

Use of Social Media and its Impact on Academic Performance of Undergraduate Students: A Case Studies of users of Olusegun Oke Library, Ladoke Akintola University of Technology, Ogbomoso, Nigeria

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ABSTRACT

This paper examines the use of social media and its impact on academic performance of undergraduate students as users of Olusegun Oke Library of Ladoke Akintola University of Technology (LAUTECH), Ogbomoso, Nigeria. The research adopted the survey method in the collection of data. Descriptive survey and convenient sampling were the research design and sampling technique used respectively. The size of the study was three hundred (300) undergraduate students of library users. The research finding showed that a greater number of students of library users had access to the internet. The research finding of this paper indicate that undergraduate students frequently copy from Wikipedia as their major source of information; use of Facebook to generate idea from information about their research focus, make use of Blogger or Internet to develop their creative skills. However, students' reliance on the social media tools alone has resulted in their comprehensive research skills to produce quality research works. The research finding also observed that students with mobile phones having internet facility should be encouraged to make use of it to supplement their research in the library rather than the unnecessary chatting with colleagues all the time. Also, students should be encouraged to actualize the time they spend on the social media network per day. The research finding also aware that the use of social media network had no adverse effect on academic performance of students since it improves their research skills. This research paper is hereby recommends that the students should increase their activities on social media and concentrate more to their academic performance.

KEYWORDS: Social media, Academic, Students, Library, Nigeria.

INTRODUCTION

In Nigeria and the World at large, Social media are modern interactive communication channels through which people as a whole connect to one another, share knowledge, experiences, messages and common interest of information. What distinguishes the social media from the conventional means of communication is their interactive nature which allows the audience to participate in it from any part of the world McQuail (2010), differentiate the social media from the traditional mass media when he noted that “traditional mass communication was essentially one- directional, while the new forms of communication are essentially interactive”. This interactive aura of the new media confers an unprecedented popularity on them.

The social media by their nature have the capabilities of educating, entertaining, informing and out reaching the audience. Above all, they possess a “contagious and fast influence” which the conventional media lack. This potential is most likely what Osahenye (2011) refers to as unstoppable power of the social media. In the last ten years, the online world has changed drastically, thanks to the invention of social media, young men and women now exchange ideas, feelings pictures, video, and personal information at a truly astonishing rate. Seventy-three percent of wired America teens now use social media websites. Lusk (2010) share the same concept of social media. To them social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. However for the purpose of this study social media is captured within the use of internet through Facebook, Whats App, Twitter, Skype, Myspace as well as Yahoo Messenger for communication sharing of ideas, sharing of photos and videos by users. The increase use of Social Networking Websites has become an international phenomenon in the past several years. What started out as hobby for some computer literate people has become a social norm and a way of life for people from all over the world (Boyd, 2010). Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, 2010). Social networking became popular between 2004 and 2006, after Facebook and Myspace were created. Facebook, for example has over 500 million members and it is still growing and approximately 85% of undergraduate students are Facebook users (Schneider, 2010). These numbers are expected to grow since Facebook users will continue to grow. And this is not only true for Face book; numbers for YouTube users closely follow as well (University of New Hampshire, 2010).

Social networking websites provide tools by which people can communicate, share information and create new relationships. With the popularity of social networking websites on the rise, our social interaction is affected in multiple ways as we adapt to our increasingly technological world. The way web users interact and talk to each other has changed and continues to change. These users now socialize through the internet and it takes away from the person socialization that has been around forever. Social networking websites have affected our social interaction by changing the way we interact face- to-face, how we receive information, and the dynamics of our social groups and friendships (Asur and Huberman, 2010).

We are constantly being reminded of the fact that the world is passing through the problem of troubling time and young people of today think of nothing but themselves, are impatient and also belief as if they know everything within the globe. Due to increasing popularity, socialist and professors are questioning the much time spent on social networking as it concerns academic performance. Therefore, this study is centered on Facebook, Whats App, Skype, Myspace, You Tube and Twitter, the leading social networks on the campuses today. The use of social media among undergraduate students of the universities of today is growing exponentially and gaining more and more popularity

among students. Many students get addicted to the use of social media site as they begin to engage in one or other activities on the social media sites very often. Conclusion would have to draw out to the basics of social network usage towards academic performance in the University. Academic excellence plays an important role in individual's life, in the family, social gatherings, workplace, an institution, and among peers. Due to this, many people are concerned with the ways they can improve their academic performance (Kirwan, .2014). Studies have also revealed that social media affects students' use of English. They aim at using short-handwriting to chart with friends and get used to it thereby repeating the same errors during examinations (Sheldon, 2012).

SCOPE OF THE STUDY

The scope of this study focuses on the investigating the use of Social Media and its impact on academic performance of undergraduate students' as users of Olusegun-Oke Library, Ladoko Akintola University of Technology (LAUTECH) Ogbomoso, Nigeria. Total number of 500 students shall be selected from various users of the library to form the population for this study. While simple random sampling technique will be used to select the respondents.

OBJECTIVES OF THE STUDY

The specific objectives of the study are to determine whether undergraduate students as users of Olusegun Oke Library are:

1. Type of social media network most exposed to by the undergraduate students.
2. To ascertain level of expose to social networks.
3. To determine the effect of social media network the students are exposed to
4. To know time spent on Social Media by undergraduate Students.
5. To ascertain the impact of social media on academic performance among undergraduate Student.

RESEARCH QUESTION

1. What type of social media network exposed to by undergraduate Student as users of Library?
2. What level are they exposed to social media by undergraduate Students?
3. What are the effects of social media network on undergraduate Students?
4. What are the impacts of social media on academic performances among undergraduate students?
5. What are the times spent on social media sites?

REVIEW OF RELATED LITERATURE

Social media is the means that employ mobile and web based technology to create highly interactive platforms by which individuals and community share, create, discuss and the modification of users' generated content (Kietzmann, 2012). It is a website that does not just give information but interact with you while giving you the information needed. It is a group of based application that allows the creation, and exchange of users' content generated. It is so easy to confuse social media with social news because we often refer to members of the news as media. Meanwhile, some media websites includes; social networking, social news, social video, social book internet marking, photo sharing, wikis etc. The internet usage effect of social media, as indicated by (Kietzmann, 2012) is that the internet users continue to spend more time on the social media than any site. The total time spent on social media across mobile device increased by 40% and 120 billion minutes in July 2012 as compared to 88 billion minutes in July 2011. Kaplan and Haenlein (2011) classified social media into six different classes as follows; Social Networking Site (Facebook, BB chat, 2go), Content Communities (You tube), Blogs and Micro Blogs

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(Twitter), Virtual Game World (World of war craft), Collaborative Project (Wikipedia) and Virtual Second World (second life).

When social media is used in combination with mobile devices it termed as Mobile social media. Social media is a group of mobile marketing application that allows the creation and exchange of users generated content. For the fact that social media runs on mobile devices, it quite differs from traditional social as it incorporates new devices such as the current location of the users and the time delayed between sending and receiving social networking and their educational uses are of interest to many researchers. The establishment of social media network platforms may also be updating the way in which learners engage with technology as a whole. For several years, Prensky (2012) differentiate between digital natives and digital immigrants who had 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. Livingstone and Brake (2010) in their opinion said social networking site, like much else on the internet represent a moving target for researchers and policy makers.

Students' academic performance has moved to a different dimension since the introduction of these social media networks and several studies have affirmed that social media plays an important role to students in higher institutions including the study conducted by Yoon (2013); In their study, they recognized four (4) major advantages of social media usage by students in higher institution which included; enhancing relationship, improving learning motivation, offering personalized course-materials, and developing collaborative abilities. Indeed, social media has contributed greatly to facilitating learning in the 21st century. It has shown that a greater percentage of students including those at the PhD level commonly use social media to ameliorate their studies.

The answers to the causes of flexible studies today across the globe might not be far from the great contribution that social media platforms are providing when used judiciously. Even though, there are other school of thought that states that social media is a nuisance to students' academic life such as James, C. (2010), who argued in their study that social networks distracts the attention and concentration of the students towards learning and converts it towards non educational activities such as useless and unnecessary chatting, there have been several studies conducted afterwards whose findings are contrary to this claim. Roger, C. R. (2012), enumerated some of the risks associated with social media which include criminal activities such as identity theft and fake contracts which is prevalent today, sexual abuse or harassment and unsuitable advertising. On the same subject O'Dell (2010), also mentioned cyberbullying, online harassment, sexting, face book depression and privacy concerns as some of the challenges associated with social networking. We are constantly being reminded of the fact that the world is passing through the problem of troubling time and young people of today think of nothing but themselves, are impatient and also belief as if they know everything within the globe. Due to increasing popularity, socialist and professors are questioning the much time spent on social networking as it concerns academic performance. Therefore, this study is centered on Facebook, What App, Skype, Instagram, You Tube and Twitter, the leading social networks on the campuses today. The use of social media among undergraduate students of the universities of today is growing exponentially and gaining more and more popularity among students. Many students get addicted to the use of social media site as they begin to engage in one or other activities on the social media sites very often. Conclusion would have to draw out to the basics of social network usage towards academic performance in the University. Academic excellence plays an important role in individual's life, in the family, social gatherings, workplace, an institution, and among peers. Due to this, many people are concerned with the ways they can improve their academic performance (Kaitlin, C.2010). Studies have also revealed that social media affects students' use of English. They

aim to use short-handwriting to chat with friends and get used to it thereby repeating the same errors during examinations Asemah,(E. S. 2011).

METHODOLOGY

The research adopted the survey method in the collection of data. Ohaja (2013), defines a survey as the study of the characteristics of a sample through questioning, which enables a researcher to make generalization concerning his population of study. The instrument of data collection for the study is the questionnaire. A total sample size of three hundred (300) of students was randomly selected from the total population of five hundred (500) among the students who were the users of Olusegun-Oke-Library LAUTECH, Ogbomoso at a strength representing the total population. The questionnaire was personally administered by the researcher to the various students within the reading hall for effective feedback.

FINDINGS AND ANALYSIS

Table 1: Type of Social Media Network Expose to by the Undergraduate Students as users of Olusegun-Oke Library (LAUTECH).

Type of Social Media Network	Frequency	Percentages
Face Book	160	53.3%
Twitter	64	21.3%
Whatsapp	24	6.3%
2go	19	8.0%
Wikipedia	33	11.1%
Total	300	100%

From Table1: above, respondents indicate the following as their favorite social media sites. Facebook represents 160 (53.3%). Twitter represents 64 (21.3%) while Whatsapp represent 24 (6.3%). 2go represents 19 (8.0%) and Wikipedia represents 33 (11.1%). This analysis shows that Facebook is the most favorite social media network site.

Table 2: What extent are undergraduate students exposed to social media network

Question	Frequency	Percentage
Very Great Extent	200	66.7%
Great Extent	65	21.7%
Low Extent	23	7.6%
Very Low Extent	12	4.0%
Undecided	Nil	Nil
Total	300	100%

The Table 2 above indicate that 200 (66.7%) of the respondents shows very great extent towards exposure to social media network while 65 (21.7%) shows great extent. 23 (7.6%) of the respondents expressed low extent in exposing to social media network.12 (4.0) of the respondents shows very low extent to social media network while none of the respondents were undecided. This shows that a large numbers of respondents have very great extent, great extent while few numbers have low and very low extent.

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Table 3: The effect of social media network exposed to by undergraduate students: Do the social media have positive inputs on the students' academic studies?

S/N	ITEMS	SA	A	D	SD	TOTAL	%
1	Students use social media to encourage themselves to study.	30 (10%)	22 (7.3%)	9 (3%)	7 (2.3%)	68	22.7%
2	The students use social media to get study partners online.	28 (9.3%)	25 (8.3%)	6 (2%)	5 (1.67%)	64	21.3%
3	There are availability material and ideas for students on the social media.	25 (8.3%)	22 (7.3%)	8 (2.67%)	6 (2%)	61	20.3%
4	The students use social media to engage in internet crime.	22 (7.3%)	20 (6.67%)	9 (3%)	5 (1.67%)	56	18.40%
5	Students use social media to chat even during lecture time.	21 (7%)	20 (6.67%)	6 (2%)	4 (1.3%)	51	17.3 %
	TOTAL					300	100%

Table 3 above shows that 30 (10%) of the respondents strongly agreed on use of social media to encourage themselves to study also 22 (7.3%) agreed. 9 (3%) of the respondents disagreed and 7(2.3%) also strongly disagreed. 28 (9.3%) of the respondents strongly agreed on the use social media to get study partners online while 25 (8.3%) agreed. 6 (2%) of the respondents disagreed and 5 (1.67%) strongly disagreed. 25 (8.3%) of the respondents strongly agreed on the availability of material and ideas for students on the social media while 22 (7.3%) agreed. 8 (2.6%) of the same respondents disagreed and 6 (2%) strongly disagreed. 22 (7.3%) of the respondents strongly agreed on use of social media to engage in internet crime and 20 (6.6%) agreed. 9 (3%) disagreed while 5 (1.6%) strongly disagreed. 21 (7%) of respondents strongly agreed on the use of social media to chat during lecture time, also 20 (6.6%) agreed. 6 (2%) of the same respondents disagreed while 4 (1.3%) strongly disagreed.

Table 4: The impact of social media network on students' Academic Performance

S/N	ITEM	SA	A	UD	D	SD	TOTAL	%
1	Students who spend more time on social media are likely to perform poorly in their academic activities than those who do not.	25 (8.3%)	23 (7.7%)	4 (1.3%)	7 (2.3%)	6 (2%)	65	21.7%
2	Social media has increased my success in my academic life.	18 (6%)	15 (5%)	5 (1.7%)	6 (2%)	19 (6.3%)	63	21%

3	Using social media while doing homework negatively affect the quality of my work.	28 (9.3%)	18 (6%)	3 (1%)	8 (2.7%)	4 (1.3%)	61	20.3%
4	Social media has affected my studying time negatively.	15 (5%)	12 (4%)	6 (2%)	10 (3.3%)	14 (4.7%)	57	19%
5	Students spend more time on social media than reading their books.	12 (4%)	10 (3.3%)	7 (2.3%)	11 (3.7%)	14 (4.7%)	54	18%
TOTAL							300	100%

As shown in table 4 above 25 (8.3%) of the respondents strongly agreed that who spend more time on social media network are likely to perform poorly in their academic activities than those who do not and 23 (7.7%) agreed. 4 (1.3%) of the respondents are undecided. Also 7 (2.3%) disagreed while 6 (2%) strongly disagreed. 18 (6%) of the respondents strongly agreed that social media has increased their success in academic life and 15 (5%) agreed while 5(1.7%) undecided. 6 (2%) disagreed and 19 (6.3%) strongly disagreed. Using of social media while doing homework negatively affect the quality of their work, 28 (9.3%) of the respondents strongly agreed and 18 (6%) agreed. 3 (1%) undecided. 8 (2.7%) also disagreed while 4 (1.3%) strongly disagreed. 15 (5%) of the respondents strongly agreed social as it affected their studying time negatively while 12 (4%) agreed and 6 (2%) undecided. 10 (3.3%) disagreed and 14 (4.7%) strongly disagreed. 12(4%) of the respondents strongly agreed on spending more time on social media than reading their books and 10 (3.3%) agreed while 7 (2.3%) undecided. 11 (3.7%) disagreed and 14 (4.7%) strongly disagreed. This implies that using social media may affect students' academic performance.

Table 5: Time spent on social media network per day

Response	Frequency	Percentage
30 minutes or 1 hour	140	46.7%
2-3 hours	120	40.0%
4-5 hours	40	13.3%
Total	300	100

Respondents were asked how much time they spent on their social media network sites, 140 of the respondents representing 46.7% shows that they spent between thirty minutes to one hour, 120 respondents also representing 40.0% spent between two-three hours and the last group of 40 respondents representing 13.3% said they spent between four to five hours a day on the social network sites. MehMood & Taswir (2013), further corroborated this and state that the use of technology such as the internet is one of the most important factors that can influence educational performance of students adversely or positively.

CONCLUSION

The study was conducted to examine the use of social media network and its impact on academic performance of undergraduate students. According to the study, majority of the respondents had mobile phones with internet facilities and be aware of the existence of social media network. The study also revealed that 140 (46.7%) of the respondents spent between 30 minutes and one hours on social media network while 120 and 40 representing 40.0 and 13.3 percent spent 2-3,4-5 hours on social media network. Furthermore, the study revealed that the use of social

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media network had affected academic performance of the respondents negatively. The study also revealed that undergraduate students who relied on social media tools such as twitter, what Sapp, internet, Wikipedia as their major source of information has serious implication for their researches. Their source of information become inadequate, inaccurate, tend to develop good research skills and increasing poor ability to the use of library and conduct field work research.

RECOMMENDATION

The researchers made some recommendations based on the findings are as follows:

Those students with phones having internet facilities should be encouraged to use it to supplement their research in the library rather than the usual chatting with colleagues all the time. Also, students, especially those who wishes to record huge academic success should reduce the way of using social media network. Students should also limit their exposure to social media network and pay more attention to their studies. The management and governing council should encourage more serious and hardworking students by rewarding students through scholarship schemes and attractive incentives. Since it is confirmed that the use of social media network had affected their academic performance negatively, students should be advised to limit the time spent on social media network per day. Students should be encouraged to read more recent and relevant academic books and other materials to improve their knowledge.

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