IMPACT OF SOCIAL MEDIA ON STUDENTS ACADEMIC PERFORMANCE

(A STUDY OF STUDENTS OF UNIVERSITY OF ABUJA)

By

ANJUGU JESSICA NDAKU

MC/2009/386

DEPARTMENT OF MASS COMMUNICATION

MANAGEMENT AND SOCIAL SCIENCES

CARITAS UNIVERSITY

AMORJI – NIKE

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TITLE PAGE

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A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF

MASS COMMUNICATION

MANAGEMENT AND SOCIAL SCIENCES

CARITAS UNIVERSITY,

AMORJI – NIKE,

ENUGU.

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF
BACHELOR OF SCIENCES (B.Sc.) DEGRESS IN

MASS COMMUNICATION,

AUGUST, 2013

Declaration

I, Anjugu Ndaku .J. hereby declare that this research work was written by me and has not been submitted or received anywhere for the purpose of acquiring a degree in Mass Communication.

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ANJUGU NDAKU J   DATE

Certification Page

I certify that this study was carried out by Anjugu Ndaku .J. It was approved by the Department of Mass Communication, Caritas University, Amorji – Nike, Enugu as meeting the requirement for the Award of Bachelor of Science, B.Sc. (Hons) Mass Communication.

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External Examiner   Date

Dedication

This research work is dedicated to my father in heaven God almighty the author and finisher of our Faith whom by his grace foreknew, predestined and made this work a success and for seeing me through my academic years. And to my parents, Mr. And Mrs. Anjugu Moses and my siblings without whose caring support and prayers it would not have been possible.

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Abstract

The aim of the study was to analyze the impact of social media on the student's academic performance [A study of students of University of Abuja]. To achieve this, the survey research method was used. Subjects were drawn from the University of Abuja, using the simple random sampling technique and purposive sampling. Four research questions guided the study. Research findings showed that a great number of students in University of Abuja, had access to the internet. To this end, the researcher recommended that sites should be created for educational purposes as well. This is to create a balance between social networking and academic activities of students to avoid setbacks in the academic performance of the students.

CHAPTER ONE

Background of the Study

Modern Technology in communication no doubt has turned the entire world into a "Global Village". But as it is, technology like two sides of a coin, bring with it both the negative and positive sides. It helps people to be better informed, enlightened, and keeping abreast with world developments. Technology exposes mankind to a better way of doing things.

The world's first commercial space communication company created by the United State Congress in 1962 was the communication satellite corporation (COMSAT). In 1964, the United State Government and eleven (11) foreign Nations signed a space communication pact. The partnership was known as "International Telecommunication Satellite Organization (INTELSAT). The internet known as the worlds "Information Super Highway" is a worldwide assemblage of Inter- Connected Computer Networks (Andrew, 2005).

In the view of Paul (2010, p.301), internet is a massive "network of networks", a networking infrastructure which connects millions of computers together globally, forming a network in which any computer can communicate with each other as long as they are both connected to internet. The network consist of local area network (LAN), connecting computers in the same building while wide area network (WANs) connecting several LANs in different locations. It connects both private, commercial, Government and Academic network including a grown number of home computer. (Retrieved November 3rd 2012) www.webopedia.com/Did you know/internet/2002/web-vs.-internet-asp).

According to Andrew (2005, p.284), "Information travels over the internet through a variety of language known as "Protocols". The term "internet" is actually a short form for "internet networks", which implies that internet is a network of computer networks. Computer accepts data, process it, stores it and give it out when required. It became possiblefor people to chat from 'terminals' which led to networking. A line is the part along which resources flow, while a

Node is the point where lines intersect transferring resources to new lines.(Retrieved November 7th 2012) www.glreach.com/globalstates.

History of the Internet

There are conflicting versions about the origin of the internet but the common story is that the internet is a product of a cold war. (Hafner and Lyon, 1996, p.116). Its origin is traced back to 1957, when the Soviet Union launched 'Sputnik 1 into space, as a reaction to this, in 1958, the United State founded the Advanced Research Project Agency (ARPA), a special agency under the department of defense whose mission was to develop a long term highly innovative and hazard research projects (Cartoni and Tarding, 2006, p.26).

In 1962, the air force wanting to maintain the military's ability to transfer information around the country even if a given area was destroyed in an enemy's attack, commissioned leading computer scientist to do so. ARPANET, the first prototype of the internet, was developed by the ARPA department and saw the light in 1969 when four (4) of United States Universities (University of California Los Angeles, University of California Santa Barbara, Stanford Research Institute Polo Atto, and University of Utah) were connected by network of computers (Lorenzo and Stefano,2010).

Leonard Klein rock of UCLA successfully developed the first computer network through "packet switching" to the concept of "distributed network", two fundamental concurrent inventions in the field of computer science, packet switching is a process that allows division of messages into packets and sending them to their destination following different routes, once they arrive at their destination, they are all recomposed into the original message. Paul in 1960 developed the concept of distributed network funded by United States Air force at the research and development corporation (RAND) which is aimed at developing a telecommunication network which can stand a nuclear war. (Paul, 1964, p.220-223).

The growth of ARPANET accelerated in the second half of the 1980s, through computer protocol (Tcp/lp) Transmission control protocol/Internet protocol which was adopted by ARPANET (Vinton, 1969 UCLA) in 1983 and is still the core of internet. 'The transition of Tcp/lp

was perhaps the most important event that will take place in the invention of the internet. After the installation of Tcp, the network could branch everyone' (Hafner and Lyon, 1998, p.249).In the same year, after the end of ARPANETs experimental phase, the network was split into two; A civilian network for the computer research community (ARPA internet) and military network (MILNET). In 1980, ARPANET was replaced by NSFANET created by National Science Foundation and in 1990, ARPANET was officially decommissioned and the commercial use of the internet was allowed in 1991, (Berners-Lee, 2000, p.223).

In 1995, the internet was just one networking system among many others such as Usenet, Fido net, Mintel, AT$T, but with advent of the web, the internet became by far the most important networking system. That led to what is now known as internet, a global network of interconnected computers that communicate freely, share and exchange information (Paul, 2010). The younger a person, the greater the likelihood he or she has access to the internet (Kim, 2004).

Social Network

Early 1990s, chat rooms and bulletin boards were forms of Social Networking in a way, they help people to connect with others and share interest. A little cater; dating sites hooked those looking for partners and class mates. Communication allows people to connect with people they had known in high school and colleges and enable them to meet others.

In the early 20s, a site called Friendster was set up where people invited their friends and their friends also invited others. The site was popular for a while, but suffered from technical difficulties and fake profiles and began to lose members. In 1999, MySpace took over but became popular in 2003. Its roots are a bit muddy because it received financial and logistical support from another company called the E-Universe and most of the early users were employers of e-universe but Tom Anderson and Chris DE Wolfe are given credit for much of the innovation and success of the site, which built up to one hundred and fifteen million users worldwide. Members post BIOS, photos, blogs, video and other things that strike their fancy. (Retrieved November 7[th]2012)www.mudconnect.com.

Some Television Programmers' had started producing programmers' to air on MySpace in 2005; Rupert Murdoclis News Corporation (parent of fox broadcasting) bought MySpace for five hundred and eighty million dollars ($580). A competitor to MySpace is face book which started in about 2004 by Mark Zuckerberg while he was a student at Harvard and grew rapidly in 2007. At first, face book was solely for college and high school students but Mark opened it to everyone and like MySpace, it encourages all types of member postings. There are also smaller social networks like 2go, YouTube, and blackberry chat for people to have access to. (Retrieved November 7[th]2012) www.google.com

2go Logo

2go is a Social Networking Site, chat, and instant messaging (IM) application. It enables users to chat on their mobile phones free. You can meet users and 2go users as friends. Chat rooms on different topics are opened where you can join in the discussion and socialize with others and also, 2go have gateways that enable users chat with friends on Gtalk, Mxit, and face book. (Retrieved November 9[th]2012) www. Google.com.wikkipedia. (Research work).

One of the greatest points of 2go chat is its simplicity and light weight, making it available to lots of low-end phones. 2go runs on any java enabled phone, Nokia, LG, Samsung, and Sony Ericson. Blackberry users can use 2go on their Pc as part of an experimental service by the company and with it, they can chat anywhere and anytime of the day as they so please. (Retrieved November 9th 2012)www.google.com.

Blackberry Messenger

Blackberry is propriety internet-based instant messenger application included on blackberry devices that allows messaging between blackberry users. It was developed by the manufacturer of the blackberry research in motion (RIM); messages sent via blackberry messenger are sent over the internet and use the blackberry pin system, so communication is only possible between blackberry devices. (Retrieved November 10th 2012) www.mit.edu /people/mkgray/net.

Pinging allows you to connect to friends using a ping ID, something akin to blackberry pin but easier to remember because you can pick it yourself. Once you've shared your pin or found friends via email or twitter, you can send text, messages, photos, videos and voice memos. Pretty much anything you might want to send to a friend can be sent using pin. Messages are in real time over the data network and pushed to the recipient. Once a message is sent, a little S or D and a tick with an R indicating the message has been sent and read. Ping chat also packs group messaging and social profiles, which allows you to display a photo, status and some information about yourself to confirm contacts and through these, one is connected to the whole world.

Brief History of University of Abuja

The University of Abuja is situated in the Federal Capital of Nigeria, Abuja. It was established on January 1st 1988(under decree no 110 of 1992 as amended) as a dual-mode University with the mandate to run conventional and distance learning program.

The University runs regular degree, diploma and post-graduate program. Due to its location, it covers distance learning and a consultancy service sub-degree program and an institution to cater for professional needs of teachers and government educational system. It is temporary located in Gwagwalada Abuja, with its permanent site covering about 11,824 hectares under construction along the Kaduna-Lokoja road. Its activities started in the mini-campus in 1990. (Retrieved December 2nd 2012) www.webpod.com.

Statement of the Problem

Since the advent of social media sites in the 1990s, it is assumed in some quarters that the academic performance of students is facing a lot of neglect and challenges. There is a deviation, distraction and divided attention between social networking activities and their academic work. It is observed that students devote more attention to social media than they do to their studies.

Therefore, the question this study is out to answer is: how do social media affect the academic performance of students of the University of Abuja?

Objectives of the Study

The study has the following objective. They are:

1) To find out the various social networking sites the students had access to.
2) To find out how often the students of University of Abuja go online.
3) To determine how many hours the students spend in social networking activities daily.
4) To ascertain how the use of social media has affected the academic performance of the students.

Research Questions

1. What social networking sites do the students of University of Abuja had access to?
2. How often do the students of University of Abuja go online?
3. How many hours do the students spend on social networking activities?
4. How has the use of social media affected the academic performance of the students of University of Abuja?

Scope of the Study

The essence of this research work is to primarily study the Influence of social media on the academic performance of students. The research intends to focus on students of the University of Abuja for easy analysis of data. This will reduce cost and avoid complexity that may arise as a result of having a very large population. But since in most cases the characteristics of students are generally similar, the research findings would be generalized to include all students of Nigeria Universities.

Significance/ Justification of the Study

The study will help researchers with more information on the Influence of social media on the student's academic performance. It will be relevant in assisting students in understanding the diversity of social media. It will provide relevance material for students and other researchers undertaking similar research.

Definition of Key Terms

The following are key terms used in the Research Work:

1. **Social Media**- They are forms of electronic communication which facilitate interactive base on certain interests. Social media include web and mobile technology. Kaplan and Helen (2010) defined Social Media as a group of internet based application that allows the creation and exchange of user generated content.

2. **Social Networking Sites** – A website where people put information about them and can send to others.

3. **Social Networking** – The use of internet to make information about yourself available to other people especially people you share an interest with to send messages to them.

4. **Media** – Are all those media technologies that are intended to reach a large audience by mass communication. "They are messages communicated through a mass medium to a number of people"(Bittner, 1980, p.10).

5. **Academic** – It is concerned with Studying from books as opposed by a practical work.

6. **Students** – Someone who is Studying at a University or School. Someone who is very interested in a particular subject.

7. **Computer** – A computer is a machine that receives or stores or process data quickly according to a stored program.

CHAPTER TWO

Review of Related Literature

2.1 Introduction:

This chapter is a review of related studies on the topic "Impact of social media on the student's academic performance" [A study of students of Abuja University]. The chapter is organized under the following headings;

   I.   Review of Concepts
   II.   Review of Related Studies
   III.   Theoretical Framework
   IV.   Summary

2.2 Review of Concepts

The following concepts were reviewed;

   a. Mass Media
   b. Internet
   c. Social Media
   d. Social Networking Sites

2.2.1 The concept of Mass Media

Mass Media can also be defined as "messages communicated through a mass medium to a large number of people" (Bittner, 1980, p.10). Thus, the study of Mass Communication is the scientific study of the mass media (machines), the messages they carry (information, ideas, attitudes), and the audiences (people) they transmit these messages. A medium is called a mass medium if it meets two basic requirements: It must reach many people simultaneously (same time), and must use a technological device located between source and receiver (Whet more, 1985:p.6-7).

The popular maxim that the mass media is regarded as the fourth estate of the realm as an ideal expression that re-echoes through ages. Nwosu (1992) in his opinion said; they are channels through which communication is addressed to a large heterogeneous and a cross section of the population. Facuconner (1975) quoting Fleur conceives mass media as a computer of stable, repetitive and patterned action that is in part, a manifestation of the psychological orientation of the actors. It is a powerful and respected phenomenon that lubricates the engine of self-rule, human dignity and emancipated polity. Mass media are all those media technology that are intended to reach a large audience by mass communication. Broadcast media transmit information electronically and comprises of television, radio, and film. Alternatively, print media uses a physical object as a means of sending information through Newspapers, Magazine and bill board. Internet media is able to achieve mass media status in its own right, due to many services as email, websites and blogging. (Retrieved November 9th 2012)www.wikipedia free encyclopedia.com.

Classification of the Media

A simple way to classify the mass media is to group them under print and electronic media. The print media are such mass media as books, newspaper and magazine, whose basis is the printed word. Electronic media, on the other hand, comprise all the mass media which rely on the electronic power to get their messages to their audience which include radio and television, recordings, movies, internet and the explosion of digital communication technology in the 20th and 21st century.(Bittner, 1980 p:10). In 2000, a classification by (McQuail 1987) called the (7) seven mass media became popular. They are:

1. Print, pamphlet, newspaper(established in the 15th c)
2. Recording – records, magnetic tapes, CD, DVD, gramophone(19th c)
3. Cinema – it started from about 1900
4. Radio – it started from about 1910
5. Television – it started in 1950
6. Internet – it started in 1990

7. Mobile phone – it started in 2000. (Retrieved November 9th 2012).www.mit.edu/people/mkgray/net.

Each mass media has its own content types, its own creative artist and technicians. Example, internet includes website, blogs and podcasts built on top of the general distribution network. The 6th and 7th are often collectively called "digital media", the 4th and 5th radio and television as broadcast media and some argued that video games have developed into a distinct mass from media.

However, modern cell phones are no longer a single used device, but are rather equipped with internet access and capable of connecting to the web which itself is a mass medium. According to McQuail (1987), the media have a mediating role between objective social reality and personnel experience. Mass media help in maintaining a form of totalitarianism which does not rely on terror but works through the creation and manipulation of "false needs" for entertainment, relaxation, information and new product for consumption. (Sina, 2003, p.62).

Characteristics of Mass Communication

The general characteristics of Mass Communication include the following;

    I.   There must be the presence of Gatekeepers.
    II.   There must be the presence of a machine.
    III.   It has limited sensory organ.
    IV.   Feed backs are delayed.
    V.   It involves the sender and the receiver.

It is the exchange of opinion, ideas, feelings and thoughts to scattered medium of people using technological devices. Characteristic of mass communication according to Thompson 2003: they include;

1. Both technical and instrumental method of production and distribution; this is evident throughout the history of the media from print to internet.

2. Co modification of symbolic forms as the production of materials relies on its ability to manufacture and sell in large qualities.
3. Separate context between the production and reception of information.
4. It reaches to those far removed in time and space in comparism to producers.
5. Information distribution; "a one too many" form of communication whereby products are mass produced and disseminated to a great quantities of audiences.

Communication

Communication is the transmission of a message from the source to a receiver. Lass well 1948 describe communication as an answer to these questions.

a) Who?
b) Says what?
c) Through which channel?
d) To whom?
e) With what effect?

The process of communication includes the following;

1. **Sender** – the person who sends the information from one person to another.
2. **Receiver** – it involves the person who decodes the message.
3. **Channel** – they are mediums through which information is sent to the decoder from the encoder.
4. **Feedback** – promotes understanding between parties. It facilitates self-assessment and helps us in coping with communication breakdown.
5. **Noise** – it is anything that interrupts and disturbs communication. It includes;
   a) **Psychological noise:** when one is bodily present but absent minded
   b) **External noise:** when something happens outside and draws the attention of those inside a place.
   c) **Semantic noise:** communicating with someone in a language he does not understands.

Functions of Mass Media

The following are the functions of the mass media. They include;

1. Inform – they inform us of what is happening within and outside our immediate environment.
2. Educate – they educate us on how to live in our environment and the epidermis that surrounds us.
3. Entertain – they entertain us by bringing to our reach different activities such as music, games and movies through television, radio and internet.
4. Surveillance – they serve as watch dog of the society.
5. They keep us connected to the outside world. (Retrieved November 10th 2012)www.wiki-pedia free cyclopedia.com)

2.2.3 The Concept of Internet

Historically, there two conflicting versions about the origin of the internet opinionated by two schools of thought.

The first school of thought is of the opinion that, the internet is a product of the cold war. The air force in 1962, wanting to maintain the military's ability to transfer information around the country even if a given area was destroyed in an enemy's attack, commissioned leading computer scientist to develop the means to do so. But many researchers and scientist dispute this myth' that has gone unchallenged long enough to become widely accepted as a fact that the internet was initially built to protect national security in the face of nuclear attack (Hafner and Lyon, 1996, p.10).

In the second version, as early as1956, psychologist Licklider a devotee of Marshall Mcluhan, thinking on the power of citizens;

However, computer consoles a television set connected in the nationwide network. The political process would essentially be giant teleconference, he wrote and a campaign whole month series of communication among candidates, propagandist, commentators, political

group and voters. The key he added, is the self-motivating exhilaration that accommodate truly effective inter – action with information through a good network computer. (Baron, 2012, p.34).

The internet (net or web) is a more interactive medium of mass media, and can be briefly describe as network, of network of Pluclaskas (1994) which vehicles for network of all kinds and individuals stand-alone computers to inter wine to form a global network which connects people all round the world. The internet is a massive network of networks, a networking infrastructure. It connects millions of computers together globally forming a network in which any other computer as long as they are both connected to the internet. (Retrieved November 10th 2012) (www.webopedia.com/did you know/internet/2012/web-vs.internet-asp).

Okoye (2000, p.192), by 1999, said the internet was used by an estimated number of 50 million people worldwide. Gutenbery made us all readers, radio and television made us all firsthand observers, Aerox made us all publishers and the internet made us all journalist, broadcasters, columnist, commentators and critics. In 1997, Finnegan jr and Viswanath identified three main effects or functions of mass media in the internet.

1) **Knowledge gap theory**

   The media influences knowledge gap due to factors including the extent to which the content is appealing, the degree to which information channels are accessible and desirable, the amount of social conflict and diversity there is in communication.

2) **Agenda setting theory**

   People are influenced in how they think about issues due to the selective nature of what the media places on the internet for public consumption.

3) **Cultivation theory**

   The extent to which media exposure shapes audience perception over time is known as cultivation. (Little John) www.white pages.com.

Features of the Internet

The internet is a global network of computer networks. In more technical terms, this means that that a group of two or more networks are electronically connected and able to communicate with one another. Together, they act as a single network. For this to work, however, the computers have to speak a common language. The common language, called a protocol by computer programmers, that was developed for the internet is called the TCP/IP protocol. TCP/IP stands for Transmission Control Protocol/ Internet Protocol. It is actually a set of protocols that govern how data travel from one machine to another over networks. IP is sort of like the address on an envelope. It tells a computer where to send a particular message. TCP breaks up the information into packets that can be transmitted efficiently and resembles them at their destination.

Access to the internet is gotten from one of the two ways;

❖ Through an Internet Service Provider (ISP), a company that connects a subscriber to the net and usually charges a fee.
❖ Through a commercial online service, such as American Online or MSN.

Once connected to the net, an individual can make use of a variety of services and tools for communication and information exchange.(Retrieved November 10th 2012)www.white pages.com.

Social effect of the internet.

Obviously, research concerning the effect of spending time on the internet is still on a formative stage. The internet seems to have had the most impact on television usage. This is not surprising since much internet use take place during the evening, the same time that most television viewing takes place generally. Magazine and Newspaper reading, radio listening and movie going seem not to have been significantly affected.

The internet is becoming more important as a source of news. At the same time, there has been a decline in the number of people who rely on broadcast television and newspaper as their main source of news.

Research has been conducted to prove that the internet and the social networking involvement have been contradictory. A 1998 survey of online users revealed that as people used the internet more, they spent less time talking to family members, experienced more loneliness and depression, and reported fewer friendship. Heavy net users seemed to be more socially isolated than those who are light users. (Retrieved December 2nd 2012). www.stanford.edu/group/siqss.

Another survey released in 2000 by the Pew Internet and American Life Project found the opposite. This study reported that the use of internet is an important factor in sustaining and strengthening social and family's ties. It was proved that some net users make use of email as well to connect to family members and friends they have not seen for a while. (Retrieved December 2nd 2012).www.pewinternet.org.

Research has demonstrated that some individuals spend a great deal of time in the internet. This has led to some suggestion by some social scientist that people can be addicted to the internet in the same way they might be addicted to drugs, gambling, or alcohol. Psychologists have identified three characteristic of an addiction: increased tolerance, loss of control, and withdrawal. People who find themselves spending more time online, who can't control their internet use, and who neglect their family, friends, and other social obligations to spend time online will fit these criteria.

2.2.4 The Concept of Social Media

Social media is that means that employs mobile and web based technology to create highly interactive platforms via which individuals and community share, co-create, discuss and modifies users generated content (kietzmannn,2012).

Social media is a phrase being tossed around a lot. It is a website that does not just give you information but interact with you while giving youinformation. It is a group of internet based application that allows the creation and exchange of users generated content. It is easy to confuse social media with social news because we often refer to members of the news as the media. Adding to it, that social news site is also social media site. Some media website includes;

1) **Social book Marking** – interact by tagging website and searching through website book marked by others (Blink list, simple).

2) **Social News** – interact by voting for articles and commenting on them (Digg, propello).

3) **Social Networking** – interact by adding friends, commenting on photo and profiles, sharing groups for discussions (Face book, 2go, BB chat)

4) **Social Photo and Video Sharing** – interact by sharing photos or videos and commenting on the user submission. (U-tube and fliki).

5) **Wikis** – interact by adding articles and editing existing articles. (Wikipedia, wikia). (Retrieved December 2nd 2012) (www.wikepediafreeencyclopedia.com).

Social media refers to the means of interaction among people in which they create, share, exchange and comment among themselves in different networks. Andreas and Michael (2000) are of the opinion that social media is a group of internet based application that builds on the ideological foundation and allows the creation and exchange of users – generated content. Social media has become one of the major channel of chatting through platforms such as 2go, BB chat, blogger and wiki a. There has been an increase in the mobile social media which has created new opportunity for browsing. (Retrieved December 3rd 2012). (www.census.gov).

The internet usage effect of social media, in views of Nielson, (2012) is that, internet users continue to spend more time on the social media than any site. The total time spent on social media across mobile devices increased by 37%, 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011.

Kaplan and Haenlein (2010) classified social media into six different classes as follows;

1) Collaborative Project (Wikipedia)

2) Blogs and Micro blogs (Twitter)

3) Content Communities(U – tube)

4) Social Networking Site (Face book. 2go, BB chat)

5) Virtual Game World(World of war craft)

6) Virtual Second World (Second life)

Technology includes the blogs, picture sharing, music sharing, crowd sourcing, e-mail, instant messaging and voice over. These services could be integrated via social network aggregation platforms.

Mobile Social Media

When social media is used in combination with mobile devices, it is called mobile social media. Social media is a group of mobile marketing application that allows the creation and exchange of users generated content. Due to the fact that mobile social media runs on mobile devices, it differs from traditional social media as it incorporates new factors such as the current location of the user, time delay between sending and receiving.

According to Kaplan 2002, social media can be divided into four types

- **Space – timers [location and time sensitive]** – exchange of message with relevance for specific location and time (Face book, 2go, BB chat)
- **Quick – time [time sensitive]** – transfer of traditional social media application to mobile services to increase immediacy (posting twitter messages, status update[2go], and updating display picture(dp) [BBm].
- **Space – locators [location sensitive]** – exchange message with relevance for one specific location which are tagged to certain place (yelp, oype).
- **Slow – timers [neither location nor time sensitive**] – transfer traditional social media application to mobile devices (reading a wiki-pedia entry).

2.2.5 The Concept of Social Networking Site or Services

It is used to describe any website that enables users to create public profiles within that website and form relationship with other users of the same website who access their profile. It is used to describe community base website, online discussion forum, chat rooms and other social space online.(Retrieved December 3rd 2012). (www.wepodia.com).

A social media is an online service or platforms that focus on facilitating the building of social network among people who share interest, activities and background on real life connections. It

is a website that allows users to share information within a selected group. It is a great way to stay connected and a convenient way to share photos from trips. (Awake, 2012, p.4). It consists of a representation of each user (profiles), social links and a variety of additional services. For detailed analysis of social networking, the following terms will be discussed;

- Impact of Social Networking Site
- Features
- Social Networking and Education
- Constraints in Education

Social impact

Through email and instant messaging, online communities are created where a gift economy and reciprocal altruism are encouraged through co-operation. 2go and other social networking tools are increasingly the objective of scholarly research. Scholars in many fields have begun to investigate the impact of social networking site, investigating how such site may play into issues of identity, privacy, social, youth culture and education.

Several website are beginning to tap into the power of the social networking model for philanthropy. In 2011 HCL technologies conducted research that showed that 50% of British workers are banned from the use of social media during office hours.

In this view, when one is chit-chatting, the content of the message reveal a lot about an individual. In chatting, comments, photos, and status should speak less of an individual. Kim in summary says;" if you are mindful of what you are doing, you can maintain a measure of privacy on a social network". (Awake, 2012, p.12). And in reference to this, proverbs 10:19, states that

> 'In the abundance of words, there does not fail to be transgression, but the one keeping his in check is acting discreetly.'

It's a vortex that sucks one in and one has no idea you've been trapped. Tim is a commodity that cannot afford to be wasted which Philippians says; make sure of the more important things……Dan Tap Scott in his book Grown up Digital says;

> 'One of the ironies of the internet is that it keeps you apart from the most important things'. It is a great way to stay connected with people but you just have to know when to shut it down. Raquel concluded that it seems that when people go on a social network they lose their mind (Awake, 2012, p.7).

Features

According to the Boyd and Ellison 2007 article entitled "Why Youth Heart, social networking site? The role of networked publics in teenage life". It shares a variety of technical features that allows individuals to construct a public or semi-public office, articulate list of their users that they share connection with and view their list of connection`s within the system. In an article titled 'social networking sites' definition and scholarship, Boyd and Ellison adopt Sun dens(2003) description of profiles as unique pages where one can type oneself into being a profile is generated from answer to question, such as age, location and interest.

Some site allows users upload pictures', add multimedia content or modify the look of their profile. For instance, 2go allows the user to update their status and change profile pictures and BB chat that allows them change display picture, name and status. They allow them search for users and share a list of contact and there are sections dedicated to comments from friends and other users. To protect their privacy, they have a control that allows users to choose who can view their profile, contact and add them to their list of contacts. (Retrieved December 3rd 2012). www. Free encyclopedia.com.

Social Network and Education

The advent of social network platforms may also be impacting the way in which learners engage with technology in general. For a number of years, Prensky (2001) dichotomy between digital natives and digital immigrants has been considered a relatively accurate representative

of the ease with which people of a certain age rate, in particular, those born before and after 1980, use technology.

Social networking and their educational uses are of interest to many researchers. Living Stone and Brake (2010) in their opinion said 'social networking site, like much else on the internet representing a moving target for researchers and policy makers'. Recent trends indicate that 47% of American adults use social network. A national survey in 2009 found that 37% of online teenagers use social networking site which increased to 555% three years later. (Len Hart, Purcell, Smith and Zickuhr, 2010). It has also, shown that it provides opportunity within professional education but however, there are constraints in such areas.

Constraints of Social Networking in Education

In the past, social networking were viewed as a distraction and offered no educational benefit. Blocking this social network was a form of protection for students against wasting time, bullying and privacy protection. In an educational setting, 2go and BB chat is seen by instructors and educators as frivolous time wasting and distraction from school work.

Cyber bullying has been an issue of concern with social networking site. An online survey based on 9-19 years old and above discovered that students received bulling comments online. Social networking, often include a lot of personal information posted publicly and many believe that sharing personal information and the easy communication vehicle that social networking opens the door to sexual predators.

However, there is evidence of contradiction to this; 69% of social media using teens and 85% adults said people are mostly kind to one another. The national school board association reports that almost 60% of the students who use social network talk about educational topics online and more than 50% talk about school work. Yet the vast majority of school district has stringent rules against nearly all forms of social media during school hours.

Social networking focused on supporting relationship between teachers and students which are now used for learning. Some sites were created to support this;

Ning-for teachers and

Term wiki-learning Centre

Social media are also emerging as online year book for private and public use. It allows anyone from the general public to register and connect to others. It allows participant the opportunity for just in time learning and engagement and prescribed curriculum. Jerkins (2006) described it as participatory culture. It creates space for learners which James (2004) suggest affinity space and dispersion of expertise and relatedness for learning.

In 1994, it was reported that the number of users with access to the internet was growing at the rate of 101% per month. Forecast were that by the turn of the century, there may be one million networks, hundred million computers and one billion users of the internet. (Smith and Gibbs 1994). Gibbs and Smith in 1998 reported that the number of internet users in the United States was growing at an average annual rate of 70% and would surpass users in the United States by 2002.

As of July 1999, 205 countries had at least one connection to internet. Estimate of the number of people on the internet seem to range between 50 and 80 million worldwide. It was originally designed by the United States military in 1969 under the name; Advanced research project agency (ARPA). The first ARPA configuration involved four computers dispersed over a wide area. (Oludayo and Levi, 2008 p. 101-102).

Social Networking and Nigeria

Social networks are increasingly gaining momentum in the world of information and communication. It has without doubt altered the conventional method of news gathering and dissemination, a confirmation of what seems to be paradigm shift from print and broadcast media to the more effective and efficient rave of the moment. Social networking played a pivotal role in information and communication in Nigeria last year, event that will forever stick to our memories.

It all started with the removal of fuel subsidy on New Year day in 2010/2011. This event showed the overwhelming power of networking. Daily protest were organized and sustained for about a week in social networks. It was a powerful tool that it was

rumoredthatthe president considered suspending their operations. Another incident is the case of Cynthia Okojie who was murdered by "Facebook's friends". The role of social network is quiet overwhelming in this scenario considering the very fact that this ordeal started and ended on Facebook, it wowed everyone. It proved that social networks are becoming tools in the hands of government and weapons for criminals. One of the most shocking and angering thrillers ever was the video and pictures of the "Aluu4". It was a horrible site to behold, inhumanity at its peak. It was evidently one of the biggest news that rocked 2012. It wasn't the first "criminals" were butchered and burnt alive by angry uncivilized barbaric mobs. The difference between Aluu4 and other similar occurrences was simply the presence of social networking which led to empathy from the public and resultant involvement of the government.

 Unlike most other news media, social networks allows and survive on feedback and public effort, thus ensuring effective communication which has no doubt brought us this far and hopefully, will aid our journey towards the "New Nigeria".

Review of Related Studies

Two key studies related to the present study were reviewed.

Sofela, T. (2012). The Effect of Social Media on Students. (A paper presented in Craft Magazine October 23 2012).

According to the researcher, the popularity of social media has grown expediently. The social networking site such as face book, MySpace, 2go and BB chat allows social interaction among students.

The study examined the positive effect of such site on youths. It said, gone are those days when events happen and it stays a while before people begin to hear about it. But now, through social media, events and news are now known within splits second after they are shared. It offers youths a channel for entertainment, communication, and meeting friends and those you've not seen for a long time.

The study also analyzed the negative consequences of such site. Despite the positive gain, it comes with the negative impact of it. It was before now used by students for research but most students abandoned their home work to chat with friends.

However, the study reviewed and the present study emphasized on the impact of social media on students, stressing on the positive impact in the student's academic performance as well as the negative influence. The study emphasized the need for students to create a balance between social media and their academics to prevent setbacks.

But the reviewed study failed to throw more light on the negative influence of social media on the academic performance of students. The present study therefore analyzed both sides of the coin giving the students the opportunity to choose what impact they want the social media to play in their academics.

Seyi, O. (2012), Social Media and Nigeria Youth Burden.(A paper presented in Blue Print Newspaper December 17 2012).

This study stressed on the negative effect of giving too much time and undue attention to online socialization to the detriment of academics.

According to the researcher, the 21st century brought with it the advent of the new media with its fast tracking means of sending and receiving information via internet in our contemporary society, the new media has gained popularity as its been used for entertainment, networking and academics. The study noted that, the social media was given a boost as a result of ideas from youths.

The study criticized seriously the obsessive attitude of Nigeria youths towards social media. It pointed out that the rate at which youths devote their quality time in chit chatting, calls for urgent attention. Some guys now find social media soothing to propagate harmful schemes. The study however, traced the incessant incidents of murders and gang-rapping of girls by guys whom they interacted with through social media. It gave an instance with the case of a girl;

Cynthia was gang-raped when she went visiting a friend she met through social networking site (2go), and whose nude pictures were displayed on the net by the perpetrators. Another case in question is that of a girl who paid a visit to her face book friend in Lagos and base on their arrangement; she logged and waited for his arrival. On his arrival, he asked her for sex and she refused and out of annoyance, he plugged off one of her eyes and sliced her nipple and he escaped. Every effort made to get him proved abortive because he had a fake identity.

The study also observed that some students are always busy pinging and 2going while lectures are on. Time ought to be channeled towards learning, academic research and innovations have been wasted by the passion of meeting friends and discussing trivial issues, hence, most students' academic suffer setbacks as a result of distraction.

The reviewed study and present study were both centered on the use of social media by students. They both emphasized on the statement of the problem suggesting the need for more time to be channeled to academics to prevent setback that might be caused by the use of social media.

The reviewed study was not based on any theory. It also failed to provide possible solutions for the way forward in solving issues relating to student's academic performance and social media. The present study was based on diffusion of innovation theory and uses and gratification theory, thereby giving it a firm foundation.

Theoretical Framework

Two key theories formed the foundation for this study. They were:

Diffusion of innovation theory.

Uses and gratification theory.

Diffusion of Innovation Theory

Diffusion of innovation theory (DIO) developed by E. M Rogers in 1962, is one of the oldest social science theories. It originated in communication to explain how over time an idea,

or product gains momentum, and diffuses (spread) through a specific population or social system. Doing something differently than what they had previously. The key adoption is that the person must perceive the idea, behavior or product as new or innovative. It is through this that diffusion is possible.

Diffusion is the process of spreading a given idea or practice over time, via specifiable channels, through a social structure such as Neighborhoods. (Katz et al, 1963). Their work on the diffusion of innovations records that for a new idea or innovation to diffuse, there must be;

a. Awareness stage
b. Interest stage
c. Evaluation stage
d. Trial and adoption stage.

Different types of innovations require different kinds of adoption units; Bittner (1984) recognizes that the media can lead someone into getting aware of the existence of an item. From there he gets interested in, makes attempt to evaluate it, and gives it a trial touch before making up his mind to acquire it.

The diffusion of innovation theory by Rogers (1983) was set to examine how new ideas are spread among people through media. It is a theory that seeks to explain how, why and at what rate new ideas and technology spread through cultures. Adoption of a new idea, behavior, or product does not happen simultaneously in a social system; rather it is a process whereby where by some people are more apt to adopt the innovation than others. Everett Rogers, a professor of rural sociology popularized the theory in his 1962 book; Diffusion of innovation. The categories of adopters are; innovators, early adopters, early majority, late majority, and laggards (Rogers, 1962, p. 150).

The change agent center's around the conditions which increases or decreases the likelihood that a new idea would be adopted or not. That is to say, they help the audience in deciding on the best idea to adopt by influencing their option about a particular situation. Good hart et al

1975 and Bar wise et al 1982 thinks that a great deal of media use is actually habitual and unselective. It relates the usefulness of the media and to what extent it can affect man.

Uses and gratification theory (UGT) is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. It was originated in the 1970 by Blumler and Katz as a reaction to traditional mass communication research emphasizing the sender and the message. It focuses on the question, 'what media do to people' but rather 'what people do with the media'. It discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interaction, diversion or escape.

Uses and Gratification theory also called functional theory is concerned with the social and psychological origin of needs, which generate expectation of the mass media which leads to different patterns of media exposure, resulting in need gratification and other consequences, mostly unintended ones. (Kats, 1974, p.20). It is purely audience centered and addresses needs like surveillance, excitement, guidance, relaxation, tension release, socialization, escape and integration. To be able to gratify these needs, it must be able to realize that the mass media audience may belong to the low, middle or high post brow group. (Savary and Carico, 1971).

These uses (exposure to the media) and gratification (benefits) are determined by the needs of members of the audience. Such needs may include information, entertainment, self-esteem and prestige. Through the uses and gratifications research, communication scholars have shown that everywhere, people selectively expose themselves to mass media content, choosing only those media messages that would serve the function of satisfying or gratifying their needs. (Rosengren 1985).

Therefore, uses and gratification approach emphasizes audience members motive for making specific consumption choices and the consequences of that intentional media use. That's to say, they choose the content, make meaning of it and act on the meaning. It embraces the interactive nature of media and its audience. It is audience centered and addresses needs such as surveillance, identity, and socialization and information acquisition. Therefore, people's needs are generated by their individual differences. It could be based on sex, ethnic group, and

educational qualification. Because the needs are determined by who or what they are, and people use the mass media for the purpose of gratifying these needs (Okunna, 1988).

Summary of Literature Review

This chapter reviewed the concepts of mass media, internet, social media and social networking site. It also had a review of related studies. The Diffusion of innovation theory and Uses and Gratification theory formed the theoretical base of the study. The relevance of the theories to the study was clearly stated.

CHAPTER THREE

Methodology

Introduction

This chapter discussed the various methods used in the study. It contained and explained the following; Research design, Population of the study, Sampling technique and sampling size, description of research instrument, validity of research instrument, method of data collection and method of data analysis.

Research Design

It is a term used to describe a number of decisions which need to be taken regarding the collection of data before they are collected. (Nwana, 1981). It provides guidelines which direct the researcher towards solving the research problem and may vary depending on the nature of the problem being studied. According to Okaja (2003, p. 2)," research design means the structuring of investigation aimed at identifying variables and their relationship, it is used for the purpose of obtaining data to enable the investigator test hypothesis or answer research question by providing procedural outline for conducting research". It is therefore, an outline or scheme that serves as a useful guide to the researcher in his efforts to generate data for his study. The research therefore, adopted the survey method in data collection. It is used to obtain the peoples opinion through questionnaire.

Population of the Study

Population means, all cases or individuals that fit a certain specification. According to kerlinger (1981), defined population as" all members of any well-defined class of people, events, or subjects which can be living or non-living things". Base on the data obtained from the office of the registrar of University of Abuja, the population of study of the entire students of the University of Abuja for 2012/2013 academic session is 6,000.

The population of the study comprises of students from the following faculties in the University of Abuja.

Faculty of Law………………………….2000

Faculty of Science……………………..1000

Faculty of Arts……………………………1,500

Faculty of Social Sciences…………. 500

Faculty of Management……………1000

Therefore, the total number of population of students of University of Abuja for the 2012/2013 academic session is 6,000.

Sampling Technique/ Sample Size

Sample is a portion of a population selected for the study and sample size is the method of selecting the samples from the population. (Ogedegbe, 1998). It is a small group of elements or subjects drawn from a definite procedure of a specified population.

Sampling technique is specifying how elements are drawn from the population. There are five (5) faculties in the University of Abuja. They are:

Faculty of Law…………………………………..2000

Faculty of Sciences…………………………….1000

Faculty of Arts……………………………………1,500

Faculty of Social Sciences…………………..500

Faculty of Management…………………….1000

Using the simple random sampling technique, four faculties were selected. They were Law, Sciences, Arts, Social sciences and Management. Using the purposive sampling technique,

the researcher purposively selected a sample size of 150 respondents from the four faculties. Faculty of Law contributed a sample size of 40 respondents, Faculty of Sciences contributed a sample size of 40 respondents, Faculty of Arts contributed a sample size of 40 respondents, and Faculty of Management contributed a sample size of 30 respondents. Therefore, the sample size for the study were 150 respondents.

Description of Research Instrument

The research instrument used in the study was the questionnaire. A questionnaire is a list of questions to be answered by a respondent to get their views about a subject. It is preceded by a covering letter, introducing the researcher, explaining the purpose of the research and soliciting assistance in providing the required information. (Onweluzo, 1999).

A total number of twenty (20) items were drawn and administered to the respondents. They were divided into two sections; section A contained items on the demography of respondents and section B answered the research questions.

Items 1-5 answered questions on the demography of the respondents.

Items 6-13 answered research question one.

Items 14-15 answered research question two.

Item 16 answered research question three.

Items 17-20 answered research question four.

Validity of Data Gathering Instrument

The questionnaire used for this study was thoroughly scrutinized by the supervisor for clarity, precision, and comprehension.

Method of Data Collection

Data was collected using the questionnaire which the researcher administered face to face to the respondents. Out of 150 copies of questionnaire distributed to the respondents, 130 copies were retrieved. This represented a response rate of 86.7%.

Method of Data Analysis

Simple tables, frequency and percentages were adopted in the presentation and analysis of the data generated for the study. These statistical tools were used because they were suitable means of breaking down and analyzing the generated data.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

Introduction;

The purpose of this study was to determine the 'Impact of Social Media on the student's Academic Performance "A Study of Students of University of Abuja undergraduate. This chapter is concerned with the presentation and analysis of data gathered through the use of questionnaire distributed to the respondents. One hundred and fifty (150) copies of questionnaire were distributed and one hundred and thirty (130) copies were retrieved. This gave a response rate of return of 86.7%.

The study answered the following research questions;

1) What social networking sites do the students of University of Abuja have access to?
2) How often do the students of University of Abuja go online?
3) How many hours do the students spend on social networking activities?
4) How has the use of social media affected the academic performance of the students of University of Abuja?

   Analysis of Demographic Data

Items 1 to 5 in the questionnaire answered question on the demography of respondents.

Question 1; what is your sex?

Table 1; Response to question 1

Response	Frequency	Percentage
Male	55	42.3%
Female	75	57.7%
Total	130	100

From the table above, 55 respondents (42.3%) were males while 75 respondents (57.7%) were females.

Question 2; what is your age bracket?

Table 2; Response to question 2

Response	Frequency	Percentage
18-24	75	57.7%
25-31	35	26.9%
32-38	15	11.5%
39-40	5	3.9%
Total	130	100

From the table above, 75 respondents (57.7%) fell under the age bracket of 18-24, while 35 respondents (26.9%) were under the bracket of 25-31, while 15 respondents (11.5%) were under the age bracket of 32-38, while 5 respondents (3.9%) were between the age bracket of 39-40 years.

Question 3; what department are you?

Table 3; Response to question 3.

Response	Frequency	Percentage
Law	10	7.7%
Sciences	35	26.9%
Art	45	34.6%
Management	40	30.8%
Total	130	100

From the table above, 10 respondents (7.7%) were law students, 35 respondents (26.9%) were science students, 45 respondents (34.6%) were students of art, while 40 respondents (30.8%) were students of management.

Question 4; what level are you?

Table 4; Response to question 4.

Response	Frequency	Percentage
100l	50	38.5%
200l	40	30.8%
300l	25	19.2%
400l	15	11.5%
Total	130	100

From the table above, 50 respondents (38.5%) were 100l students, 40 respondents (30.8%) were 200l students, 25 respondents (19.2%) were 300l students and 15 respondents (11.5%) were 400l students.

Question 5; what type of student are you?

Table 5; Response to question 5.

Response	Frequency	Percentage
Full-time	80	61.5%
Part-time	50	38.5%
Total	130	100

From the table above, 80 respondents (61.55%) were full -time students while 50 respondents (38.5%) were part-time students.

Analysis of Data from Survey (field)

Research question 1; what Social Networking Sites do the Students of University of Abuja have access to?

Items 6-13 answered research question one.

Question 6; which of the following do you own?

Table 6; Response to question 6.

Response	Frequency	Percentage
Computer	20	15.4%
Nokia phone	60	46.1%
Blackberry	50	38.5%
Total	130	100

From the table above, 20 respondents (15.4%) owned a computer, 60 respondents (46.1%) owned a Nokia phone, and 50 respondents (38.5%) owned a Blackberry.

Question 7; Do you have access to the internet?

Table 7; Response to question 7.

Response	Frequency	Percentage
Yes	125	96.2%
No	5	3.8%
Total	130	100

From the table above, 125 respondents (96.2%) had access to internet, and 5 respondents (3.8%) had no access to the internet.

Question 8; Are you aware of the Social Networking Sites?

Table 8;Response to question 8.

Response	Frequency	Percentage
Yes	120	92.3%
No	10	7.7%
Total	130	100

From the table above, 120 respondents (92.3%) were aware of the social networking sites, and 10 respondents (7.7%) were not aware of social networking.

Question 9; what are the social networking sites you know?

Table 9; Response to question 9;

Response	Frequency	Percentage
2go	60	46.2%
BB chat	50	38.5%
Face book	1 5	11.5%
Others	5	3.8%
Total	130	100

From the table above, 60 respondents (46.2%) were aware of 2go, 50respondents (38.5%) were aware of BB chat, 15 respondents (11.5%) were aware of face book, and 5 respondents (3.8%) said others.

Question10: which of the social networking site do you have account with?

Table 10; Response to question10.

Response	Frequency	Percentage
2go	65	50%
BBchat	45	34.6%
Facebook	15	11.5%
Others	5	3.8%
Total	130	100

From the table above, 65 respondents (50%) had an account with 2go, 45 respondents (34.6%) had an account with BB chat, 15 respondents (11.5%) had an account with face book, and 5 respondents (3.9%) said others.

Question11; which do you prefer?

Table 11; Response to question 11.

Response	Frequency	Percentage
2go	65	50%
BB chat	47	36.2%
Face book	14	10.8%
Others	4	3.0%
Total	130	100%

From the table above, 65 respondents (50%) preferred 2go, 47 respondents (36.2%) preferred BB chat, 14 respondents (10.8%) preferred face book, and 4 respondents (3.0) preferred others.

Question 12; Why do you prefer it?

Table 12; Response to question 12.

Response	Frequency	Percentage
It is faster	30	23.1%
It is cheap and reliable	50	38.5%
It opens multiple pages at the same time	35	26.9%
It has a good reception	10	7.7%
Others	5	3.8%
Total	130	100

From the table above, 30 respondents (23.1%) said its faster, 50 respondents (38.5%) said its cheap and reliable, 35 respondents (26.9%) said it could open multiple pages at the same time, 10 respondents (7.7%) said it has a good reception, and 5 respondents (3.8%) said others.

Question 13; If none, why?

Table 13; Response to question 13.

Response	Frequency	Percentage
Time Consuming	60	46.2%
It is expensive	52	40%
Its addictive nature	13	10%
I just don't like it	5	3.8%
Total	130	100

From the table above, 60 respondents (46%) said its time consuming, 52 respondents (40%) said it's expensive, 13 respondents (10%) said its due to its addictive nature, and 5 respondents (3.8%) said they just don't like it.

Research Question2; How often do the students of University of Abuja go online?

Items 14-15 answered research question two.

Question 14; Where do you browse?

Table 14; Response to question 14.

Response	Frequency	Percentage
Home	40	30.8%
Café	22	16.9%
School	63	48.5%
0thers	5	3.8%
Total	130	100

From the above table, 40 respondents (30.8%) browse at home, 22 respondents (16.9%) browse in the café, 63 respondents (48.5%) browse in school, and 5 respondents (3.8%) said others.

Question 15; How often do you go online?

Table 15; Response to question 15.

Response	Frequency	Percentage
Very often	70	53.8%
Often	40	30.8%
Not very often	13	10%
Not often	7	5.4%
Total	130	100

From the table above, 70 respondents (53.8%) go online very often to chat, 40 respondents (30.8%) go online often chat, 13 respondents (10%) go online not very often to chat, and 7 respondents go online not often to chat.

Research Question 3; How many hours do students spend on social networking activities?

Item 16 answered research question three.

Question 16;How many hours do you spend online.

Table 16: Response to table 16.

Response	Frequency	Percentage
6 hours	92	70 .8%
4 hours 30	23.1%	
2 hours	6	4.6%
1 hour	2	1.5%
Total	130	100

From the table above, 92 respondents (70.8%) spend 6 hours online, 30 respondents (23.1%) spend 4 hours online, 6 respondents (4.6%) spend 2 hours online, and 2 respondents (1.5%) spend 1 hour online.

Research Question 4; How has the use of social media affected the academic performance of students of University of Abuja?

Item 17-20 answered research question four.

Question 17; What do you browse for?

Table 17; Response to question 17.

Response	Frequency	percentage
Education	32	24.6%
Sports and News	24	18.5%
Entertainment	72	55.4%
Others	2	1.5%
Total	130	100

From the table above, 32 respondents (24.6%) browse for educational purpose, 24 respondents (18.5%) browse for sports and News, 72 Respondents (55.4%) browse for entertainment and 2 respondents (1.5%) said others.

Question 18; What satisfaction do you get from surfing the net?

Table 18: Response to question 18.

Response	Frequency	percentage
Information	30	23.1%
Affiliation (chatting)	58	44.6%
Entertainment	20	15.4%
Pornography	12	9.2%
Others	5	3.8%
Total	130	100

From the table above, 30 respondents (23.1%) were satisfied by obtaining information, 58 respondents (44.6%) preferred affiliation (chatting), 20 respondents (15.4%)

preferredentertainment, 12 respondents (9.2%) preferred pornography and 5 respondents (3.8%) said others.

Question 19; Do you believe social media can influence the academic performance of students?

Table 19; Response to question 19.

Response	Frequency	Percentage
Yes	125	96.2%
No	5	3.8%
Total	130	100

From the table above, 125 respondents (96.2%) believed that social media can influence the academic performance of students, and 5 respondents (3.8%) disagreed.

Question 20; How has the use of the use of social media influence your academic performance?

Table 20: Response to question 20.

Response	Frequency	Percentage
Positive	55	42.4%
Negative	70	53.8%
No response	5	3.8%
Total	130	100

From table 20 above, 55 respondents (42.4%) said it has influenced their academic performance positively, 70 respondents (53.8%) it has influenced them negatively and 5 respondents (3.8%) made no response.

4.2 Discussion of Findings

In this section, the data collected from survey on the topic "The Impact of Social Media on the academic performance of students; (A Study of University of Abuja) will be discussed. The data was contained in 130 fully completed copies of questionnaire retrieved from the respondents out of 150 copies of questionnaire distributed. Reponses to answers on research questions would be discussed.

Research Question 1: What social networking sites do students of University of Abuja have access to?

The aim of this research question was to find out the various social networking sites the students had access to. The data on table 6,7,8,9,10,11,12 and 13 were used to answer this research question.

The data on table 6 showed that, 130 respondents (100%) either owned a computer, Nokia phone or a blackberry. Table 7 showed that, 125 respondents (96.1%) had access to the internet, while 5 respondents (3.8%) said they don't have access to the internet. The data on table 8 indicated that, 120 respondents (92.3%) were aware of the social networking sites, while 10 respondents (7.7%) said they were not aware of it. The data on table 9 showed that 60 respondents (46.1%) were aware of 2go, while 50 respondents (38.5%) were aware of BB chat, while 15 respondents (11.5%) were aware of face book, and 5 respondents (3.8%) said others.

Table 10 indicated that 65 respondents (50%) had account with 2go, while 45 respondents (34.6%) had account with BB chat, while 15 respondents (11.5%) had account with face book, and 5 respondents (3.9%) said others. Table 11showed that 65 respondents (50%) preferred 2go, while 47 respondents (36.2%) preferred BB chat, while 14 respondents (10.8%) preferred face book, and 4 respondents (3.0%) said others. Table 12 showed that 30 respondents (23.1%) preferred it because it is faster, while 50 respondents (38.5%) said it is cheap and reliable, while 35 respondents (29.9%) said it can open multiple pages at the same time, while 10 respondents (7.7%) said it has good reception, and 5 respondents (3.8%) said others. Table 13 showed that 60 respondents (46.2%) did not like it because it is time

consuming, while 52 respondents (40%) said it is expensive, while 13 respondents (10%) said it is because of its addictive nature, and 5 respondents (3.8%) said they just didn't like it.

From the above findings, it is crystal clear that the students of University of Abuja had access to social networking sites. The findings also proved that the students prefer to use 2go and BB chat more than any other media because it is fast and can open various pages at the same time, although some say that it can be time consuming and addictive as shown in table13.

Research Question 2: How often do the students of University of Abuja go online?

The aim of this research question was to find out how often the students of University of Abuja go online. The data on table 14 and 15 answered this research question.

Data on table 14 showed that, 40 respondents (30.8%) browse at home, while 22 respondents (16.9%) said they browse in the café, while 63 respondents (48.5%) said they browse in school, and 5 respondents (3.8%) said others. Data on table 15 shows that, 70 respondents (53.8%) go online to chat very often, while 40 respondents (30.8%) are often online to chat, while 13 respondents (10%) are not very often online chat, and 7 respondents (5.4%) are not often online chat.

From the findings above, it is obvious that majority of the respondents prefer to browse in school than in other places as shown in table 14. The study also showed that students of University of Abuja go online to chat very often as shown in table 15. This findings received the support of Sofela (2012) A study on the effect of social media on students in which the researcher found out that students go for various social networking sites social interaction among themselves.

Research Question 3: How many hours do the Students spend on Social Networking activities daily?

The aim of this research question was to find out how many hours the students spend in social networking activities daily. The data on table 16 answered this research question.

The data on table 16 indicated that 92 respondents (70.8%) spend 6 hours online, 30 respondents (23.1%) spend 4 hours online, while 6 respondents (4.6%) spend 2 hours online, and 2 respondents (1.5%) spend 1 hour online.

The findings above showed that students spend a very long time on social networking activities online.

Research Question 4: How has the use of social media affected the academic performance of the students of University of Abuja?

The aim of this research question was to find out the impact of social media on students' academic performance. The data on tables 17, 18, 19, and 20 answered this research question.

The data on table 17 showed that, 32 respondents (24.6%) browse for educational purpose, while 24 respondents (18.5%) browse for sports and news, while 72 respondents (55.4%) browse for entertainment and 2 respondents (1.5%) said others. The data on table 18 showed that 30 respondents (23.1%) obtained satisfaction from gathering information, 58 respondents (44.6%) preferred affiliation (chatting), 20 respondents (15.4%) preferred entertainment, 12 respondents (9.2%) preferred pornography, and 5 respondents (3.8%) preferred others. Table 19 showed that 125 respondents (96.2%) believe social media can influence the academic performance of students, while 5 respondents (3.8%) disagreed. Table 20 showed that 65 respondents (50%) said it has influenced their academic performance negatively, while 55 respondents (45.5%) said it has influenced them positively, and 5 respondents (3.8%) made no responses

From the findings above, it is obvious that students seek affiliation (chatting) when surfing the net as shown in table 18. The study also showed that social media can also influence the academic performance of students negatively because they spend more time chatting and doing other activities than studying or carrying out academic research online as shown in tables 19 and 20.

The findings here is in line with the findings of Seyi (2012) on social media and Nigeria youths burden in which it was revealed that social media negatively influence the academic performance of students. The findings also gave credence to uses and gratification theory which says that the audiences are goal oriented and attempt to achieve their goals through the media source. This theory is also one of the theories that formed the foundation of the study.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS.

5.1 Introduction:

The main objective of this study was to determine the "Impact of social media on the student's academic performance: A study of students of University of Abuja. Survey research design was adopted using the questionnaire for the gathering of data. Following the analysis of data and discussion of findings, this chapter presented the summary of findings, conclusion and recommendations.

5.2 Summary of Findings:

The findings showed that:

I.   A great number of students in the University of Abuja are aware of the social media and had access to various social networking sites.

II.   The students of University of Abuja are often online in various social networking activities.

III.   A great amount of time is spent on social networking sites than in academic activities by the students of University of Abuja.

IV.   Due to a great number of times spent on social networking activities, the academic performance of students suffer setbacks which could lead to a poor performance in the student's academics and therefore, fail to create a balance between the social media and academic activities.

5.3 Conclusion:

This study has demonstrated that the students of University of Abuja are aware of the social networking sites and had access to them. Findings also indicated that they are influenced to a great extent by the social media negatively because attention their are

focused on chatting and music while their academic activities are neglected and left to suffer.

5.4 Recommendation:

Based on the findings and conclusions of this study, the following recommendations were made:

1) Social networking sites should be expanded and new pages should be created to enhance academic activities to avoid setbacks in the students' Academic performance.
2) The students should create a balance between chit-chatting and academic activities. More attention should be directed to research.
3) There should be a decrease in the number of time spent by students when surfing the net.
4) The impact of social media on the academic performance of students should focus more on the positive side than on the negative side to achieve balance.

5.5 Suggestion for further Studies:

Further studies should be conducted to create more pages for research and academic activities to enable Students improve in their academics performance, thereby avoiding a distraction which leads to deviation from their academic work. Furthermore, access to the media should be made easy for students as an encouragement and should be for both the lecturers and students to meet up with the academic work. The scheme of work for the academic session should be placed online to enable the students get interested in research activities.

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April 10 2013

Dear respondents

I am a final year student of the above named institution, conducting a research on the topic

'impact of social media on the academic performance of students; A study of students of

University of Abuja.

I humbly request your assistance in filling the questionnaire. All information gathered shall be

used purely for research purpose and shall be treated with confidentiality.

Yours faithfully

Anjugu Ndaku

Researcher

QUESTIONNAIRE

Section A

1. What is your sex?

   A. Male   [   ]

   B. Female   [   ]

2. What is your age bracket?

   A. 18-24   [   ]

   B. 25-31   [   ]

   C. 32-38   [   ]

   D. 39-40   [   ]

3. What department are you?

   A. Law   [   ]

   B. Art   [   ]

   C. Sciences   [   ]

   D. Management [   ]

4. What level are you?

   A. 100l   [   ]

   B. 200l   [   ]

   C. 300l   [   ]

   D. 400l   [   ]

5. What kind of student are you?

    A. Part-time [   ]

    B. Full-time   [   ]

Section B

6. Which of the following do you own?

    A. Computer [   ]

    B. Nokia phone [   ]

    C. Blackberry   [   ]

7. Do you have access to the internet?

    A. Yes [   ]

    B. No   [   ]

8. Are you aware of social networking sites?

    A. Yes [   ]

    B. No   [   ]

9. What are the social networking sites you know?

    A. 2go [   ]

    B. BB chat [   ]

    C. Face book [   ]

    D. Others   [   ]

10. Which of the social networking sites do you have an account with?

A. 2go [ ]

B. BB chat [ ]

C. Face book [   ]

D. Others [   ]

11. Which do you prefer?

A. 2go [   ]

B. BB chat [   ]

C. Face book [   ]

D. Others [   ]

12. Why do you prefer it?

A. It is faster [   ]

B. It is cheap and reliable [   ]

C. It opens multiple pages at the same time [   ]

D. It has good reception [   ]

E. Others [   ]

13. If none, why?

A. Time consuming [   ]

B. It is expensive [   ]

C. Its addictive nature [   ]

D. I just don't like it   [   ]

14. Where do you browse?

A. Home [   ]

B. Café   [   ]

C. School [   ]

D. Others   [   ]

15. How often do you go online?

A. Very often   [   ]

B. Often   [   ]

C. Not very often [   ]

D. Not often   [   ]

16. How many hours do you spend online?

A. 6 hours   [   ]

B. 4 hours   [   ]

C. 2 hours   [   ]

D. 1 hour [   ]

17. What do you browse?

A. Education [   ]

B. Sports and news [   ]

C. Entertainment   [   ]

D. Others [   ]

18. What satisfaction do you derive from it?

   A. Information [   ]

   B. Affiliation(chatting) [   ]

   C. Entertainment   [   ]

   D. Pornography [   ]

19. Do you believe that social media can affect your academic performance?

   A. Yes   [   ]

   B. No   [   ]

20. How has the use of Social Media influenced your academic performance?

   A. Positive   [   ]

   B. Negative [   ]

   C. No response   [**]**