

Influence of Social Media on Academic Activities of Educational Technology Students in Higher Institutions

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Abstract: The study determined the influence of social media on Academic performance of Educational Technology Students in Higher Institutions. Four research questions guided the study. The study was conducted in Ebonyi State Nigeria. The population of the study was 659, 200 level students of teacher education institution in Ebonyi State. 200 students were sampled for the study through balloting. The instrument for data collection was influence of social media on Academic Activities of Educational Technology Students in Higher Institutions Questionnaire (ISMAAETSHIQ) developed by the researcher. The reliability of the instrument was obtained using Cronbach alpha approach. Mean and standard deviation were used to answer the research questions. The study revealed that attitudes of students on the use of social media in attending to their take home assignment have negative influence on the students' academic activities. The study also revealed that the use of social media by students have negatively influence their academic activities on project work. The finding further revealed that social media negatively influence student class attendance and finally that steady use of social media by student negatively influences their academic performance. Some recommendations were made based on the finding of the study.

Key words: Attitude • Performance • Technology

INTRODUCTION

There is a clear evidence of technological advancement world over which has affected every area of human endeavour including academic activities. It has dramatically changed the way we work, communicate and learn. For instance, the existence and dimension of the present day technologies have transformed the world as they serve as essential tools for professional and nation development; as a result, there is revolution and rush in the use of information and communication technology (ICT) of all forms such as internet resources: Social Media (SM).

Social media is an internet based channel of communication that allow users engage in creation, sharing, storage and dissemination of information, pictures and ideas in virtual communities and networks. To Dewing [1] social media is a wide range of internet-based and mobile services that allow users to participate in online exchanges, contribute user-created content, or join online communication. According to Ezekoka and

Num [2] social media is the social interaction among people in which they create, share, or exchange information and ideas in virtual communities and networks. Social media as a technological means of interaction or communication is an innovation that is technological internet based in nature linking users irrespective of geographical location and time is making waves globally in all human endeavours including academic activities. Then, social media as a channel of communication among people in recent times regardless of distance permeates world over with a lot of people at different fields of life including education engrossed. That is, it is somehow like air born diseases as it has the capabilities of touching every area of human life. This might be what Osahenye [3] referred to as unstoppable power of the social media. It makes possible for people to exchange information, files, pictures, video, messages, conduct real-time conversations. The rapid increase in the usage of social media generates a lot of controversy of its benefits and challenges to the users.

Social media can be referred to as a technological means of communication, interaction and exchange of ideas. It is a direct channel of communication and interaction with other people socially with the aid of network platforms. Social media use web based like computer set or mobile phone devices that has internet access to create interactive platforms such as Whatsapp, Facebook, Youtube, Twitters, Blogs Stumbleupon, Snapchat, Instragram, etc.

According to Nelson Company [4] the social network revolution has led to the rise of networking sites. Research shows that the adolescent audience spend 22% of their time on social networking sites; thus providing how popular social media platforms have become.

In educational industry, there are also argument over the positive and negative impact of social media on students' academic activities as students (Learners) starting from upper primary level of education to higher education are accessing social media sites of their choice such as Facebook, Twitter, Instagram, 2go, Youtube, Myspace, WhatsApp, etc. every now and then which consumes most of their times. To Oghenetega and Ejedafiru [5] life is made easy by this media for development academically, socially and politically for any that is connected to it. Some other scholars postulated the increasing tendencies to abuse of social media for advancing cybercrime and pornography, while others are of the opinion that the increasing potentials of social media are advancing educational communication according to Ezeah *et al.* [6], Torruam [7] and Sanusi *et al.* [8]. This indirectly has made it part of their daily life experiences. It is based on this premise that the researcher intend investigating the influence of social media on educational technology students' academic activities in higher institutions in Ebonyi State.

Academic activities in this context are those instructional exercises that are related to formal educational practices which are carried out in the educational institutions. They are inform of classroom, teaching and learning, quiz, take home assignment, class tests, seminar works, project works, class attendance.

Higher education refers to all education that takes place after secondary school level established by individual, group of individual or government and approved by the competent state authorities as higher education. It can also be called post-secondary education. Higher education depends on what a given country deems to be higher education; such as universities, colleges of education, polytechnics, college of health technologies, technical specialty schools etc.

Statement of the Problem: Social media as a means of communication goes with a lot of benefits but have also some problems associated with its usage among students of higher institutions. Most users of social media with particular references to educational technology students face some challenges especially how it impacts on their academic activities. This study therefore investigated the influence of social media on academic activities of students in higher institutions in Ebonyi State.

Purpose of the Study: The general purpose of this study is to determine the influence of social media on academic activities of educational technology students in higher institution of learning. The study specifically sought to:

- Ascertain the influences of social media on students' attitudes towards take home assignment.
- Find out the influences of social media on educational technology students' project work in higher institutions.
- Determine the influences of social media use on educational technology students' class attendance in higher institution.
- Find out the influences of social media in respect to academic achievement of educational technology students in higher institutions.

Scope of the Study: This study centred on the influence of social media on the academic activities of educational technology. 200 level students in colleges of education in higher institutions in Ebonyi State constituted the sample. The covers study takes home assignment, project work, class attendance and academic achievement.

Research Questions:

- In what ways do social media influences students' attitudes toward take home assignment?
- In what was do social media use influences educational technology students in project work?
- In what ways do social media influences students' class attendance in educational technology?
- In what ways do influences of social media in respect to academic achievement of educational technology students in higher institutions?

Review of Related Literature: Social media refers to wide range of internet based and mobile services that allow users to participate in online exchanges, contribute user created content, or join online communities according to Dewing [1].

Different scholars have conducted research to determine the influence of social media on users. In a study conducted by Shana [9] revealed that students use social network mainly for making friends and chatting. The result showed that only 26 percent of the students (Respondents) indicated that they use social media for academic purpose. In the same vain, Oye [10] was of the view that most of the younger students use social networking sites mainly for socializing activities, rather than academic purposes.

On the negative effect of social media on academic performance, Moon [11] in a study on “Impact of Facebook on undergraduate academic performance” stated that social media have negative impact on students. The result of the study revealed that the more students use Facebook, the more it affects their academic performance. Nauert [12] in a study to explore mechanisms of media effects on academic found that widespread of media among freshman college students may compromise academic performance. The result of the study proved that use of media, from texting to chatting on cell phones to posting status updates on Facebook may lower grades for freshman female students.

To the credit of social media, Yang [13] disclosed that the effects of social media depends largely on the degree of usage. Seo [14] was also of the opinion that negative influence of internet is only on excessive users and not on all users. Al-Rahmi and Othman [15] in their study on the impact of social media use on academic performance among university students. A pilot study.

MATERIALS AND METHOD

The research design is a survey. Survey is a technique of collection, presentation and interpretation of data for the purpose of description of a concept.

The population of the study is 659 of 2018/2019 200 level students of teacher education institution in Ebonyi State.

The study was conducted in Ebonyi State, Nigeria. Ebonyi State. Ebonyi state has boundary with Enugu State, Abia State, Cross River State and Benue State. The state has 15 Local government areas and 3 accredited teacher education institutions.

200 were sampled for the study through balloting.

The instrument was validated by three experts from measurement and evaluation and educational technology Ebonyi State University, Abakaliki.

The reliability of the instrument was established using spearman Brown prophesy formula. The reliability index of 0.65 was obtained from the calculation which shows the instrument for the study was reliable.

The instrument used for data collection was 22 item researchers made structured questionnaire titled “Influence of Social Media on Academic Activities of Educational Technology Students in Higher Institutions” Questionnaire (ISMAAETSHIQ)”. The instrument was based on a four point’s likert-scale ranging from of strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD). With the rating scale of 4, 3, 2 and 1 to elicit information to research questions respectively. The respondents (Students) were asked to show their responses to the options provided by ticking (✓) the options which correspond to their level of agreement to the items. The decision point was 2.5. This implies that any item that score 2.5 and above was accepted and any are below 2.5 was rejected.

200 copies of questionnaire were administered to the respondents (Students) and collected the same day by the researcher and research assistant. This was to enable the researcher to retrieve the complete questionnaire administered.

The data obtained were analyzed using mean and standard deviation to answer the research questions and t-test statistics to test the hypothesis at alpha level of 0.5.

Research Questions One: In what ways do social media influences students’ attitudes toward take home assignments?.

The result of the data analysis presented in Table 1 reveals that the attitude of students on the use of social in attending to their take home assignment has negatively influence their academic performance. This is because the grand mean of 3.13 obtained from this table is greater than 2.50 which is the criterion point for acceptance.

Research Questions Two: In what ways do social media use influences educational technology students in project work?.

The result of the data analysis presented in Table 2 reveals that the use of social media by educational technology students influences the students’ project work. This is because the grand mean of 3.14 obtained from the table is greater 2.50 which is the criterion for agreement.

Table 1: Influence of social media on students attitudes toward take home assignment.

S/N	Items	N	X	SD	Decision
1	Students give more time on social media chat than their take home assignment.	200	3.21	0.86	Agreed
2	Students have formed the habit of over dependent on social media information than other instructional materials for doing their taken home assignment.	200	2.98	0.92	Agreed
3	Because of social media use, students find it difficult to go into real research when doing their take home assignment.	200	3.16	0.66	Agreed
4	Over use of social media platform makes students lazy over take home assignment.	200	3.22	0.74	Agreed
5	Use of social media has blinded students' scope of research on take home assignment.	200	3.10	0.69	Agreed
6	Social media somehow increases the rate of copyright as most users have little or no time to think about the take home assignment.	200	3.11	0.72	Agreed
Grand Mean (X)		200	3.13	0.765	Agreed

Table 2: Influence of social media on students in project work.

S/N	Items	N	X	SD	Decision
7	Use of social media takes more of student's time than project research work.	200	2.94	0.94	Agreed
8	Use of social media reduces students' scope of search on research project.	200	3.02	0.84	Agreed
9	Use of social media encourages plagiarism in project research work.	200	3.33	0.91	Agreed
10	Use of social media is a big distraction to student' concentration on their research project work.	200	3.12	0.93	Agreed
11	Students spent more time on social media for non-academic activities than hours spent on their studies/project work.	200	3.27	0.65	Agreed
Grand Mean (X)		200	3.14	0.86	Agreed

Table 3: Influence of social media on students in class attendance:

S/N	Items	N	X	SD	Decision
12	Use of social media makes students lose sight of lecture time and attendance.	200	3.04	0.91	Agreed
13	Students most times disengage themselves from class when they have appointment online.	200	3.11	0.85	Agreed
14	Students are more interested in social media engagement than class attendance?	200	2.95	0.89	Agreed
15	Social media involvement by education technology students is a big source of distraction to class attendance.	200	3.01	0.99	Agreed
16	Students' engagement in chatting during class activities result into poor understanding of lesson contents is as good as not attending to class.	200	2.67	0.97	Agreed
17	Over dependent on social media encourages absenteeism to class?	200	3.07	0.65	Agreed
Grand Mean (X)		200	2.97	0.87	Agreed

Table 4: Social media influence academic performance of educational technology students in higher institutions

S/N	Items	N	X	SD	Decision
18	Students' steady involvement in social media chatting reduces their attention to take home assignment which leads to poor performance.	200	2.88	0.78	Agreed
19	Students who are always involved in social media chats in the expense of being serious on their take home assignment promote poor performance.	200	3.01	0.77	Agreed
20	Students' attendance to social media instead of attendance to lectures, library and educational resources materials lead to poor academic performance.	200	2.78	0.68	Agreed
21	Over involvement of education technology students on social media platforms at the expense of their academic activities results into poor academic performance.	200	3.23	0.72	Agreed
22	Students relying only on the information gotten from social media in doing their assignment limit their knowledge which affects their academic performance negatively.	200	3.10	0.69	Agreed
Grand mean (X)		200	3.00	0.72	Agreed

Research Questions Three: In what ways do social media influences educational technology students in class attendance?.

The result of the data analysis presented in Table 3 reveals that social media influences educational technology students in class attendance. As shown on

the table the grand mean of 2.97 was obtained indicating the students attached more value to social media than attending to class activities.

Research Questions Four: In what ways do social media influence academic performance of educational technology students in higher institutions?.

The result of the data analysis presented in Table 4 reveals that steady use of social media influences educational technology students academic performances in tertiary institution. As shown on the table the grand mean of 3.00 was obtained indicating the students attached more value to social media than concentrating to his academic activities and this hinders their academic performances in educational technology.

DISCUSSION

There is a clear evidence of technological advancement world over which has affected every area of human endeavour including academic activities. It has dramatically changed the way we work, communicate and learn. For instance, the existence and dimension of the present day technologies have transformed the world as they serve as essential tools for professional and nation development; as a result, there is revolution and rush in the use of information and communication technology (ICT) of all forms such as internet resources: Social Media (SM).

The finding of this study reveals that attitude of students on the use of social in attending to their take home assignment has negatively influence their academic performance. The finding of the study also revealed that the use of social media by educational technology students influences the students' project work. The study also reveals that social media influences educational technology students in class attendance. Finally, the study also revealed that steady use of social media influences educational technology students' academic performances in tertiary institution. The findings of this study are in line with that of Moon [11] and Nauert [12]. The researchers said that use of social media such as Facebook had negatively affected the academic performances of the students at any level educational system. Educational implication to this study is that excessive use of social hinders the academic performances of the students.

Recommendations: Based on the findings of the study, the researcher made the following recommendations:

- That lecturers at higher institutions should restrict students from using social media devices during lessons.
- That government should provide computers and internet facilities to both teachers and students for use during lessons.
- That lecturers and schools administrator should enlighten the students on the negative effects reckless use of computers.

CONCLUSION

Social media influences academic performance of students with majority of the students participating in the use of it, but need to be minimized on how they frequently use them because it may serves as a distractor to their academic activities.

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