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## Assessment On Utilization of Social Media Among Some Tertiary Institutions Students in Lagos State: Implication for Counselling

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### ABSTRACT

The 21st century has witnessed rapid developmental growth with the emergence of technology taking over almost every facets of life. The invention of devices such as laptops, tablets, desktop and mobile devices that could swiftly connect to INTERNET is facilitating social media applications on them. Social media platform is becoming part of every youth life because it serves as means to socialize and interact which might affect students' academic performance. This study sought to access the utilization of social media among tertiary institutions students. This study research design is a cross sectional and utilized a survey method where variables were studied. The target population consists of students in Lagos across three tertiary institutions namely: University of Lagos, Akoka, Lagos State Polytechnic and Yaba College of Technology. Random sampling was employed to sample a total number of 150 students from each tertiary institution. Data collected were analyzed using descriptive statistics such as frequency, percentage, absolute mean and standard deviation. This study revealed that majority of the respondents chat using Whatsapp and all the sampled students have access INTERNET. Also, there is a relationship between social media usage and students' academic performance It can be concluded that social media have positive and negative impacts on academic performances but still relevant in the recent academic learning environment.

**Keywords:** ICT, Social media, academic performance, social networking

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### 1. INTRODUCTION

Information Communications Technology (ICT) is the bedrock of digitalization and key to recent development in computing. Although, several erudite scholars have defined the concept ICT but there is no simple definition accepted globally for ICT. The concept is generally defined to involve networking components, all devices and applications that facilitate interaction between human being and organizations such as educational institutions, governments, nonprofit agencies, criminal enterprises and businesses in the digital world. ICT has greatly contributed to human development and advancement, particularly in education by popular opinions, Internet communication has in turn made the whole world a "Global village". No doubt, social media has greatly influence learning, research and communication. It has been discovered in recent times as the easiest and fastest way of communication and learning. Aghazamami in Tijani, Uche, Ochayi and Onyekwe (2017) concluded in his work that social networking sites (SNS) is becoming a veritable tool for interacting and connecting people globally. It is also one of the most active tool for communication which are readily available online.

Social Networking Site (SNS) otherwise known as Social Networking Services (SNS) or social media is any platform accessed online that “enables people to build networks or relationship with other people like cohorts who share similar backgrounds, activities, personal, career interests and real-life connections.” Social media such as Whatsapp messenger, Facebook Messenger, Instagram, Twitter, Snapchat, Skype, Telegram and so on. It has been established and emphasized by Asemah and Edegoh cited in Tijani *et. al* (2017) asserts that these sites are employed to interact with both new and old friends either virtually or physically. The recent advent of these communication sites revolutionized into communicating globally. The educational sector and entertainment industry is not relenting in their efforts to use them as means of disseminating information to relate with people.

Furthermore, Jha and Bhardwaj in Kolan and Dzandza (2018) concluded that it has breached the gap between the old methods of communicating through the postal services, telegram and phone calls rates and physical contact. In essence, people can walk into their colleague’s or neighbor’s apartment to deliver a pass vital through the medium of social media. Asur and Huberman in Kolan *et. al* (2018) noted that social media has changed the society and some trends ranging from discussion on topics such as politics, technology, education and entertainment industry. Consequently, these innovations are beginning to facilitate sharing of information among people and youth whom occupies 60 percent of the population. According to Nicole, Charles and Cliff in Kolan *et. al* (2018), students use social networking sites (SNSs) on the average of thirty (30) minutes in a day which is becoming a daily routine in their life. This invariably suggests the number of times invested may affects students’ academic activities in school or at home either positively or negatively.

Succinctly, academic performance is also known as academic achievement. This is degree at which a learner or student has profited from an instruction. Okpala (2011) opined that academic performance is ability of a learner after he or she has been exposed to a certain curricular driven experiences Amin, Mansor, Hassah and Hasmat (2016) noted that academic performance of students who spent most of their time on social media interacting improved probably because they could generate concepts and ideas in relation to their course of study. Similarly, the social media platforms and sites are used for fun which in turn is helpful in students’ academic work as part of their submissions. Mensah and Nisam in Gilbert, Ali, Naif, Alwaeed and Saad (2018), concluded that “social media platforms have a significant impact on students’ academic performance in Malaysia tertiary institutions.”

Owusu-Acheaw and Agatha in Gilbert *et. al* (2018) discovered that there is a positive strong relationship between academic performance and utilization of social media. It was observed that most of the students’ chats on social media instead of academic usage. Gilbert *et. al* (2018) stated that respondents do not really use social media excessively in a week. According to Asemah and Okpanachi findings in Gilbert *et. al* (2018) stated that social media has negatively affects students’ academic performance. It was also discovered that students’ academic performance are likely to be poor because they do not read their books but spent much of their time on social media chatting and making friends.

Madge, Meek, Wallens and Hooley (2009) in Hira, Anum and Hamza (2015) study revealed a negative relationship between academic performance and facebook among United Kingdom (UK) university students. It was also discovered that several independent variables are related to student academic performance but utilization of social media influenced students’ academic performance. According to Pasek, More and Hargittai findings in Hira *et. al* (2015) on utilization of social media like facebook on students’ academic performance discovered that Facebook is positively related to students’ academic performance. Also, students in higher level might spend more of their time using Facebook. Paul, Baker and Cochran (2012) suggested that a negative relationship exists between time spent by students on social networking sites and their academic performance. Owusu-Acheaw and Agatha in Kolan *et. al* (2018) study revealed that “majority of students in Ghana were engrossed in social networking sites. It was also suggested that most respondents chat and download a lot from the social media which influence their academic performance negatively.

The 21<sup>st</sup> century has witnessed rapid developmental growth with the emergence of technology taking over almost every facets of life. The invention of devices such as laptops, tablets, desktop and mobile devices that could swiftly connect to INTERNET is facilitating social media applications on them. Social media platform is becoming part of every youth life because it serves as means to socialize and interact which might affect students' academic performance.

### 1.2 Objectives

The objectives of this study are to:

- (1) Examine students' access to internet among schools.
- (2) Identify various students' activities using INTERNET.
- (3) Identify various social media utilized among students.
- (4) Determine perceived influence of social media on students' academic performance.

### 1.3 Research Questions

- (1) What are student's accesses to internet among schools?
- (2) What are the various students' activities on INTERNET?
- (3) What are the various social media utilized among students?
- (4) What is the perceived influence of social media on students' academic performance?

## 2. METHODOLOGY

This study research design is a cross sectional and utilized a survey method where variables were studied. The target population consists of students in Lagos across three tertiary institutions namely: University of Lagos, Akoka, Lagos State Polytechnic and Yaba College of Technology. This study randomly sampled 150 students from each tertiary institution. In all, 450 questionnaires were administered but 439 were retrieved representing 97.5% success rate of return. The instrument for data collection is a questionnaire with variables like gender, age, religion, access to phone, amount of data consumed, favorite social media platform and perceptions on social media utilization among students. Data collected were analyzed using descriptive statistics such as frequency, percentage, absolute mean and standard deviation.

**Table 1: Sampling Frame**

Schools	No of administered questionnaire	No of retrieved questionnaire
UNILAG	150	143
LASPOTECH	150	146
YABATECH	150	150
TOTAL	450	439

## 3. RESULTS AND DISCUSSION

**Table 2: Distribution of Responses on Access to Internet**

Schools	YES
UNILAG	140 (97.9)
LASPOTECH	136 (93.2)
YABATECH	139 (92.7)

N.B \*Figures in parentheses are percentages

Table 2 above shows the responses from the sampled schools on access to internet. It reveals that almost all the UNILAG students 97.9% have access to Internet, 93.2% of LASPOTTECH students have access to INTERNET while 92.7% have access to internet. This means most of the respondents' access internet. UNILAG had the highest proportion (97.9%) of respondents with access to the internet. Students from YABATECH had the least access to the internet (92.7%).

**Table 3: Ranking of Activity using Internet**

Activities	Frequency	Percentage	Rank	Remark
Chatting	271	63.47	1.0	1 <sup>st</sup>
Downloading music and video	74	17.33	2.0	2 <sup>nd</sup>
Online learning	55	12.88	3.0	3 <sup>rd</sup>
Tweeting	15	3.51	4.0	4 <sup>th</sup>
Online marketing/business	6	1.41	5.0	5 <sup>th</sup>
Sports Betting	4	0.94	6.0	6 <sup>th</sup>
Surfing	2	0.47	7.0	7 <sup>th</sup>

Table 3 above reveals various social media activity among respondents; it reveals that 63.47% of the respondents chat, 17.33% downloads music and video while 12.88% engage in online learning. Also, 3.51% tweets, 1.41% engage online marketing or business, 0.94 engage at sport betting while 0.47% surf the INTERNET. This means majority of the respondents engage at chatting while few of the respondents surf the INTERNET.

**Table 4: Ranking of Social Media**

Social Media	Frequency	Percentage	Rank	Remark
WhatsApp	227	50.4	1.0	1 <sup>st</sup>
Facebook	100	22.2	2.0	2 <sup>nd</sup>
Instagram	63	14	3.0	3 <sup>rd</sup>
Twitter	14	3.1	4.0	4 <sup>th</sup>
Messenger	14	3.1	4.0	4 <sup>th</sup>
Skype	4	0.9	5.0	6 <sup>th</sup>

Table 4 above reveals various social media utilized among respondents, it reveals that 50.4% of the respondents utilize WhatsApp, followed by 22.2% of the respondents who utilize facebook and 14% Instagram. It also shows that 3.1% of the respondents utilize twitter and yahoo messenger while 0.9% utilize Skype as social media. This implies that most of the respondents utilize WhatsApp while few of them utilize Skype.

**Table 5: Perception on Social Media impact on Students Learning Outcome**

Social media and academic performance nexus	SD	D	A	SA	RII	DM	Rank
My social interaction has greatly improved by using social media	23	120	690	480	3.03	0.73	1 <sup>st</sup>
My study habit greatly improve using socio media	39	168	720	260	2.77	0.47	2 <sup>nd</sup>
Most of my time on socio media are for research purpose	48	218	606	264	2.67	0.37	3 <sup>rd</sup>
Non-usage of social media will affect my study and performance negatively	86	314	420	180	2.34	0.04	4 <sup>th</sup>
I am always tempted to respond to some social media messages during lectures	111	284	381	204	2.27	- 0.03	5 <sup>th</sup>
I use lesser time on education related matters on social media	103	326	369	148	2.22	- 0.08	6 <sup>th</sup>
Using social-media disrupt my study and academic work	125	354	291	136	2.09	- 0.21	7 <sup>th</sup>
I rarely use social media	147	362	222	100	1.95	- 0.35	8 <sup>th</sup>
The use of socio media does not allow me to concentrate on my assignment	149	378	207	80	1.91	- 0.39	9 <sup>th</sup>
I am really addicted to social media and it does not allow me concentrate on my academic work	175	366	138	112	1.83	- 0.47	10 <sup>th</sup>
Mean					=2.3		

Table 5 shows relationship of social media with students' academic performance. It reveals social interaction has greatly improved by using social media ranked 1<sup>st</sup>, improvement in study habits ranked 2<sup>nd</sup> while statement like utilization of social media for academic purpose and non-usage of social media will affect their academic performance negatively ranked 3<sup>rd</sup> and 4<sup>th</sup> respectively. I am tempted to respond to some social media messages during lectures ranked 5<sup>th</sup> and use lesser time on education related material ranked 6<sup>th</sup>. The utilization of social media affects their study and academic work and rarely using social media ranked 7<sup>th</sup> and 8<sup>th</sup> respectively. The least ranked statement are; the use of socio media does not allow them to concentrate on their assignment and really addicted to social media and does not allow them to concentrate on their academic work ranking 9<sup>th</sup> and 10<sup>th</sup> respectively. This implies respondents' perceived social media to influence their academic performance.

#### 4. DISCUSSION OF FINDINGS

This study revealed that majority of the respondents engage at chatting while few of the respondents surf the INTERNET which is agreement with Kolan *et. al* (2018) that "majority of students in Ghana were engrossed in social networking sites and most of them chat and download a lot from the social media. It also corroborates the study of Gilbert *et. al* (2018) that most of the respondents engaged in the use of social media more for chatting than for academic usage.

This study revealed that most of the respondents utilize WhatsApp while few of them utilize Skype which disagrees with findings of Hira *et. al* (2015) that most of the students utilizes Facebook This study revealed that respondents' perceived social media to influence their academic performance which supports the findings of Kolan *et. al* (2018) that social media may have both positive and negative effects on students as regards the academic activities both in school and at home. Also in agreement with Gilbert *et. al* (2018) that "social media platforms have a significant impact on students' academic performance in Malaysia tertiary institutions."

## **5. SUMMARY OF FINDINGS AND CONCLUSION**

### **5.1 Summary of Findings**

From this study it was discovered that majority of the respondents chat using WhatsApp and all the sampled students have access to the INTERNET. Also, there is a relationship between utilization of social media and students' academic performance.

### **5.2 Conclusion**

Without mincing words, it can be concluded that social media influences student academic performance positively and negatively. It is obvious that social media usage has come to be relevant in the recent academic learning environment. It remains the hub of learning tool particularly in the period of COVID-19 pandemic. Most colleges engaged in the usage of E-mails, Webinars, Zoom, Google, Whatsapp and Telegram for their online classes. From the findings, it was observed that students cannot be separated from social media. It is becoming part of their social life and students being one of the major players in every academic environment and social media might have occupied or taken up their social and academic life.

### **5.3 Recommendations**

1. Institutions should employ social media platforms to encourage virtual learning among students.
2. Students should concentrate on the educational platforms of the social media for maximum performance in their academics.
3. Students should apply strict, cautions, discipline on the number of hours, days and time they spend on social media because there could be great harms and dangers when utilize for entertainment, communication, chatting and downloading.
4. The need for citadel of learning to organize training, workshops and seminars on the use of social media to facilitate learning. This will reduce students' traffic on social media for non-academic purposes.

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