confidence, communication skills, and others. Steinberg (2015) posit that academic performance encompasses students' ability and performance: it is multidimensional; it is intricately related to human growth and cognitive, emotional and social physical development; it reflects the whole child; it is not related to a single instance, but occurs across time and levels, through a student's life in public school and into post-secondary years and working life. It thus, refers to how well a student is accomplishing his tasks and studies (Alexander, 2012).

Social Media on the other hand is a form of electronic communication which facilitates interaction based on certain interests and characteristics. Lenhart and Maddern (2017) defined Social media as any web site that enables users to create public profiles within the web sites and form relationships with other users of the same web sites. Social media networking sites can be described as community- based web sites, online discussion \ rum, chat rooms and other social spaces online. Social media network sites affect individual relationships, expand their personal networks. Therefore, it is an online service that facilitates the building of social relations among people who share the same interests, activity, backgrounds or real life issues. Social network services consist of a representative of each user, for example, a profile, social links and other services in the network (Coyle, 2018).

According to Enikuomelin (2011), a direct relationship exists between social media usage and academic performance of students in secondary schools. However, the darker side within technological evolution has resulted in dilemmas such as the set back of real values of life, especially among teenage students who form the majority of users interacting through the use of social networking sites. With so many social media sites displayed on the internet, students are tempted to abandon their homework and reading times in preference for online chatting with friends. Many students are now addicted to the online rave of the moment, with facebook, Whatsapp, twitter, blog, 2go, instagram, yahoo messages, youtube and myspace.

Facebook According to Alvarez (2015), is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Anyone can be a roistered user of the website. Users create a profile and add other friends: they can exchange messages, post status, updates and photos, share video and receive notifications •A hen others update their profiles.

Whatsapp according to Fawzi (2015) is a mobile application used for instant messaging purposes to replace the normal phone short messages (SMS) because of its capacity to send large volume of messages and media files unlike the SMS. Once whatsapp application is installed, users can then create their personal whatsapp account which will be visible to other whatsapp users in their phone contact lists upon synchronization. Whatsapp therefore enable two people to chat and make video or voice call, and groups of people to make group chat using internet/Wi-Fi connection or data charges.

Social media generally have one common goal which is to encourage new ways to communicate and share information. It also provides great opportunities for members including secondary school students who use it to promote the services of the library and et first class information of what is happening around them. The students thus, benefit from the postings in some sites because some postings can be informative and educative and the students after reading such posts can comment on them. However, some secondary school students have formed the habit of visiting different social media sites which may be reason for poor academic performance of students in secondary schools in Makurdi Local Government Area. It is in the light of this background that this study seeks to investigate the impact of social media on academic performance of secondary school students in Makurdi Local Government Area of Benue State.

Statement of the Problem

The problem of poor academic performance of students in Nigerian secondary schools in general and Makurdi Local Government Area of Benue State in particular has been an issue of great concern. Parents, teachers, curriculum experts and school counsellors have also expressed considerable

concern about this poor performance in external examination such as; West African Examination Council (WAEC) and National Examination Council (NECO). While some students perform well in these examinations, a huge number perform poorly.

The entire process of education and the development of literacy depend on printed words and reading which is the crucial means through which students develop this literacy and the knowledge about its environment. Nevertheless, secondary school students who supposed to use social media to promote and uplift their academic career turn it to a reverse. as these set of students are often being observed during school time in various hiding places either chatting or watching immoral videos.

It is so common these days that many young people are addicted to social media activities, abandoning homework and reading time in preference to chatting with friends, even at lecture times, many students are on phones engaging in one form of chatting or the other which can be quite distracting and loss of concentration most times. The academic performance of students is thus, facing a lot of neglect and divided attention between social media activities and their academic work. It is also observed that students devote more attention to social media sites than they do to their studies. Therefore, this study seeks to investigate the impact of social media on academic performance of secondary school students in Makurdi Local Government Area.

Purpose of the Study

The purpose of this study was to investigate the impact of social media on Academic performance of secondary school students in Makurdi Local Government Area. Specifically, the study seeks to:

1. determine the impact of facebook on academic performance of secondary school students in Makurdi Local Government.
2. ascertain the impact of whatsapp on academic performance of secondary school students.

Research Questions

The following questions are to guided the study;

1. To what extent does facebook impact on academic performance of secondary school students in Makurdi Local Government Area?
2. What is the impact of the use of whatsapp on academic performance of secondary school students?

Hypotheses

The following hypotheses were formulated and tested at 0.05 level of significance:

1. There is no significant impact of facebook on academic performance of secondary school students in Makurdi Local Government Area.
2. There is no significant impact of whatsapp on academic performance of secondary school students.

Scope of the Study

The focus of this study is to examine the impact of social media on academic performance of secondary school students. It is limited to variables such as;facebook and whatsapp. The research is limited to public secondary schools in Makurdi Local Government Area.

Methodology

The research employed descriptive survey design which according to Emaikwu(2013) is one in which a group of people or items are studied by collecting and analyzing data from people considered to be representative sample of the entire population. The research covered Makurdi Local Government area of Benue State. The population of this study consists of 8520 students in public secondary school in Makurdi Local government. The total population of students in public secondary school in Makurdi Local

Government according to the Directorate of planning, Research and Statistics of Benue State Teaching Service Board (2022) is 9,852 students.

A sample size of 200 respondents was used for this study. These participants was selected from the population of 8520 from the study using stratified random sampling and simple random sampling. Stratified random sampling was used to select 10 public secondary schools out of the 25 in Makurdi LGA. While, simple random sampling was used to select two hundred 200 students in the proportion of 20 students per schools. The simple random sampling technique was used in order to guarantee equal chances for all the students of been selected into the sample.

The instrument that was used for the collection of data in this study is questionnaire. A structured questionnaire constructed by the researcher titled, "Social Media and Academic Performance Questionnaire (SMAPQ)" was used for data collection. The questionnaire contained 10-items and was structured into two clusters based on the purpose of the study. Cluster A dealt with items concerning facebook, and cluster B dwelled on items concerning whatsapp. The instrument was constructed on a four points rating scale with a response mode of Strongly Agree (SA) - 4, Agree (A) - 3, Disagree (D) - 2 and Strongly disagree (SD) - 1 responses to discriminate the respondents' opinions.

The questionnaire was administered in each school by the researchers after taking permission from the schools authority. After giving permission, the researchers met the students and explained the purpose of the study before given them the questionnaire. The participants were allowed enough time to respond to the questionnaire items before instant retrieval. These methods of administration was adopted to ensure high response rate. Data from the respondents was analyzed using mean scores and standard deviation to answer the research questions and chi-square statistical tool was used to test hypotheses at 0.05 level of significance. Since the four-point rating scale were adopted for the research, 2.50 was used as the cut off mean score. Thus, an item with any mean score of 2.50 and above was regarded as having influence while, any item with a mean score below 2.50 was regarded as negative responses and rejected.

Results and Discussions

Research Question 1:

To what extent does facebook impact on academic performance of secondary school students in Makurdi Local Government Area?

The data that provided answer to the research question are presented on Table 1.

Table 1: Mean Ratings and Standard Deviation of Students on the Impact of Facebook on Academic Performance of Secondary School Students in Makurdi Local Government Area

Item No	Item Description	SA	A	D	SD	$\bar{X}$	SD	Decision
1.	I usually have unlimited access to facebook and this has affected my academic performance negatively.	140	40	15	5	3.53	0.87	Agree
2.	Chatting on facebook sometimes distract me from my studies.	124	50	18	8	3.45	0.82	Agree
3.	The hours spent on facebook can never be compared to the number of hours I spend on reading my book.	120	39	32	9	3.25	0.95	Agree
4.	There is no improvement in my grades since I engaged in facebook usage.	111	56	20	13	3.33	0.90	Agree
5.	I used facebook to facilitate academic discussion.	100	52	27	21	3.20	1.03	Agree
Cluster Man						3.35		Agree

Source: Field Study 2023

Table 1 shows that items 1-5 had mean scores of 3.35, 3.45, 3.25, 3.33 and 3.20 with corresponding standard deviations of 0.87, 0.82, 0.95, 0.90 and 1.03 respectively. Based on the criteria for decision making, it means that all the items were rated above the cut-off point of 2.50. The cluster mean of 3.35 was also above the cut-off point of 2.50. The standard deviation scores of the respondents are small signifying homogeneity for the items raised. This implies that Facebook impact on academic performance of secondary school students in Makurdi Local Government Area.

Research Question 2:

What is the impact of the use of Whatsapp on academic performance of secondary school students?

The data that provided answer to the research question are presented on Table 2.

Table 2: Mean Ratings and Standard Deviation of Students on the Impact of Whatsapp on Academic Performance of Secondary School Students

Item No	Item Description	SA	A	D	SD	$\bar{X}$	SD	Decision
6.	I make use of whatapp to disseminate knowledge to my class mate	110	63	20	7	3.38	0.81	Agree
7.	Engaging in academic group on whatsapp improve my rate of understanding.	67	71	38	24	2.97	1.03	Agree
8.	The use of whatsapp affects my attention in class.	124	37	21	18	3.34	0.99	Agree
9.	I exchange visual materials related to my subjects on whatsapp which affect my concentration to class lesson.	143	33	19	5	3.49	0.77	Agree
10.	I engage in academic discussion with my classmate through whatsapp which distract me from learning.	100	52	27	21	3.20	1.03	Agree
Cluster Mean						3.35		Agree

Source: Field Study 2023

Table 2 shows that items 6-10 had mean scores of 3.38, 2.97, 3.34, 3.49 and 3.41 with corresponding standard deviations of 0.81, 1.03, 0.99, 0.77 and 0.89 respectively. Based on the criteria for decision making, it means that all the items were rated above the cut-off point of 2.50. The cluster mean of 3.32 was also above the cut-off point of 2.50. The standard deviation scores of the respondents are small signifying homogeneity for the items raised. This implies that the use of Whatsapp impact on academic performance of secondary school students.

Hypothesis Testing

In order to test the three hypotheses of this study, the chi-square (χ^2) test of goodness of fit was used to test the option of respondents at 0.05 level of significance and the result are presented on table 3 – 4 and the detailed analysis shown in appendix C.

Hypothesis 1:

There is no significant mean difference in the impact of facebook on academic performance of secondary school students in Makurdi Local Government Area.

Table 3: Chi-Square Test of the Impact of Facebook on Academic Performance of Secondary School Students

Opinions	Observed N	Expected N	Residual	Level of Sig.	Df	χ^2_{cal}	P.V	Decision
SD	9	50.0	-41.0	0.05	3	140.12	0.00	Sig.
D	34	50.0	-16.0					
A	37	50.0	-13.0					
SA	120	50.0	70.0					

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

Table 3 revealed that $\chi^2_{cal} = 140.12$, at $df = 3$ and $p = 0.00$. since p-value of $0.00 < 0.05$ at 3 degree of freedom, the null hypothesis which states that there is no significant impact of facebook on academic performance of secondary school students in Makurdi Local Government Area was therefore, rejected. This implies that there is significant impact of facebook on academic performance of secondary school students in Makurdi Local Government Area.

Hypothesis 2:

There is no significant impact of whatsapp on academic performance of secondary school students

Table 4: Chi-Square Test of the Impact of Whatsapp on Academic Performance of Secondary School Students

Opinions	Observed N	Expected N	Residual	Level of Sig.	Df	χ^2_{cal}	P.V	Decision
SD	11	50.0	-39.0	0.05	3	152.20	0.00	Sig.
D	32	50.0	-18.0					
A	33	50.0	-17.0					
SA	124	50.0	74.0					

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

Table 4 revealed that $\chi^2_{cal} = 152.20$, at $df = 3$ and $p = 0.00$. since p-value of $0.00 < 0.05$ at 3 degree of freedom, the null hypothesis which states that there is no significant impact of whatsapp on academic performance of secondary school students was therefore, rejected. This implies that there is significant impact of whatsapp on academic performance of secondary school students.

Discussion of Findings

Based on the results of the analysis of the three research questions and testing of the three hypotheses postulated for the study, the following findings are organized and discussed here for ease of understanding.

The first finding of this study revealed that Facebook has significant impact on students' academic performance in secondary schools in Makurdi Local Government area. This finding is in agreement with Larson (2014) who found that students use Facebook for entertainment, relaxing/escaping, and passing time, but not for academic and social information- Also, spending time on Facebook has negative effect on their academic performance. The finding also corroborates with Osharive (2015) who found that a great number of students in the university of Lagos are addicted to facebook with disturbing effects on their result in lower Grade Point Average.

The second finding of the study indicated that there is significant impact of whatsapp on academic performance of secondary school students. This finding relates with Adzharuddin (2014) who found that majority of users are familiar with Whatsappmessenger and use Whatsapp for



academic purposes. The finding also agrees with Nwaizugbu (2018) who found that no significant difference existed between the mean values of the two groups at post-test level. Hence, supplementing the classroom teaching with newer technologies such as whatsapp group discussion offer the students all times and on-the-go learning opportunities.

Conclusion

Based on the findings of this study, it was concluded that there is significant impact of facebook and whatsapp on academic performance of secondary school students in Makurdi Local Government Area.

Recommendations

Based on the conclusion of the study, the following recommendations were made:

1. School administrators should embark on regular inspection of students to fish out students who engage in facebook during school hours and be punished if caught so as to serve as deterrent for others.
2. Parents should also monitor the activities of their children at home especially those who engage whatsapp throughout the day do desist from such act and concentrate on their studies even at home.

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