

**IMPACT OF SOCIAL MEDIA ON STUDENTS'
ACADEMIC PERFORMANCE IN TETIARY
INSTITUTIONS**

(A CASE STUDY OF KWARA STATE POLYTECHNIC, ILORIN)

BY

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CERTIFICATION

This project has been read and approved as meeting the requirement for the award of Higher National Diploma (HND) in Business Administration by the Department of Business Administration, Kwara State Polytechnic Ilorin

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The world is today celebrating the improvements in communication technology which has broadened the scope of communication through Information and Communication Technologies (ICTs). Ufuophu and Ayobami (2020) observe that the ICTs include internet, satellite, cable data transmission and computer assisted equipment. Social network is a social structure made up of individuals or organizations called “nodes”, which are tied (connected) by one or more specific types of interdependencies, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships or relationships of beliefs, knowledge or prestige (Adeboye, 2021, cited in Asemah and Edegoh,2021). Social network can also be referred to as a map of specified ties, such as friendship, between the nodes being studied. The nodes, to which an individual is thus connected, are the social contacts of that individual; the network can also be used to measure social capital – the value that an individual gets from the social network. Social networking sites include: Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Google talk, Google Messenger, iPhone, Androids and so on. These networking sites are used by most people to interact with old and new friends, physical or internet friends (Adeboye, 2000, cited in Asemah and Edegoh, 2023). The expansion in technology

has also affected internet software, thus leading to chatting sites known by the name “social media”. With social networking sites, one can send and receive messages almost immediately. However, lack of regulation of the internet has led to its excessive use. McQuail (2001) avers that the internet penetrates more homes. It is a common sight to see a youth chatting in sensitive and highly organised places like church, mosque and lecture venues. Some are so carried away that even as they are walking along the high way, they keep chatting. The manufacturing and distribution of equally sophisticated cellular phones has complicated the situation, as youths no longer need to visit a cybercafé before they send and receive messages. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition.

The emergence of social media as a result of advancement in technology and expansion in internet software has raised eye brows among academics on its (social media) impacts on studies. Students at all levels of learning now have divided attention to studies, as a result of available opportunities to be harnessed from social media. Whether these opportunities promote studies is a question that needs to be answered. Thus, the problem this study investigates is the effect of social media networks on the academic performance of the secondary school students learning listening comprehension. argued that students are socially connected with one

another and therefore share their daily learning experiences and do conversation on various topics through social media whereas Kuppaswamy and Shankar (2010), reviewed that social network websites grab students' attention and then diverts it towards noneducational and inappropriate actions including useless chatting.

Research has proved the heavy presence of social media usage among students. Wiley and Sisson (2006), for instance argue that previous studies have found that more than 90% percent of tertiary school students use social networks. It is also found out that, students use social networking sites (SNSs) approximately thirty (30) minutes throughout the day as part of their daily routine life (Nicole, Charles, and Cliff, 2007). This shows the level at which students are patronizing these sites and this may bring along both positive and negative effects on students as far as their academic performance is concerned.

1.2 *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. Olarinoye (2010).

As it is recognized that there is no life without communication, millions of people who exist, long for all societal information even at grass root. Mostly one million, seven hundred and fourteen Nigerians are on social network pages, with large numbers of them being youth James (2010).

Before the information of computer in banking operation, the banking industry was faced with a lot of problems that made some peoples to lost interest and confidence in them (banks). These problems are as follows: delay in responses and services delivery

time. Improper handling, storing and keeping of date and records, inaccuracy/ errors in data entries and interests computations, transmission of fund from one place to another, cash holding movement, delays in clearing cheque, poor monitoring of accounts leading to fraud.

In order to eradicate or minimize all these problems and foster confidence in banking industry, computerization was introduced to overcome all these problems and build confidence back in to the industry and the people. (Anderson, 1970).

The internet is today the most important sources of information and the growing dimension of the use of social medial by students cannot be underestimated, it has been observed that students devote more attention and time to social media than they do for their studies and they cannot pass their examinations well if they do not learn (Osharive, 2019), also the study conducted by maya (2020), revealed that media use contribution to lower academic performance, low self perceptions and less interest in college oriented carriers academic excellence plays an important role in an individuals life be it in the family at social gatherings at workplace, in an institution or even among peers, much emphasis is placed on academic excellence because of the role it plays in an individual's life as far as a successful life and respect is concerned in every part of the world, due to this many people are concerned with the ways that can improve their academic performance (kyoshaba, 2009) studies have also revealed that social media affects studies have also revealed that social media affects students use of English, they tend to use short-handwriting to chat with friends and get used of it thereby replicating the same errors during examination (Obi, Bulus, Adamu and Sala;at 2012), today students at all levels especially tertiary level have been engaged in the level of engagement of students of the tertiary institution.

1.3 Research Questions

1. Does whatsapp has influence on the academic performance of students?
2. Is there any relationship between facebook usage and academic performance in Nigeria?
3. Is there any relationship between instagram usage and student performance?

1.4 Objectives of the Study

The major aim of the study is to examine the effect of social media on students' performance in Nigeria. Other specific objectives of the study are to;

1. Examine the influence of whatsapp on academic performance of students.
2. Determine the relationship between facebook usage and academic performance in Nigeria.
3. Investigate the relationship between instagram usage and students challenges facing students in using social medial for their academic performance

1.5 Research Hypotheses

Hypothesis One

H0: The use of whatsapp has no influence on the academic performance of students

H1: The use of facebook has influence on the academic performance of students

Hypothesis Two

Ho: There is no relationship between whatsapp usage and students' academic performance in Nigeria.

Hi: There is relationship between facebook usage and academic performance in Nigeria.

Hypothesis Three

Ho: There are no challenges facing students in using instagram for their academic performance

Hi: There are challenges facing students in using social medial for their academic performance

1.6 Significance of the Study

Traditional mass media plays more signified roles in the society before the invent of social media. It generates motivational previews of events and its attractiveness to the consumer, so as to stipulate the theme of the story effectively. The use of television, newspaper, magazines and other mass media terms, to help the public in notifying the intent of the government, public and societal opinion in the country.

However, it pictures real cultural. Value to het audience and analyze3 it to the viewer's perspective in the society. Traditional mass media generates possible dilution of facts and fictions among the government and their subordinates. Also it presents good proximity to informative materials to the user that is the audiences have access to the media without technical contributions, such as community orientation and collectivism.

Obviously, the traditional mass media harness the government policies through democratic processes. Also they create ideology and uniqueness in the conveying news worthy events. The political parties contribute to the society

through the mass media also they visualize their activities with the modest of the mass media.

In additional mass media gives room for locally made products advertisement through their medium such as news papers, magazines, radio, and television without any governmental interference. The public is being granted privilege to display their talents and opinion in the vacuum of the mass media within the outreach.

1.7 Scope of the Study

This study's intent is to clarify the use of social media among the Students' academic performance of Nigeria in references to the modest of it relevance and the effect of it on the traditional mass media.

However, it focuses specifically on the usage habits of the Students' academic performance of Nigeria towards social media thus the investigation suggests more moderate effects of the media in generating information form a network of relations and influences and with the individual's interpretations and evaluation of the information provided within the globes.

In this regard, only the Nigerian Students' academic performance and students shall be studies leaving the previous access or other members of the society as time constraint may not permit much intensive and comprehensive study on those left out. Also this study will be restricted to Kwara State youth majority of the students. The followings are the limitations to the study

Financial constraint: Insufficient fund tends to impede the efficiency of the researcher in sourcing for the relevant materials, literature or information and in the process of data collection (internet, questionnaire and interview)

Time constraint: The researcher will simultaneously engage in this study with other academic work. This consequently will cut down on the time devoted for the research work.

1.8 Definition of Terms

For easier understanding and importation of the study, the terms that are technically used in this chapter will be stated below:

Traditional Mass Media: These are diversified media technologies that are intended to reach a large audience at once by mass. Also it is a communication means, whether written, broadcasted or spoken, which is meant to satisfy the audience with rich informative events. Examples are television, newspaper, radio, magazines, “James Ages and Walter Leppman” also highlighted the functions of mass media for entertainment and information.

Technology: it refers to the making, modification usage and knowledge of tools, machines, techniques, and craft for latest advancement in the society. According to “Jonathan Abrams” the creator of friend star concocted a perfect mix of popular features from easier social networking procedures which led to this opinion on technology. He analyzed it as the web blogs, games gadgets, instrumental devices and which brought about advancement across the globe.

Instagram: It refers to the making, modification usage and knowledge of tools which was implemented above to interact among people in which they create share and exchange information. Also “Danny Shea” in the Huffington post defined social media as a means of speeding up access to knowledge and a form of electronic communication which facilitates interaction based on certain interests and characteristics.

Communication: It is applicable to both social and mass media. It deals with the act of conveying information with the motion of receiving response or reactions. According to John O Bold win, in 2000 communication is a living strategy that gives the mass and the media ability to evoke paths: invention and discoveries of heralding revolution connectively, communication cycles creates mutual relationship among the world. Also it plays prominent role in the growth and development of the study.

Facebook: Offers a news feed feature, which displays a personalized stream of content from users' friends, pages they follow, and groups they belong to. Users can interact with this content by reacting, commenting, or sharing it with others. Additionally, Facebook offers various features and functionalities, such as events, groups, marketplace, and gaming, to enhance user experiences and facilitate different types of interactions.

WhatsApp: Operates on mobile devices and desktop computers, allowing users to communicate with their contacts across different platforms. The app utilizes the internet connection of the device, whether through Wi-Fi or mobile data, to send and receive messages and make calls, eliminating the need for traditional SMS or voice call charges.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

CONCEPTUAL FRAMEWORK

2.1.1 Concept of Social Media

Most social scientist defines our current society as a mass society and believes it was formed at the end of the 19th century mainly by industrialization, urbanization and modernization. The median role in this society is both reflective and fundamentally a function of how this society chooses to use the media. Furthermore, the media simultaneously affects and is affected by mass society and varied.

Theoretical literature in psychology, communication theory and sociology, media influence or media effects refers to the theories about the ways of mass media affects how their audience reason and react.

Mass media plays a crucial role in forming and reflecting public opinion, connecting the world to individuals and reproducing the self image of the society.

However, critiques in the early to mid twenties capacity suggested that media weaken or delimit the capacity of individual to act autonomously sometimes being ascribed and influenced reminiscent of the telescreens of the dystopia novel 1984. Mid 20th century empirical studies, suggested more moderate effect of the media in the society. Current scholarship presents a more complex interaction between the media and the society, with the media on generating information form a network or relations and

influence and with the individual interpretations and evaluations of the information provided, as well as generating information outside of media contexts.

The consequences and ramifications of the mass media relates not merely to the way news worthy events are perceived and the mode of conveying it evenly. Also to a multitude of cultural influence that operate through the media. The media have a strong social and cultural impact on the society. This is predicated upon their ability to reach a wide audience with a strong and influenced message.

The advanced and improved usage of social media platforms such as Facebook has become a worldwide phenomenon for quite some time. Though it all started has been a hobby for several computer literates individual has changed to become a social norm and existence-style for students around the world (Nicole, 2007).

According to Nicole, (2007), students and teenagers have especially recognized these social media platforms to be able to contact their peers, share information, reinvent their personas and showcase their social live. Facebook users often experience poor academic performance. Also Karpinski (2009) stated that social media has a negative association with students' academic performance which is much greater than the advantages derived through the use of social media platforms. People around the globe have been addicted to the internet which has given rise to more students using social media more often than before.

Nalwa & Anand (2003) advised and recommended that those who are addicted users love to use the internet to set back their personal and professional responsibilities in which the final outcome is poor academic performance. It was highlighted in the finding of Karpinski (2009) that social media platforms (Facebook, Whatapp etc) users usually devote lesser time to their studies has to compared to nonusers did and subsequently has lower GPAs. It was also mentioned by Karpinski, & Duberstein (2009), that among the major distraction of current generation that social media platform (such Facebook, Watzapp etc.) remains a major distraction.

According to Kubey, Lavin, and Barrows (2001), there is a correlation between academic performance and the dependency on social media platforms. Researchers have conducted different studies to find out the influence of social platforms users, for instance a study on ‘‘impact of Facebook on undergraduates’ academic performance’’, stated that social platforms have negative impact on students

According to the outcome, students’ academic performance is affected the more they use Facebook. Social platforms are mainly used by students for socializing activities rather than academic purpose (Oye, 2012). In addition (Oye, 2012) said that majority of students feel that social platforms have positive impact on academic growth. In different research conducted by Shana (2012) it was ascertain that students use platforms mainly for chatting and making friends. ‘‘The consequences of internet and social platforms on students’ academic growth’’ a study than by Young (2006) it was seen that internet has spread its wings to reach teenager’s school life. It was also observed by Young that students are more dependent on internet to access info that pertain their academic life as well as entertainment. Additionally, Young said that internet, though take a lot of time, and have less impact on studies.

It was observed by Wang (2011) that impact of social platforms rest on the degree of usage. Jeong (2005) observed that internet addiction is significantly and negatively related to students’ academic growth, as well as emotional attributes. Seo (2004) confirms Jeong statement when he opined that the negative influence of internet is only on excessive users and not on all users. Rather (2013, p. 69) avers that: the social platforms which are being used today with great desire and enthusiasm have altered the way of using internets in this modern age by defining online tools and utilities which allow users for communication, participation and collaboration of information online. Today’s young generation, especially teens and youth are using technology through innovative ways due to which they are referred to as millennial and have changed the way they think, work and communicate even though they are in formative years of their

life. Today's youth because of social platforms have become technology addicts and are quite withdrawn.

2.1.2 Whatsapp

According to Kaplan and Heinlein, there are six different types of social media: collaborative projects, blogs and micro logs contents community, social networking sites, virtual game worlds, virtual worlds. Technologies include: blogs, picture-sharing, vlogs, wall posting emails instant messaging, music-sharing, crowd sourcing and voice over ip, to name a few various forms of social media as stated above have been used as learning tools in some institutions and have proven to be of good use in assisting teaching techniques social media have also been use as vehicles for political and humanitarian causes where the progression in interaction aids the recruitment of supporters. Also social media is addictive in nature, thereby eliminating interpersonal communication in the most original form. The Nigerian youth and social networks, the face book demographic data, as of July 2010 indicates that there are about one million users. It is among the top there most visited social sites by Nigerian is on face book and most popular age demographic globally. International Telecommunication Union (ITU) provides sourceful information. This data places Nigeria as Africa's biggest internet market (audience) dwarfing South Africa and Egypt.

This growth rate suggests that there exists some form of value of meaning derived by the users, most of the youth's socialization and communication is the process by which children and adults learn from other.

Weldman, Twale and Stein (2001) defined socialization in a broad sense as the process by which persons acquired the knowledge, skills and disposition that makes them more or less effective member of the society. The socialization types can also have an effect in turn on the person's ability to fit into the society and perform optimally as a member of the society.

Natural socialization is easily seen when looking at the young of almost any mammalian species (some birds) planned socialization is mostly a human phenomenon; all through history people have been making plans for teaching or training others through social media which will implement the development of the society formally.

Marshall McLuhon use the phrase “the medium is the message” as a means of explaining now the distribution of the message can often be more important than the content of the message itself. It is through the persuasiveness of media such as television, radio, and print media that message reach their target audience. These have been influenced media as they have been largely responsible for structuring people daily lives and routines. Television broadcast has a large amount of control over the content society watches and times in which it is viewed. This is a distinguishing feature of traditional media which social media have challenged by altering the participation habits of the public’s.

The internet creates space for more diverse political opinion, social and cultural view points and a heightened level of the audience participation. Notable information presentations have been suggested through the advent of social media. A theory which places emphasis reception, which is a major features of the social media in the uses and gratification model. The previous resent outlined in the model is the need to reinforce one’s own behaviors trait by identifying with roles values and gender identities presented in he media. Also the need for security when disclosing identify by the interest audience. Because during the process of interaction with other people which is offered social media offers window to the world through their services that enhance educative activities and acquisition of information.

The final intend is the need for entertainment through escapism, and the needs for emotional release, such as comedy. One major strength of the uses and gratifications theory is the emphasis on the audience as active in the reception of the social media.

2.1.3 Relationship Between whatsapp And facebook

Whatsapp and Facebook serve as a medium of disseminating information to the public primarily. Both punctuate through the central authority into the daily consciousness of the masses. According to James Agee and Walter Lippmann media function is to serve as entertainment and informative source. That is the motive of any medium is broadcast the detail of an event and its purpose at currency to the public.

Positively, it's enhancing socialization and emphasis on gallant informative materials use in coping with any stipulated challenges relating to public issues. That is it creates awareness of socialized activities and solution in tacking with difficulty in the society respectively. Also the media existence breaks the chain of illiteracy among the people with the attributions and promotional influence on the society at whole.

However, mass media and social media generate accessible means of communication among people, due to the availability of data and informative report the help to reach the society at every state and level irrespective of their ethnic and cultural norms. According to James Baldwin's opinion on behavioral trait on everyday life says communication and the ability to learn from one another promote development in t he society.

Also, they both serve as source of entertainment to the public and generate mode of advert of product and services to the arouser of the public interest. That is it serves as the mean of marketing product and service with the possible motive of create awareness of business importance to the public. Walter Lippmann also highlighted the function of the media for entertainment and information while James Agee supported his motion with the clarification of pronouncing media has intermediaries between the society and the events or changes that occur.

2.1.4 Differences between Instagram And Facebook

Both median are medium of communication which intends to reach the audience or outstretch information and activities of the society to the public. The major difference between the social media and mass media is the mode of reaching the public with the

services. The mass media publicized their information to the heterogeneous audience the print and broadcast mode, such as the newspaper, magazines, radio, television respectively.

Also, mass media has been the medium of conveying information to the public before the advent of social media which gives the mass media regard has the traditional media in recent world. It accessibility varies due to their mode of disseminating information. The mass media is affordable and at reach of all interested audience irrespective of their standard, while social media services can only reach internet user. According to Danny Shea in the Huffington post across 20th June 2010 social media are element of the new media which integrate into the daily lives of many people due to the advancement in technology.

Obviously, the mass media product and services attract permanence, one created, cannot be altered that is the print copy or and broadcast information that is being dashed out cannot be reversed or correct due to it nature of convenience. While social media product or services can be altered instantaneously by comments or editing of errors or falseful information. Page could be wiped off in case of mis-presentation of information. In a mass media services evidence could be shown and notified while social media page could be deniable.

However, the media requires literate personnel who are journalist or who has the trait and experiences of the media production. And specialized skills and training is require but the ability to handle computer or technological devices in the update of informative data and activities make the difference between the mass media and the social media. Social media deals with online update which addition skills that differ from major mass media skill. Also this prompts the time duration of conveying news to the public. That is the time leg between communication produced by the mass media can be long due to it processes and requirement of materials and human effort to be employ. While the social release of information. The immediately of event is certain

through social media without any specialized effort in conveying the information. According to Jonathan Abrams creator of fraudster con-coded a perfect mien of popular features from social media that reveals the ability to convey event in its order of preferences and immediately.

2.1.5 Effect of whatsapp on Youth Behavior

Social media which is a means of communication serves its purpose among the people. It also has its effect among youth which determine their behavior in the society. Social media increase the level of social interaction among the youth and connect them more to other youth across the globe. It employs socialization in its process to enlighten the youth on the social culture and activities which could be adopted in the society. Andrew Keen pronounces the advent of social media has a means of manipulation of youth behavior with its usage, also analysis its implication on the behavior of the youth in its process.

Also, social media serve as medium of creating and transferring of document of the World Wide Web (www) at a minimal rate and time which hasten the youth behavior in tacking with difficulty which mass media alone cannot solve. It thereby eliminates interpersonal communication in its most original form. This is the youth of now a day no longer relate with their immediate environment through “face to face” communication, order than social network pages.

Obviously, social media in its various forms serve as learning tools in institution and assist teaching techniques which limits the rate of reasoning among youth. According to Dark Twale social media users are being influence by the mode of activities they carry out through internet. That is social media advent influence the youth behavior due to their negligence in personal meditation on optimal issue order that the dependent on social media.

However, in the realm of time usage social media consume larger hours of the youth time due to the social networks activities that interest the youth. That is the youth

abuse the usage of social networking through interaction online and addiction to absences images and activities online which influence the youth behavior negatively. Also social media increase the volume of information but reduce the average length of communication. Youth do not really communicate in recent days on societal activities.

2.1.6 Uses Or Function of Facebook

Social media serve as communication means among the public in a technological order. It serves as a mode of conveying information to the public with the use of digital devices that entails the internet which is the prominent social media means. The level of social interaction might also suggest that social media have been used as learning tools in some institutions and have also proven to be of good use in assisting teaching techniques.

Also, social media have been used as vehicles per political and humanitarian causes where the progression on in interaction aids the recruitment of supporters for a certain cause. These benefits do not erase the fear associated with the usage of social media but positively implement and notifies the societal issues and action to the public.

However, social media generate familiarity among the youth. It enhances connectivity across the globe with the use of (ITU) International Telecommunication Union. Also, it implements socialization in its advance ferum Weidman, Twale and Stein (2001) acknowledges the uses of social media which serve as a sense broader and release of knowledge to the public without abnormal effort. Though its process it create and transfer document over the World Wide Web (www) at minimal rate and scheduled time.

Obviously, social media plays the role of increasing the speed of communication manifold among youth and help to tap accessible knowledge, follow up information and unfamiliar concept and notification of worldwide event and changes across the world. Also, through this it aids fast run of business transactions and awareness of product and service among users in a wide range or outreach of the world.

Social media also broadcast audience community, media accumulation strategies, chalectical theatre, aura technological rationality and all others. According to Emile Durkheim and Ferdinand Tönnies social networks theory states that the attribute of individual are less important than their relationship and tries with other actors within the network.

2.2 THEORETICAL FRAME WORK

2.2.1 Social Media Theory

Social media theory is also the new media theory. It investigates both the mass media and social media activities as a complex ecological and rhetorical context. The merger of social media and mass media creates a global social sphere that is the advent of social media modifies the social activities and interaction among the people. This theory motivates and orientates the nation on the mode of interaction, relating and update of technological advancement. Social media theory evoked the new context operations that normalize various difficulties being encountered in the mass median.

Obviously, the theory gives guide to the control of digital life. According to Bandura's (1986) social cognitive theory, states that "Structural equation modeling techniques were used to test and enhance media in which active influence and self-efficiency join habitual behaviour and deficient self-regulation as determinants of mass media behaviour".

Mass media is slowly metamorphosing into social media; the initial theory is only updated and upgraded with research approach integration. Also the social media theory implies the mass media complete against other information sources for the viewer's gratification.

Social media is not really "new" while it has only recently become part of main stream culture and the world interesting activity; people have been using digital media for networking, socializing and information gathering. Almost exactly like now-for over "3- years". Sean Cullen in his July 2009 blog posting; defines social media in click

social media begins as a concept many years ago but has evolved into sophisticated technology. The concept of social media can be dated back to the use of analog telephone for social media was through innovations application, an online dialogue framework, created by “word Christensen” a frame IBM employee and randy sues.

Initially, they envisioned a place where they could immediately contact their co-employers for announcements, i.e. meeting, report and other confidential affairs, rather than making multiple phone called, distributing memos and the like. They were looking into creating a computerized bulletin board, which is why the named the programme CBBS (Computer Bulletin Board System). Soon enough more and more employee contributed their ideas and comments in the inline community. That event was a momentous episode in the history of computer and internet. It was the advent of online social networking. The CBBS platform was specific purposes. The Bulletin Board System expanded service provides in the early 1990’s when social networking sites began to flourish. Along with the availability of internet service to people, many people rummaged to have themselves acquainted with the social media.

However, with quick response of people to the budding internet community, the bulletin boards which were usually used by compares have started to expand their roles by offering their services to more people around the globe. Creator of fraudster unfortunately got out of hand and suffered from too many glitches in the server. The conception of my space.com opened the internet users to vast opportunities of self expressions which includes wide control over a user’s profile content practically different people from all works of life have dedicated pages in my space. And additional features like mobile applications in order to keep up with the latest trends in the online community which was created by MySpace.

Face book started as a local social network made for the student of Harvard. It was developed by sophomore, mark Zuckerberg. Face book was actually made by hacking Harvard’s database containing identification images of student. The initial idea

was actually made to compare the outlook of student with that of animal, for entertainment purposes. However, due to the potentially damaging contents of the school authority, in 2006, Facebook ultimately offers the opportunity to the rest of the world. As at 2007 approach, the registrants reached an overwhelming digit-roughly a million dozen.

Other social networking sites continued to appear in the scene blogging site like Bebo, multiple and many more comes into view micro-blogging partners with social networking became popularity known with the launch of Twitter.

On Twitter, online users can post the tweets, basically 140 character phrase or line about what they have in mind. With the help of API (Application Programme interface). Micro blogging sites like Twitter and Tumblr and other dedicated sites like Flickr, Photo Bucket and many other were able to connect with popular social networking sites, making an unending link of information in the World Wide Web. A way on the internet was the law of digital Darwinism, the survival of the loudest and the most opinionated.

Under these rules, the only way to intellectually prevail is by “infinite filibustering” social media can take many different forms, including internet forums, weblogs social blogs, micro blogging wikis, pod casts, pictures, video rating and social booking or book marking.

2.2.2 Gratification Theory

The uses and gratification theory recent research explain internet usage has both extended and challenged the uses and gratification approach to understand media. Theory is a limited effect theory which tends to populace researchers traits of mass communication. This theory placed more focuses on the audience or users, instead of the actual message itself by asking “what people do with media?” rather than “What media does to the people?”. It assumes members of the audience are not integrating but take an active role in interpreting and integrating media into their own lives. Also, the

theory holds audiences responsible for choosing media to choose its needs. This theory would then implies that the media compete against other information sources for the viewers gratification take a non-predictive and non-prescriptive on media effect, but to its suggestion that people use media to fulfill specific gratifications.

Obviously, uses and gratification theory opines that media users play an active role in choosing and using the media users take an active part in the communication process and are goal oriented in their media use. The theorist say that a media user seeks out a media source that best fulfill the needs of the user “users and gratification theory assume that users has alternate choices of satisfy their needs. Interest in the gratification provided by media goes back to the beginning of empirical mass communication research, but each attempts to press towards a greater systematization of what is involved in conducting research in this foiled, each major price of uses and gratification research was yield it own classification scheme of audience function. When placed side by side, they reveal a mixture of shared gratification categories and notions peculiar to individual research teams.

The differences are due in part of the fact that investigators have focused on difference levels of study such as medium of content, and different materials such as different program s or program types on television in different cultures.

Instead of depicting the media as severely circumstanced by audience expectation, the uses and gratification theory highlighted the audience expectation as a source of challenges to producers to cater more richly to the multiplicity of requirements and roles that it has discovered. The uses and gratification research (Herzog 1944; MC Guire 1974) has been useful in understanding audiences motivations and concern in the context of the traditional mass media such as radio and television.

However, only a few researchers have explored uses and gratification application in the internet context (Chem. and Wells 1999; Enigma and McCord 19908; Korgonkar and woolen 1999) noted that research participate who browsed five

commercial websites show uses and gratification behaviour similar to those reported in studies of traditional mass media like television stations.

2.2.3 Marshall McLuhan's Theory Of Globalization

The solid media extends the democratization of the production and distribution of media context to a degree that far exceeds that of previous media (i.e. mass media). Rather than being limited to the confines of linear visual space as are books, magazines, newspaper, film reels, tapes, CDs. The social media allows storage and distribution of media content through "Cyberspace" on acoustic, non-linear space without a fixed centre. The tremendous expression of data, and the simple transmission thereof that the social media allows, greatly reduced the physical limitations placed upon it compared to mass media or linear medium such as magazines, newspaper.

Thus Macmillan's concept of acoustic space helps us see an important distinction between electronic media which is the mass media and the social media at whole. A mass media form is limited to physical, linear space. In air emotional connectivity to others we are no longer limited to the confines of physical presence. By analyzing the social media through the use of McLuhan's four laws of media which are as follows.

- i. What human trait or experiences does the medium enhance of the production and distribution of media content? Increase the amount of information available to people, and extends social connectivity across a greater distance. The growth of social media since the mid 1990's has been astounding. The social media is superior because it subsumes all previous media forms from the traditional mass media to the main mass media, providing a worldwide distribution and presentation platform for texts, images, graphics sound and video. Yochai Benkler in her wealth of networks has described how the internet has vastly increased the dissemination of information and distribution of production activities while decreasing its cost.

- ii. What pre-existing technology, method or medium is obsolete? The social media is making obsolete mass media forms such as print journalism and the monopolies of the traditional television, films and media industries. Mass media will not cease to exist but their modes and ways of distributing their content are all being disrupted and obsolesced by the social media.
- iii. What technology or system does the new medium retrieve? The social media retrieves the tribal story teller/show and but now on a global and more democratic scale as we all can become story tellers, film makers and journalists through our own websites, blogs, tweets internet etc.
- iv. When pushed to the extreme what will the medium reverse to? We are still in the early internet era, but so far. The internet has caused decrease in personal privacy as the rise of powerful companies such as Facebook and Google. On which we have become increasingly reliant, gather more and more personal information about individuals. We have also become more dependent on the internet itself for our connections to others and our knowledge about the world. So it could reverse into opposite intention.

So history articulates personal and social consequences of any medium that is, any extension of ourselves result from the new scale that is introduced into our affairs by any new technology.

2.3 EMPIRICAL REVIEW

According to Nicole, (2007), students and teenagers have especially recognized these social media platforms to be able to contact their peers, share information, reinvent their personas and showcase their social life. Facebook users often experience poor academic performance. Also Karpinski (2009) stated that social media has a negative association with students' academic performance which is much greater than the advantages derived through the use of social media platforms. People around the globe

have been addicted to the internet which has given rise to more students using social media more often than before.

Nalwa & Anand (2003) advised and recommended that those who are addicted users love to use the internet to set back their personal and professional responsibilities in which the final outcome is poor academic performance. It was highlighted in the finding of Karpinski (2009) that social media platforms (Facebook, watsapp etc) users usually devote lesser time to their studies has to compared to nonusers did and subsequently has lower GPAs. It was also mentioned by Karpinski, & Duberstein (2009), that among the major distraction of current generation that social media platform (such Facebook, Watsapp etc.) remains a major distractions.

According to Kubey, Lavin, and Barrows (2001), there is a correlation between academic performance and the dependency on social media platforms. Researchers have conducted different studies to find out the influence of social platforms users, for instance a study on “impact of Facebook on undergraduates academic performance”, stated that social platforms have negative impact on students

According to the outcome, students’ academic performance is affected the more they use Facebook. Social platforms are mainly used by students for socializing activities rather than academic purpose (Oye, 2012). In addition (Oye, 2012) said that majority of students feel that social platforms have positive impact on academic growth. In a different research conducted by Shana (2012) it was ascertain that students use platforms mainly for chatting and making friends. “The consequences of internet and social platforms on students’ academic growth” a study than by Young (2006) it was seen that internet has spread its wings to reach teenager’s school life. It was also observed by Young that students are more dependent on internet to access info that pertain their academic life as well as entertainment. Additionally, Young said that internet, though take a lot of time, and have less impact on studies.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This section would discuss the procedures for which this study is undertaken. It includes the research design, population of the study, sample size, sample techniques, research instruments and method of data analysis.

3.2 Research Design

The research design that is employed for this study is survey research design. This method is to get the perceptions of the employees to fully express their opinion on the study. The method would also allow data collection from a sample to be drawn from a given population.

3.3. Population of the Study

The population for this study comprises department of business administration hnd 2 of kwara state Polytechnic, Ilorin. The staffs are Twenty (20), while the students are Four Hundred and Sixty (460), totaling Four Hundred and Eighty (480).

3.4 Sample Size and Sampling Techniques

The sample size for this study is drawn from the student population of the institution which comprises of Hnd II and ND II. The required sample size for this study shall be derived using the Taro Yamane (1967) Formula, as stated below;

$$\text{Formula } n = \frac{N}{1+N(e)^2}$$

where

n = desired sample size

N = population size

e = margin error

For the purpose of this research study, the margin of error is taken to be 5%. From the total population of $N = 480$, this implies the $e = 0.05$. Using the Yamane Formula, substituting into the Yamane's Formula, hence the sample size for the research study is computed below as;

$$n = \frac{480}{1 + \frac{480(0.05)^2}{2.2}} = 218$$

$$n = \frac{853}{1 + \frac{853(0.05)^2}{2.2}} = 305.88$$

This implies that a sample size of 218 will be required in this study to achieve a 95% precision from utilizing information and data collected from the sample.

The sampling technique employed in this research is the simple random sampling techniques.

3.5 Method of Data Collection

The method that shall be used for this study is primary data. The data shall be collected through the administration of questionnaires.

3.6 Research Instrument

The research instrument that shall be used for this study is the questionnaire. The questionnaire is structured in accordance with the stated research questions and hypothesis. The questionnaire is divided into two sections. Section A comprises of questions relating to the demographic characteristics of the respondents, while section B comprises of questions relating to Budget and budgetary control in Tertiary Institution.

3.7 Method of Data Analysis

This study shall employ descriptive method on the first part of data analysis. The descriptive analysis involves the use of frequency tables and percentage in presenting the data collected from the questionnaire administered to the respondent. The second

part of the data analysis shall involve the use of correlation and regression analysis using SPSS version 23. The rational for using Regression Analysis was because it is a statistical tool that does not only explore the relationship between two or more variables but also assessing the contribution of individual predictors in a given model.

3.8 The Historical Background of the Case study

Kwara State Polytechnic started as Kwara state college of Technology Ilorin with pioneering students, and it offers National Diploma.

The College eventually came into existence following the promulgation of Kwara State Edict no. 4 of 1972 (now overtaken by the edict no. 21 of 1984 edict No. 13 of 1987 and edict no. 7 of 1994) as a body empowered by statute "to provide for studies, training, research and development of techniques in arts and language, applied sciences, engineering, management and commerce, education and well as in other spheres of learning".

The Kwara State Polytechnic formally commenced operation in January 1973 with an administrative machinery patterned closely after the existing universities in the country.

On 27 October 2019, Kwara State Polytechnic got a new Rector following the approval of the Kwara State Governor AbdulRahman AbdulRazaq. The Rector, Engr. Dr Abdul Jimoh Mohammed Succeeded Alhaji Mas'ud Elelu whose tenure ended in June, 2019.

Dr Abdul Jimoh Mohammed was until his appointment Deputy Rector (Academics) at the Federal Polytechnic Offa, Kwara State. He holds two doctorate degrees, including one in Metallurgical and Material Science from Witwatersrand University South Africa in 2016.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter deals with the data presentation, data analysis and interpretation where proper analysis and interpretation of data is done. The first section presents the general information about respondents, while the second section deals with the analysis of the questions.

4.2 Data Presentation and Analysis

SECTION A Bio data of Respondents

Table 1: Distribution of respondents by Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	110	50.5	50.5	50.5
Valid Female	108	49.5	49.5	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 1 shows that 110 respondents representing 50.5% of the population are males, while 108 respondents representing 49.5% of the population are females.

Table 2: Distribution of respondents by Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	150	68.8	68.8	68.8
Married	68	31.2	31.2	100.0

Total	218	100.0	100.0
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Source: Researcher's Field Survey, 2025

Table 2 show that 150 respondents representing 68.8% of the population are singles, while 68 respondents representing 31.2% of the population are married.

Table 3: Distribution of respondents by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18 – 29 years	68	31.2	31.2	31.2
30-39 years	138	63.3	63.3	94.5
40-49 years	12	5.5	5.5	100.0
50 years and above	-	-	-	
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 3 shows that 68 respondents representing 31.2% of the population are between the age of 18-29 years, 138 respondents representing 63.3% of the population are between the age of 30-39 years, while 12 respondents representing 5.5% of the population are 40-49 years of age.

Table 4: Distribution of respondents by Educational Qualification

	Frequency	Percent	Valid Percent	Cumulative Percent
WAEC	62	28.4	28.4	28.4
Valid ND/NCE	98	45.0	45.0	73.4
HND/Bsc	50	22.9	22.9	96.3

Postgraduate	8	3.7	3.7	100.0
Others	-	-	-	
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 4 shows that 62 respondents representing 28.4% of the population are WAEC Certificate holders, 98 respondents representing 45% of the population are ND/NCE Certificate holders, 50 respondents representing 22.9% of the population are HND/Bsc Certificate holders, while 8 respondents representing 3.7% of the population are with Postgraduate certificate.

Table 5: Distribution of respondents by Department

	Frequency	Percent	Valid Percent	Cumulative Percent
Bursary	47	21.6	21.6	21.6
Health	76	34.9	34.9	56.4
Security	49	22.5	22.5	78.9
Academic Support	41	18.8	18.8	97.7
Valid Unit				
Administrative	5	2.3	2.3	100.0
Department	-	-	-	
Others	-	-	-	
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 5 shows that 47 respondents representing 21.6% of the population are in Bursary Department, 76 respondents representing 34.9% of the population are in Health Department, 49 respondents representing 22.5% of the population are in Security

Department, 41 respondents representing 18.8% of the population are in Academic Support Unit, while 5 respondents representing 2.3% of the population are in Administrative Department.

SECTION B

Table 6: Which of the following do you own?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Computer	12	5.5	5.5	5.5
Small Phone	12	5.5	5.5	11.0
Iphone	69	31.7	31.7	42.7
Android Phone	125	57.3	57.3	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 6 shows that 12 respondents representing 5.5% of the total population selected computer, 12 respondents representing 5.5% of the total population selected Small Phone, 69 respondents representing 31.7% selected Iphone, while 125 respondents representing 57.3% selected Android phone.

Table 7: Do you have access to the internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	195	89.4	89.4	89.4
No	23	10.6	10.6	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 7 shows that 195 respondents representing 89.4% said that they have access to the internet, while 23 respondents representing 10.6% said No.

Table 8: Are you aware of social networking sites?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	195	89.4	89.4	89.4
Valid No	23	10.6	10.6	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 8 shows that 195 respondents representing 89.4% said that they are aware of social networking sites, while 23 respondents representing 10.6% said No.

Table 9: What are the social networking sites you know?

	Frequency	Percent	Valid Percent	Cumulative Percent
Twitter	22	10.1	10.1	10.1
Whatsapp	48	22.0	22.0	32.1
Valid Facebook	125	57.3	57.3	89.4
Others	23	10.6	10.6	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 9 shows that 22 respondents representing 10.1% of the total population selected Twitter, 48 respondents representing 22.0% of the total population selected

Whatsapp, 125 respondents representing 57.3% selected Facebook, while 23 respondents representing 10.6% selected others.

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Twitter	22	10.1	10.1	10.1
Whatsapp	48	22.0	22.0	32.1
Valid Facebook	125	57.3	57.3	89.4
Others	23	10.6	10.6	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 10 shows that 22 respondents representing 10.1% of the total population selected Twitter, 48 respondents representing 22.0% of the total population selected Whatsapp, 125 respondents representing 57.3% selected Facebook, while 23 respondents representing 10.6% selected others.

Table 11: Which do you prefer?

	Frequency	Percent	Valid Percent	Cumulative Percent
Twitter	22	10.1	10.1	10.1
Whatsapp	48	22.0	22.0	32.1
Valid Facebook	125	57.3	57.3	89.4
Others	23	10.6	10.6	100.0

Total	218	100.0	100.0
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Source: Researcher's Field Survey, 2025

Table 11 shows that 22 respondents representing 10.1% of the total population selected Twitter, 48 respondents representing 22.0% of the total population selected Whatsapp, 125 respondents representing 57.3% selected Facebook, while 23 respondents representing 10.6% selected others.

Table 12: Why do you prefer it?

	Frequency	Percent	Valid Percent	Cumulative Percent
It is faster	12	5.5	5.5	5.5
It is cheap and reliable	170	78.0	78.0	83.5
It opens multiple pages at the same time	12	5.5	5.5	89.0
It has good reception	12	5.5	5.5	94.5
Others	12	5.5	5.5	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 12 shows that 12 respondents representing 5.5% of the total population selected it is faster, 170 respondents representing 78.0% of the total population selected it is cheap and reliable, 12 respondents representing 5.5% selected It opens multiple pages at the same time, 12 respondents representing 5.5% selected It has good reception, while 12 respondents representing 5.5% selected others.

Table 13: If none, why?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Time consuming	182	83.5	83.5	83.5

It is expensive	12	5.5	5.5	89.0
Its addictive nature	12	5.5	5.5	94.5
I just don't like it	12	5.5	5.5	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 13 shows that 182 respondents representing 83.5% of the total population selected time consuming, 12 respondents representing 5.5% of the total population selected it is expensive, 12 respondents representing 5.5% selected Its addictive nature, 12 respondents representing 5.5% selected I just don't like it.

Table 14: Where do you browse?

	Frequency	Percent	Valid Percent	Cumulative Percent
Home	12	5.5	5.5	5.5
Cafe	12	5.5	5.5	11.0
Valid School	182	83.5	83.5	94.5
Others	12	5.5	5.5	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 14 shows that 12 respondents representing 5.5% of the total population selected home, 12 respondents representing 5.5% of the total population selected cafe, 182 respondents representing 83.5% selected school, while 12 respondents representing 5.5% selected others.

Table 15: How often do you go online?

	Frequency	Percent	Valid Percent	Cumulative Percent
	y		Percent	Percent

Valid	Very often	158	72.5	72.5	72.5
	Often	24	11.0	11.0	83.5
	Not Very often	24	11.0	11.0	94.5
	Not often	12	5.5	5.5	100.0
	Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 15 shows that 158 respondents representing 72.5% of the total population selected very often, 24 respondents representing 11.0% of the total population selected often, 24 respondents representing 11.0% selected not very often, while 12 respondents representing 5.5% selected not often.

Table 16: How many hours do you spend online?

	Frequency	Percent	Valid Percent	Cumulative Percent
6 hours	12	5.5	5.5	5.5
4 hours	12	5.5	5.5	11.0
Valid 2 hours	12	5.5	5.5	16.5
1 hour	182	83.5	83.5	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 16 shows that 12 respondents representing 5.5% of the total population selected 6hours, 12 respondents representing 5.5% of the total population selected 4hours, 12 respondents representing 5.5% selected 2hours, while 182 respondents representing 83.5% selected 1hour.

Table 17: What do you browse?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Education	91	41.7	41.7	41.7
Sports and News	103	47.2	47.2	89.0
Entertainment	12	5.5	5.5	94.5
Others	12	5.5	5.5	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 18 shows that 91 respondents representing 41.7% of the total population browse education, 103 respondents representing 47.2% of the total population browse sports and news, 12 respondents representing 5.5% browse entertainment, while 12 respondents representing 5.5% browse others.

Table 18: What satisfaction do you derive from it?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Information	36	16.5	16.5	16.5
Affiliation (chatting)	158	72.5	72.5	89.0
Entertainment	12	5.5	5.5	94.5
Pornography	12	5.5	5.5	100.0

Total	218	100.0	100.0
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Source: Researcher's Field Survey, 2025

Table 19 shows that 36 respondents representing 16.5% of the total population selected information, 158 respondents representing 72.5% of the total population selected affiliation (chatting), 12 respondents representing 5.5% selected entertainment, while 12 respondents representing 5.5% selected pornography.

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	195	89.4	89.4	89.4
Valid No	23	10.6	10.6	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 14 shows that 19 respondents representing 89.4% of the total population selected yes, 23 respondents representing 10.6% of the total population selected No.

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	194	89.0	89.0	89.0
Negative	12	5.5	5.5	94.5
No Response	12	5.5	5.5	100.0
Total	218	100.0	100.0	

Source: Researcher's Field Survey, 2025

Table 21 shows that 194 respondents representing 89.0% of the total population selected positive, 12 respondents representing 5.5% of the total population selected negative, 12 respondents representing 5.5% selected No response.

4.3 Testing of hypotheses

Hypothesis One

Ho1: There are no significant relationships between social media usage and students' academic performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.216 ^a	.046	.042	1.35833

a. Predictors: (Constant), social media

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.800	1	17.800	9.647	.002 ^b
	Residual	365.320	198	1.845		
	Total	383.120	199			

a. Dependent Variable: academic performance

b. Predictors: (Constant), social media

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.721	.233		7.396	.000
Social media	.249	.080	.216	3.106	.002

a. Dependent Variable: academic performance

In the Model Summary table above, it could be seen that the R value for hypothesis 1 is 0.216; indicating a low positive relationship between Social Media usage and students' academic performance, the R square value of 0.046 stands for the coefficient of determination which indicates that Students' academic performance can be determined by social media usage only to a negligible tune of 6.5%, which further shows a negative prediction of 0.51% (0.051) when the adjusted R square is considered. The significant value of .472 is greater than the 0.05 level of significance which indicates there is no significant relationship between Social Media usage and students' academic performance.

Hypothesis Two

Ho2: There are no associated problems of using social media by students

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.141 ^a	.020	.015	.497

a. Predictors: (Constant), social media usage

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.000	1	1.000	4.041	.046 ^b
	Residual	49.000	198	.247		
	Total	50.000	199			

a. Dependent Variable: academic performance

b. Predictors: (Constant), social media

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.350	.082		16.364	.000
	Social media	.063	.031	.141	2.010	.046

a. Dependent Variable: academic performance

Table above shows an R value of 0.141; indicating that there are problems of using social media by students. The R square value of 0.020 which stands for the co-efficient of determination indicates that associated problems can be determined by the use of social media by students to the tune of 2.0%. The adjusted R value of 0.015 shows that 1.5% of the variation in students' performance can be explained by social media problems, leaving the rest to other factors not considered in the model. The significant value of 0.046 is far lower than the 0.05 level of significance; which indicates that there are problems of using social media by students.

Hypothesis Three

Ho3: Social media does not have influence on students' academic performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.274 ^a	.075	.070	.491

a. Predictors: (Constant), social media

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.860	1	3.860	16.035	.000 ^b
	Residual	47.660	198	.241		
	Total	51.520	199			

a. Dependent Variable: academic performance

b. Predictors: (Constant), social media

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.318	.097		23.949	.000
	Social media	.172	.043	.274	4.004	.000

a. Dependent Variable: academic performance

Table above shows an R value of .274, indicating a high positive relationship between social media and Students' academic performance. The R square value of .075 which stands for the co-efficient of determination indicates that student's academic performance can be predicted by social media usage to the tune of 75%. The adjusted R value of .070 shows that 70% of the changes in students' academic performance can be accounted for by social media usage leaving the rest to other factors not captured in the model. The significant value of 0.000 is lower than the 0.05 level of significance which indicates that Social media does not have influence on students' academic performance

4.4 Summary of the Findings

The following are the major findings of the study

The purpose of the study has stated in the media chapter was to understand the influence of social media on the use of traditional mass media among Nigerian youth. The study discovered that virtually social media has an impact in the use of Nigerian Students' academic performance. And set on understanding attitudes towards it nature over the traditional mass media.

However, the study observed that social media play an important role in the opinion and behaviours of the youth of Nigerian. Also, through the observation the user of social media found out that the various activities were weighted to find out the activities that are most prominent and it needs of socialization. Also its advantages over the traditional mass media. The possible influence opposed to what is obtained from the research hypothesis prior to the finding via questionnaire that were administered and distributed toward the social media and the traditional mass media. The study carries out a primary research on the users of social media between the age of 18 and 35 to

understand their activities on their sites and how they might derive some form of benefit from the user of the social media sites.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study was aimed at the investigating the influence of social media on the use of traditional mass media among Nigerian youth. It is presented in five chapters which chapter one deals with the introduction background. This introduction background gives detail presentation of social media as sources of communication and connection across the world, the development of communication technology that lead to it advent and the purpose of the traditional mass media before it advent. The chapter further looks at the media (both social and traditional mass media) and their components in their respective made. Such as the means of envying information through the media and the audience in their various categories.

Although, both media serve communication purpose but differ in their activities. According to “John Dewey” the role of media is for education he op7ines while “James Ages and Walter” also highlighted the function of the media as a source of trapping information around the world. Also as means of entertainment. Many youth has rejected the use of traditional mass media for social media due to the technological benefit derived from the social media and it interactive trait. It is this chapter that the entire counter claims whether social media influences the use of other media and it highly and scalable publishing techniques.

However, the scope and limitation of this study also briefly stated as well as various key terms used in the course of this research work were also examined.

Chapter two of this research works on the other hand in an in-depth review of literature relevant to the study. Specifically, it treats various theories of media at whole and the relationship that exist between the social media and the traditional mass media. It gives detail on the characteristics of social media attached with various theories such as the uses of gratification theory and all other relating to social media and it component.

More so, chapter two further ferret into various theoretical assumptions of social media effects, relationship and various theories such as the users and gratification. Social media theory, marshal theory of globalization, and also his concept of acoustic space so as to notice the relevance of distinction between the social media and the traditional mass media. These researches have been fruitful in understanding answers behaviours based on motivations evidence from various researches.

In addition to the component of literature review, various form of social media benefit that enhances the interest of the youth to the social media was also discussed.

Chapter three of this research work explains the research methodology and procedure which includes; design of the study, study population, sample size and sampling techniques, instrument for data collection and instrument as well as data analysis techniques. Attached with the questionnaire that precedes the next chapter.

The fourth chapter analyzes the data collected form 200 respondents from the sample size of the study. In other to guide the study, questions were posed and the analyzed data were use to answer the research questions.

The fifth chapter concluded based on the outcome of result of the data analyzed at the fourth chapter which shows that the researcher hypthesis/questions are valid to the research topic that is social media actually influence the use of traditional mass media among youth of Nigerian.

However, it was concluded that the influence of social media on the use of traditional mass media was positive. Many users of social media h as deprive mass media of their social right from the youth. Technologies are used to enable social relationship and serves as interactive means that tends to widen the circle of relationship. This has been suggested to limit the socialization benefits of social media.

Recommendations were also made regarding the maximum benefits from this form of media; for social media numerous sources of information sites are available.

But Students' academic performance of Nigerian should use these media to promote their talent and generate resourceful benefit other than mere socialized activities.

5.2 Conclusion

This study has been able to confirm that most Nigerians use social media for socialization purpose other than consistency with the mass media. This study is based on the uses and gratification theory which says that media consumers use media for various purposes based in their goals and needs. Students use social networking to suffice their social needs life interactions. They are motivated and goals oriented to preserve their self-confidence. They use it to get in touch with some of their friends and relations, to discover and established new relationship and at the same time to achieve their social belonging ness.

Traditional mass media which is the print and broadcast media cannot satisfy the actual needs of the Students' academic performance in term of their major interest to social activities, other that conveying recent occupation of events. Therefore, this study concludes that there is an existing positive relationship between the social networking services and the youth who use it than the media. The habitats and attitudes formed according to their aspiration were evidence that they have gratification from using the social networking sites. Its serve as their prostheses. It enhances their interpersonal skills through frequent communication and expression, it preserves the pre-existing cultural ideologies on society.

Obviously, they intend to interact with different people and shows characters, social belonging ness has one of the motives and achievements of the students as they use those social networking sites. This is also corroborated by the low number of people who expressed privacy concerns or any form negative influence or impacts.

However, it is evident that the ability to use this site as they choose, gives them the active power to decide what to do with the sits. The other dimensions to this are the issues or reliance on social media for communication and how this might increase in the

near future. Another issue, that course from this is the lower number of Students' academic performance who use academic social media. It would appear that the goals and needs of young users are based mainly on socialization.

5.3 Recommendations

This study has been able to expose various insights into the uses of social media by Nigerian youths and also, other issues that many arise. Therefore, the following recommendation has been made for obtaining maximum benefits from this form of media; for social media users. This is a need for facebook and all other networking sites users to ensure they understand why they are joining the social media site in the first place so that they would not be overcome by any negative impacts but rather they can use these sets for maximum benefit young Nigerian users.

Nigerian youth's needs to also make efficient use of such media sites for other benefits such as education or business and also to create applications so that they can participate as full producers rather than consumers who only create contents from a limited point of view. They should also make good use of converged media so that they are not limited to one of few sources of information when there are numerous sources.

Young Nigerians should also ensure they maintain their existing relationship while creating value even though these form of social media are available. They should also use these media to promote their talent, interest and causes since they are available at little or no cost. Another future tool social networking website could use would be a licensing agreement with certain parties to prevent copyright infringement from happening on the internet. It is important to bridge the digital divide between the young and old to allow the best use of these media.

Parents and guidance need to understand the use of these form of media and, if possible, attempt to use them, and try to be involved. This is because the use of social media by youth is worrisome to some parents who are not sure of the reasons the youth use these media. Various ways of achieving this can be through the use of social media

in delivery news, education, in small business management and other. To other researcher:

1. Researcher should conduct surveys that will trigger the student to talk about such personal issue like social identify.
2. Other researcher can explore the role of social media as a measure of the role it plays in politics.
3. Also, they can conduct studies which will compare the way social media is used in various part of the country.

However, researchers can also study the impact of social media in marketing and advertising in a developing country like Nigeria.

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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. Iphone []
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. Twitter [] B. Whatsapp [] C. Facebook [] D. Others []
10. Which of the social networking sites do you have an account with? A. Twitter [] B. Whatsapp [] C. Facebook [] D. Others []
11. Which do you prefer? A. Twitter [] B. Whatsapp [] 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 []