Impact of Social Networking Site on Student Academic Performance

Muhsin Hassanu Saleh[1] and Halima Salihu Kado[2]

Lecturer [1] and Research Scholar[2]

Department of Mathematical Sciences

College of Natural and Applied Sciences

Al-qalam University

Katsina, State

Nigeria.

_____

ABSTRACT

This paper is aimed at determining whether the social networking site affect the academic performance of student. Social network have indeed created a great impact on academic performance of student, basically this study was conducted to examine the impact of social networking site. Questionnaire was the main instrument for gathering data and chi-square was used as a mathematical tool to test the hypothesis, all in order to find out if social networking affects students performance academically

Keywords: Social media, Social networking sites (SNS), Chi-square test.

1. INTRODUCTION

The Internet is more than just a means of seeking information. People have discovered that the Internet can be used to connect with other people for business or commercial purpose, to make new friends, or to reawaken old friends and long lost relatives. The emergence of social networking sites (SNSs) simplifies the process because they do not require advanced internet knowledge or experience and are made up of a wide array of different formats and topics. This means that anyone can connect through SNSs. With such extensive acceptance, it is no surprise that SNSs have impacted the way people live and socialize [1]**.**

SNSs are also being used by teachers and students as a communication tool. It is a bi-directional process as students are using these mediums to share comments with their teachers. This study attempts to answer the questions: what are the reasons students engage in the use of SNSs? And how does the use of SNSs impact on students' academic performance? According to [2]**.**

Man is a social animal, He needs to interact and live in society. Personality of man is directly or indirectly reflected from his society. For becoming an active member of this larger unit one needs to have efficient communication skills from all points and edges. Communication has developed since ages as civilization and development goes hand in hand. In 21st century the communication is faster, better and efficient and the credit goes largely to technology [3]

Internet has profoundly changed the human experience; Socialization is an important aspect of this technology. All internet users say one of their primary purposes for going online is for communication. Socialization via the internet has become an increasingly important part of young adult life. The primary tools that enable socialization on internet are Social Networking Sites and instant messages. Social Networking Sites are the example of techno-oriented communication. Facebook, what Sapp, Twitter, Yahoo Messenger, and Skype are examples of the new phenomenon of online social networking? It is through these sites that people come in contact of their society members to seek mates, search for entertainment and participate in political activities **[4].**

Social Network Service is also known as SNS. A SNS is an online service platform, or site that focuses on facilitating the building of social networks or social relations among people who, for example, share interests, activities, backgrounds, or real-life connections. Social networking site such as Facebook and Twitter, adolescents who become members of these SNSs communities, they will firstly get a personal profile which will show their personal information including the name, job, photo, relationship status, religion, hobbies and so on then a network of friends are made and other users can then click on their profiles and traverse ever broadening social networks. Although this facility is used by people of all age groups, but the predominant Social networking site users are young adults; three quarters of adult internet users under age 25 have a profile on these sites. The popularity of these sites is attracting more and more adult users. In 2005, only 8% of adult internet users had an online profile, today that number has quadrupled to 35 % [5]**.**

The excessive use of these sites not only has long lasting effect on students but also affects the physical, mental and social aspect of life. Sometimes these sites also affect the Academic Achievement of the student because they don't want to leave that particular mood and thus their concentration stands divided [6]**.**

Besides the above mentioned view there is yet an arena of knowledge that holds the view that every student is unique in their own way; some are able to express themselves openly are termed as extroverts while others are shy in nature are called introverts. Social networking facilitates open communication, leading to enhanced information discovery and delivery. In addition, it does not require one to voice out their opinions and ideas. Individuals are able to choose the preferred option and that is to communicate through social networks.

Social networking sites have brought both good and bad to the present generation. Social networking site has helped many students to acquire knowledge from one another over internet without necessarily have to meet physically. On the other hand, social networking sites have caused many problems. For instance many students have lost their interest in their studies as they spent most of the time on these sites. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world[4]**.**The youth use social networking sites as a means of interaction, socializing, and for purely entertainment purposes? Although many people do not think of it, social networking sites harbour many unsafe elements and many people are concerned about some major problems that they contain, which includes education and poor academic performance[4]**.**Came up with a conclusion that social networking sites do affect one's academic performance adversely. It directly causes the gradual drop of grades of students. It directly affects a student's academic performance if the student invests his time in social networking sites instead in his studies**7],** in his research on effect of online social networking on student academic performance found that there is statistically significant negative relationship between time spent by students on online social networks and their academic performance. The time spent on online social networks was found to be heavily influenced by the attention span of the students. Specifically, we determined that the higher the attention span, the lower is the time spent on online social networks. Further, attention span was found to be highly correlated with characteristics that predict or influence student

behaviour, such as their perceptions about society's view of social networking, their likes and dislikes of online social networks, ease of use of Online social networks, etc.

On the other hand there are many researches highlighting that there is a use of social networking sites does not affect academic achievement adversely [3].Argue that often students use social networking websites to discuss their academics issues formally and informally and also to interact with their instructor, teachers and professors. The University of New Hampshire agrees, and believes that current college students grew up in the technology era and social networking is now just a part of a student's daily routine. Their research show that '63% of heavy users received high grades, compared to 65% of light users (University of New Hampshire, 2009). The University of New Hampshire said that a majority of students use social networking for social connections and entertainment, but are also using it for education and professional reasons.

2. LITERATURE REVIEW

The increased use of Social Networking Websites has become an international phenomenon in the past several years. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world, 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.With the increase of technology used for communicating with others and the popularity of the Internet, "Social Networking" has become an activity that is done primarily on the Internet, with sites like Face book, twitter, and instagram. Many people actively participate in content generation and value creation, and several researchers [4]

Have examined their profiles to determine why and to what extent they are keen on posting their entire identity, sharing pictures and videos, and indicating their religious affiliations, marital status, and political orientations on the internet[10]. These users interact with others, exchange information about their interests, and raise discussions about new topics, follows news about specific topics on different Social Networking Sites [11] Teenagers now use the Internet for their daily activities and information gathering, as opposed to older generations who used resources like the television or newspaper.

American Educational Research Association conducted a research and it was declared on its annual conference in San Diego, California (2009) that SNSs users study less and generated lower grades eventually (21stcenturyscholar.org). Similarly, found a continuing drop of grades among student users of social networking sites. However, many researchers also found a positive association between use of internet and SNS and academic performance of the student users. Students, using internet frequently, scored higher on reading skills test and had higher grades[9].

An ever increasing growth rate of SNS not only calls for the parental and teacher monitoring of student users but also attracting the focus of academicians and researchers towards this phenomenon. use of social networking continues to create challenges and issues for higher education professionals and keeping abreast of these challenges has proved difficult because of the speed at which new technologies are being introduced There is evidence that higher education institutions have taken initiatives in disclosing information about online social networking involvement to their students[8].

A recent survey showed that approximately ninety per cent of teens in the United States have Internet access, and about seventy-five per cent of these teens use the Internet more than once per day. This study also showed that approximately half of all teens who have Internet access are also members of social networking sites, and use the Internet to make plans and socialize with friends. In September, 2005, out of total adult internet users (18-29 years) 16% were those who were using any social networking site and this percentage increased to 86%, performance Is the apparent demonstration of understanding, concepts, skills,

ideas and knowledge of a person and proposed that grades clearly depict the performance of a student. Hence, their academic performance must be managed efficiently keeping in view all the factors that can positively or negatively affect their educational performance. Use of technology such as internet is one of the most important factors that can influence academic performance of students positively or adversely. Several studies have been done regarding social networking and grades[15].

The University of New Hampshire recently conducted a survey of over 1,000 students. They asked questions regarding which social network sites were used, how much time they spent on a site, what their grade point average (GPA) was, and what they were going to school for. It was concluded that there is no correlation between how much time is spent on a social networking site and grades The University of New Hampshire agrees, and believes that current college students grew up in the technology era and social networking is now just a part of a student's daily routine. Their research show that '63% of heavy users received high grades, compared to 65% of light users[9].

The University of New Hampshire said that a majority of students use social networking for social connections and entertainment, but are also using for education and professional reasons. Kirschnera revealed that students who multi-task between social networking sites and homework are likely to have 20% lower grades than a student who does not have a social networking site in visual range. Kirschnera believes that even running a social networking site on the background on a student's PC while studying or doing homework could lower a student's grade. He believes that "the problem is that most people have Facebook or other social networking sites, their e-mails and maybe instant messaging constantly running in the background while they are carrying out their tasks [8].

The researchers reported that, 'students are using Facebook and other channels to develop their identities, beliefs and stances on various issues such as politics, religion, economy and education and develop intimate relationships. Also [15] noted that students use social networking sites not only for leisure and personal socialization but also as a podium for more meaningful and serious deliberations, and students are using social networking for making friends, sharing links, online learning, finding jobs to accomplish their economic, educational, political and social being.

According to recent social media industry figures, twitter currently ranks as one of the leading social networks worldwide based on active users. As of the first quarter of 2017, Twitter had 328 million monthly active users. Registered users can read and post tweets as well as follow others users via update feed. Use of Twitter goes beyond personal use and can be purposeful with practical applications. Companies and businesses see it as a way to generate awareness about their products, create media opportunities, manage reputations, hear about trends, and in recruiting new employees[13].

Facebook (FB) was created in 2004 by Mark Zuckerberg at Harvard University. FB among school and University students could be described as the most popular social networking tool in history. It has the highest number of visitors among all the social networking tools available, with approximately a billion active user's worldwide, number of monthly active Facebook users from 2008 to 2017. As of the first quarter of 2017, Facebook had 1.94 billion monthly active users.In this study, the FB group was used in two courses at a teacher education institute in Singapore as a learning management system for posting announcements, sharing resources, organizing weekly tutorials and conducting online discussions.Also the students did not feel safe and comfortable as their privacy might be compromised. What is the good thing about Facebook? Students can use Facebook for group study by creating a group only for studying. Students can share any information and learn about homework, assignments, examsetc. in that group. It gives students additional knowledge. To begin, Facebook is an account which can help everyone to connect with different people from anywhere in the world, include the students. It will improve their knowledge about other places,

customs and cultures. For example English students can improve their English by using chatting application that is provided in Facebook[12].

The students use social networking sites not only for leisure and personal socialization but also as a podium for more meaningful and serious deliberations, and students are using social networking for making friends, sharing links, online learning, finding jobs to accomplish their economic, educational, political and social being. Researchers have fast realize the need to incorporate this into the educational faculties, as a resource to support the educational communications between student and faculties, even though institutions of higher learning have tried preventing students from accessing technologies which is of less important to their academic benefit. Social networking sites can be a great way to make connections with people with related interests and goals, like a virtual meeting place where friends hang out. There is evidence of a broad range of benefits to student or users associated with the use of Social networking sites. These are just some of the several positive things that have contributed to social networking popularity among student because they can discuss different topics, share information and exchange files and pictures[6].

came up with certain revelations about the uses of the social networking sites especially, Facebook, The research reported that, ''students are using Facebook and other channels to develop their identities, beliefs and stances on various issues such as politics, religion, and work and education develop intimate relationships[10]

2.1 Problem statement

Social networking is the connection of friends or family together which allow you to communicate easily. With social networking sites you can have a long chain of friends you can chat or share information.Since the advent of social networking sites, it is believe that the academic performance of students is facing a lot of neglect and challenges.

1. There is a deviation, distraction and divided attention between social networking activities and their academic work.

2. Students have started relying more on the information accessible easily on these social networking sites. This reduces their learning and research capabilities.
3. Student mostly use slang words or shortened forms of words on social networking sites. They start relying on the computer grammar and spelling check features. This reduces their command over the language and their creative writing skills.
4. Loss of motivation in students. The student's motivational level reduces due to the use of these social networking sites. They rely on the virtual environment instead of gaining practical knowledge from the real world.

2.2 Objectives

The specific objectives of this paper are as follows:

1) To find out how frequent the Alqalam University students used these sites.

2) To determine how the social networking sites can be used as a podium for educational learning for Alqalam university katsina students?

3) To ascertain how the use of social network has affected the academic performance of the student

3. METHODOLOGY

Questionnaire is the main instrument used for the research to gather necessary data from the sample respondents. The questionnaire was distributed to students in Al-qalam University Katsina.A sample size of 100 questionnaires were distributed and 96 of the questionnaire were retrieved and it was distributed to four colleges thus making a total number of 25 questionnaires to each college. This questionnaire is divided and limited into two sections; Section A and B. Section A deals with the personal data of the respondents while Section B contains research statement postulated in line with research question. Options or alternatives are provided for each respondent to pick or tick one of the functions.The statistical method that is used in analysing the data collected in this paper is inferential (chi square) technique.

The chi square is used for the basis of testing the hypothesis and it is donated by symbol X^2 andthe formula for computing X^2 is given as

$$X^2 = \frac{[Fo - Fe]^2}{Fe}$$

Where X^2 is denoted as the chi square

Fo is denoted as the observed value

Fe is denoted as the expected value

4.ANALYSIS AND INTERPRETATION

The data gathered were presented according to the order in which they were arranged in the research questions, sample percentage were used to analyse the demographic of the respondents while chi-square test was adopted to test the research hypothesis

TABLE 1: SEX DISTRIBUTION OF THE RESPONDENTS.

SEX	RESPONSES	PERCENTAGE
MALE	37	39.0%
FEMALE	59	61.0%
TOTAL	96	100%

From the above table, it can be observed that most of the respondents from the university are female consisting of 61.0% while male is 39.0%.

TABLE 2: AGE DISTRIBUTION OF THE RESPONDENTS.

AGE	RESPONSES	PERCENTAGE
16- 20	27	28.0%
21- 25	48	50.0%
26- 30	16	17.0%
31- 35	5	5.0%
TOTAL	96	100%

Table 2 above shows the age of the respondents used for this study. Ranges from 16 – 20 years and above However, the response indicates that most of the respondents fall in the age bracket 21 – 25 years with 50.0%.

TABLE 3: CURRENT ACADEMIC LEVEL

CURRENT ACADEMIC LEVEL	RESPONSES	PERCENTAGE
100	14	15.0%
200	21	22.0%
300	32	33.0%
400	29	30.0%
TOTAL	96	100%

Table 3 above shows the current academic level of the respondents used for dis study. It was gathered from the research that most of the respondents are 300level constituting 33.0%

TABLE 4: WHICH SOCIAL NETWORKING SITE DO YOU FREQUENTLY USE?

WHICH SOCIAL NETEORKING SITE DO YOU FREQUENTLY USE	RESPONSES	PERCENTAGE
FACEBOOK	56	58.0%
INSTAGRAM	28	29.0%
TWITTER	12	13.0%
TOTAL	96	100%

Table 4 above shows the social networking site that the respondent frequently use. It could be deducted that Facebook with 58.0% is the most frequently used social networking site in the university covered in the study.

TABLE 5: DO YOU THINK SOCIAL NETWORKING AFFECTS YOUR STUDY TIME

DO YOU THINK SOCIAL NETWORKING AFFECT YOUR STUDY TIME	RESPONSES	PERCENTAGE
YES	35	36.0%
NO	61	64.0%
TOTAL	96	100%

Table 5 above shows the responses of the students that thinks social networking affect their study time is NO with 64.0%.

TABLE 6: DO YOU BELIEVE THAT SOCIAL NETWORKING SITE CAN AFFECT YOUR ACADEMIC PERFORMANCE

DO YOU BELIEVE THAT SOCIAL NETWORKING SITE CAN AFFECT YOUR ACADEMIC PERFORMANCE	RESPONSES	PERCENTAGE
YES	37	39.0%
NO	59	61.0%
TOTAL	96	100%

From the table 6 above, it can be concluded that the response of the students regarding the belief that social networking site affecting their academic performance is NO with 61.0%.

TABLE 7: **HOW FREQUENT DO YOU GO ONLINE?**

HOW FREQUENTLY DO YOU GO ONLINE	RESPONSES	PERCENTAGE
ONCE A DAY	26	27.0%
TWICE A DAY	38	40.0%
ONCE A WEEK	20	21.0%
TWICE A WEEK	12	12.0%
TOTAL	96	100%

From the table 7 above, it can be concluded that the response of the students regarding how frequently they go online is twice a day with 40.0%.

TABLE 8: HOW HAS THE USE OF SOCIAL NETWORKING SITE INFLUENCING YOUR ACADEMIC PERFORMANCE?

HOW HAS THE USE SOCIAL NETWORKING SITE INFLUENCE YOUR ACADEMIC PERFORMANCE	RESPONSES	PERCENTAGE
POSITIVE	74	77.0%
NEGATIVE	22	23.0%
TOTAL	96	100%

From the table 8 above, the response of the students about the use social networking site influencing their academic performance is the positive side with 77.0%

4.1 HYPOTHESIS TESTING AND INTERPRETATION

4.1.1 HYPOTHESIS 1

This hypothesis is tested using chi-square question 6 in the questionnaire is drawn for the purpose of testing this hypothesis.

TABLE 9: Question 6 from the questionnaire was drawn for the basis of hypothesis testing.

Variable	Fo	Fe	Fo – Fe	$[Fo – Fe]^2$	$\dfrac{[Fo – Fe]^2}{Fe}$
Agree	40	48	-8	64	1.333
Not Agree	56	48	8	64	1.333
TOTAL	96			X^2	2.666

Where Fo = observed value

Fe = expected value

X^2 = chi-square

$\sum$ = summation

Fe = Fo/N = 96/2 = 48

Degree of freedom = k - 1

= 2 – 1

= 1

Level of confidence is 95% i.e. 0.95%. This critical value X^2 =1 at 0.05 significant level = 3.841.

Since the table of critical value (3.841) is greater than the calculated value (2.666) we accept the null hypothesis (Ho) which states that social networking donot enhances student academic performance

4.1.2 HYPOTHESIS 2

Question 7 of the questionnaire is drawn for the basis of testing the hypothesis.

Variable	Fo	Fe	Fo – Fe	$[Fo – Fe]^2$	$\dfrac{[Fo – Fe]^2}{Fe}$
Agree	45	48	-3	9	0.187
Not Agree	51	48	3	9	0.187
TOTAL	96			X^2	0.374

Xr = 0.5, degree of freedom = K – 1 = 2 – 1 = 1. Critical value X^2= 1 at 0.5 significant level = 3.841.

Since the table of critical value (3.841) is greater than the calculated value which is 0.374 we then accept the null hypothesis which states that social networking do not improve student academic performance.

5.CONCLUSION

This paper has demonstrated that the Universitystudents are aware of the social networking sites and had access to them. It was discovered that there was a strong negative correlation between social network and academic performance aid from the analysis of data obtained and from a questionnaire and the hypothesis tested. Findings also indicated that they are influenced to a great extent by the social network negatively because attention there are Focused on chatting while their academic activities are neglected.

6. RECOMMENDATION

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

1) The students should create a balance between chatting and academic activities. More attention should be directed to academic activities.

2) There should be a decrease in the number of time spent by students when surfing the net.

3) Social networking sites should be expanded and new pages should be created to enhance academic activities to avoid setbacks in the students' Academic performance.

4) The Effect of social network on the academic performance of students should focus more on the positive side than on the negative side to achieve balance.

REFRENCES

[1]. (Megat, 2009) "The impact of social networking'' *''Journal of research and current trends'' vol.2 pg 34-45*

[2] (Gupta*et al*, 2009) "The Introversion-Extroversion Inventory. NationalPsychological Association, Agra"*''International journal of science and modern engineering'' ISSN;2319-6386 vol.1 issue-3, February 2009.*

[3] (Madge *et al*, 2009) "Facebook, social integration and informal learning at university""*journal of advance research Media and Technology''* vol. 34(2), p.141-155.

[4]. (Boyd N *et al*, 2007) "Social network sites: Definition, history, and scholarship, '*'Journal of Computer Mediated Communication,''*pg.210-230.

[5] Lenhart*et al*, (2007) "Social Networking and Teens. Retrieved on October 4th, 2015" from http://www.pewinternet.org/Reports/2007/Teens-Privacy-and-Online-Social-

[6]. Hunley S. A*et al*,(2005). "Adolescent computer use and academic achievement. Adolescence"*''International journal of science and engineering'' , vol. 40(158), p307-318.*

[7]. (Paul J. A *et al*,2012),"Effect of online social networking on student academic performance. Computers in Human Behaviour"vol. 28(6), p.2117-2127

[8]. (University of New Hampshire, 2009). "Student grades not affected by social networking" suggests study the independent". Retrieved from

http://www.independent.co.uk/news/media/student-grades-not-affected-by-socialnetworking-suggests-study-1852407.html

[9] .Banquil K *et al,(*2009), "Social networking sites affect one's academic performance adversely" Retrieved on October 18th, 2015. From

http://www.scribd.com/doc/28919575/SOCIALnetworking-sites-2009.

[10]. (Young*et al*, 2008). "Social networking: Communication revolution or evolution'' Bell Labs Journal" pg. 13-17

[11]. (Lewis S, 2008). "Where young adults intend to get news in five years". Matthew

[12]. (Omar H *et al*, 2012). "ESP learner's interaction in an online discussion via Facebook." Asian social science.

[13].Fathi S, (2008) "From generating awareness to managing reputation: why your company needs twitter; Public Relation tactics"*''International journal of scientific engineering'' vol. 15(10), p. 16*

[14].Hallett J, (2008) in through the back door:" Using blogs to reach traditional media. Public Relation tactics"*''International journal of research engineering, vol. 15(5), p. 25-25*

[15]. Stollak, V. A,(2011)"New teachers and social networking sites"*'international journal of science and research'' vol 2 pg 23-27*

[16]. (Gross, *et al* 2004) "Friends: Social capital and college students' use of online social network sites''. *Journal of Computer-Mediated Communication,* vol 2.pg 11-20.

[17]. Wikipedia, History of social networking. Retrieved 0ctober 26, 2015 from www.en.m.wikipedia.org/wiki/social-networking-service