
**The Influence of Social Networking on Students Academic Performance in Business
Studies: A Case Study of Akwa Ibom State College of Education Afaha Nsit.**

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ABSTRACT

The study was on the influence of Social Networking on Academic Performance of Students in Business Studies in Akwa Ibom state college of education Afaha Nsit. The population of the study comprises the year one (1) students 54, year two (2) students 66, and year three (3) students 30 making a total of 150 students. The study adopted survey design while purposive sampling technique was used to sample 50 business studies Students. Two research instruments were used for data collection. The instruments were questionnaire titled Social Networking and student's academic performance questionnaire (SNSAPQ) and researchers made achievement test in Business Studies tagged, Business studies Achievement test (BSAT). Data collected for the study were analyzed using independent t-test statistics as well as descriptive statistics to answer the research questions. Findings from the study revealed that there is significant difference in academic performance between Business Studies Students who are exposed to Social Networking sites like Facebook, Whats App, Twitter etc and those that are not exposed to in Akwa Ibom state college of education Afaha Nsit. The Researcher recommends that; Teachers/Lecturers can adopt new strategies by channeling assignment or discussions on Social media platforms to help increase the habit of using these social media for academic work. Also recommended was that Students themselves must realize all the potential harm from excessive use of social network and responsibly approach the learning process and academic results as the study concluded that students who devote their time to read performed better than those who use their time for Social Networking.

Key Word: Social Networking, Academic Performance, Business Studies

INTRODUCTION:

The rapid growth of internet and communication technology has made human beings to quickly connect and interact with group of people from any part of the world through their Pc or Mobile phones.

Adolescent age people are more attracted by social Networking sites (SNS), a platform to the people to share their ideas, express their feelings and reconnect with old friends. The student community spends their life's considerably time in different activities by a set of names as wall post, status updates, Activity updates, and Activity feeds, Profile Building, Thumbs ups and chatting. Social networking sites (SNS) are web sites that allow their Users or members to share and send information with selected group of friends or associates. The emergence of Social Networking sites has broadened the base of contact, interaction and communication among people living around the globe via internet.

Social Networking sites have become fast penetrating way for people all over the world to connect and interact. There are hundreds of social networking sites. Some of the popular ones like facebook have some millions of students using them to keep in touch. The number of students of tertiary institutions using (SNS) is increasing on daily bases as well as the popularity and acceptability of (SNS) on campus.

Most students of tertiary institutions in Nigeria are actively connected to the (SNS), and this is specifically true for students in Akwa Ibom State College of Education, Afaha Nsit. As a matter of fact, Social Networking sites have now become proliferated. The involvement of student in Social Networking at cyberspace is because many of their problems related to studies have been solved by Social Networking Sites. Social Networking become popular from the year 2005-2011, after facebook and other social networking sites were created.

The following are the type of Social Networking: Facebook, WhatsApp, Twitter and 2go. The most successful and largest social networking sites is the facebook, which comprises more than 500 million active members in July, 2010. Its members are multiplying greatly with each day passing. The growth rate was 153% during last year. Twitter about 190 million used to visit twitter per month, 65 million tweet every day. (Ahmed and Gazi, 2011). 2go, the 2go Network is one of the Social Network in Nigeria and it is getting tremendous patronage from Mobile Phone subscribers. It allows users to chat and exchange photos with friends. A bulk of its subscribers is teenagers who are mostly Student of Secondary School age. This means that any student can connect through Social Networking Sites (SNS). With such extensive acceptant, it is no surprise that Social Networking Sites (SNS) have impacted the way people live and Socialize.

Statement of Problem

The use of Social Networking sites (SNS) is today the most important source of information and its uses by students cannot be underestimated. It has been observed that Social media tools like Yahoo messenger, Facebook messenger, Blackberry messenger (BBM), Google talk, Google +, LinkedIn and You tube have taken the world in a storm.

The emergence of Social media as a result of advancement in technology the expansion in interest software has raised eye brows among academics on its influence on student performance. It has been observed that students devote more attention and time to social networking site (SNS) than they do for their studies and they cannot pass their examination well if they do not learn (Osharive 2015). Also the study conducted by Maya (2015), revealed that media use contribute to lower academic performance, low self-perceptions and less interest in college oriented carriers. Academic excellence plays an important role in an individual's life; be it in the family, at social gatherings, at workplace, in an institution or even among peers. Much emphasis is

placed on academic performance because of the role it plays in an individual's life as far as a successful life is concerned in every part of the world due to this many people are concerned with the ways that they can improve their academic performance Kyoshaba, (2009).

Studies have also revealed that social Networking affects Students use of English. They tend to use short – handwriting to chat with friends and get used to it thereby replicating the same errors during examinations (Obi, Bulus, Adamu and Sala'at 2012). Today student in Akwa Ibom State College of Education have been engaged in the use of Social Networking sites (SNS). This research therefore is to investigate the influence of Social Networking on Student Academic performance in Business Studies in Akwa Ibom State college of Education Afaha Nsit.

Purpose of Study

The major purpose of the study is to determine the influence of Social Networking on the Students academic performance in Business studies in Akwa Ibom State College of Education Afaha Nsit. Most importantly the study is to:

- (1) Determine Student influence on the use of Social Networking Sites (SNS) like Facebook, whatsApp, twitter etc on their achievement in Business Studies.
- (2) Examine the difference in Students academic performance when they are not exposed to Social Networking sites (SNSs).

Research Questions

The following research questions will be answered:

- (1) What is the influence on the use of Social Networking sites like Facebook, whatsApp, Twitter etc on the Students academic performance in Business Studies in Akwa Ibom State College of Education, Afaha Nsit?
- (2) To what extent does the achievement of Student in Business Studies differ when they are not exposed to Social Networking Sites (SNSs).

Research Hypotheses

The following null hypotheses guided the study:

- (1) There is no significant influence on the use of Social Networking Sites sites like Facebook, whatsApp, Twitter etc on the Students academic performance in Business Studies in Akwa Ibom State College of Education, Afaha Nsit?.
- (2) There is no significant influence on the achievement of Student in Business Studies who are not exposed to Social Networking Sites (SNSs in Akwa Ibom State College of Education Afaha Nsit.

Significance of the Study

The findings from this study will be highly important to Government of Akwa Ibom State, the management of Akwa Ibom state college of Education Afaha Nsit, the parents and Guardians, Educational planners, the students and all the stakeholders in the Educational sector. It will help the policy makers in formulating effective planning and implementation of polices and programmes for improved school academic calendar and activities.

Through this study, Students and Lecturers will be able to identify the effect of using Social Networking Sites (SNSs) on academic performance of students in Akwa Ibom State College of Education Afaha Nsit.

LITERATURE REVIEW

Concept of Social Networking

Social Networking is the practice of expanding the number of one's business and or social contacts by making connections through individuals, often through Social media site such as Facebook, Twitter, LinkedIn and Google.

According to Boyd and Ellison (2013) Social Networking is a Web based service which allows people to sign up in a bounded system articulating group of people within the same system so as to share personal or academic related information. In today's world, children can access the internet and social media application from entry points, including I pads, Tablets, Desktops, Laptops and Smartphone's.

Deng and Tavares, (2013) noted that Social Networking has become an integral part of our children's social life; it is now seen as a learning platform that could be utilized to enhance students engagement and performance. Social Networking is the use of Social Networking Sites to interact with people within and out of a given geographical area. Social networking has made the idea of making the world a global village to come to stay, Social Networking among tertiary institution Students has become more and more popular, over the years because it a way to make connections between friends within and outside the school. Due to this populating, people begin to ask questions whether the performance of Students are being affected by how much time Students spends on various sites of Social Networking.(Stollake, Vandenberg, Burkuluna and Weiss, 2011).

Social Networking and media offer school children the opportunity to communicate, get in touch, access information, research and chat (Abdulahi, 2014, Ahni 2011).

There have been a number of students exploring the use and benefit of Social Networking for Educational purposes, (Arnold and Paulus, 2015; Ferdig, 2017) these studies have identified a number of benefit of Social Networking which includes increased students interactions with other student and their Lecturers, increased student satisfaction with the course and improved student learning and writing ability.

The affordance of Social technologies in supporting better student's engagement and interaction, Networking use does not demonstrate the expected benefit (Cole, 2017).

Research has proved the heavy presence of Social media usage among students have 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 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. The use of Mobile phones that are powered by android applications to Social network is termed as Mobile Social networking.

According to Humphrey's (2007), in his study titled: " Mobile Social Networks and Social practices" Social Network applications have now been migrated from computer to Mobile phone, Network Information and communication can be integrated into the public space; and these new services that are developed for Mobile phones allow users to create, develop and strengthen their Social sites .

However, according to Englander (2010), Internet usage is negatively associated with academic performance of Students. The destructive impact of Internet usage is far more momentous than its advantages, Internet addiction has come forth as a result striking boost in Internet usage over the past few decades. In view of Kirschner and Karpinski. (2009) users of social Networking sites devote lesser time to get their studies than non users and subsequently had lower grades in their academic courses. According to Karpinski. (2009), among various unique distractions of every generation, Social Networking Sites have been proved as the major distraction of current generation.

American Educational Research Association conducted a research and it was declared on its Annual Conference in Sam Diego, California (2009) that users of Social Networking Sites including (Facebook) study less and generates lower grades eventually.

Overview of Facebook

Facebook is a Social Networking Service lunched on February 4th, 2004. It was founded by Mark Zukerberg with is colleague, roommate and fellow Harvard University Students Eduardo Saver in (Carlison 2010). Facebook is a popular free Social Networking Website that allows registered users to create Profile, Upload photos and Videos, send messages and keep in touch with friends, family and colleagues. The Website membership was initially limited by the founders to Harvard Students but was expanded to other colleagues in Boston area, the IVV league and gradually most Universities in the United State and Canada, Corporations, and by September, 2006 to everyone with valid email address along with an age requirement of being thirteen and older (Lay, 2006).

Facebook being at the forefront of the Social Media class has over 500 million active users on its website every month. It emerged on February 4th, 2004. When a 19 year old Sophomore Harvard Student named Mark Zukerberg founded the revolution Site to connect Harvard University students.(Grossman, 2010). This Sites allows users to build Social Networks with hundreds or even thousands of people around the world of which University Student are one the primary demographics using facebook with features such as photos , wall post, and status update becoming seemingly irresistible to those who want to connect with their friends (Gold, 2011).

Facebook provide a formulated web page into which each user can enter personal information, including gender, birthday, home town, political and religious views, email and physical address, relationship status activities, interest, favorite music and movies, educational background and main personal pictures.

Today facebook is comprised of all types of but college Student still make the largest percentage of active facebook users which is roughly 30% of all users (inside facebook .com, 2018). Today facebook serves roughly 500 million people enabling to share multitudes of information and connect with others (Fletcher, 2010).

Overview of Whatsapp

WhatsApp is a freeware and cross platform messaging and voice over IP (VOIP) service owned by facebook (Metz, 2016). It is free to download messages, images, audio or video. The service is very similar to text messaging. However, because WhatsApp uses the internet to send messages, the cost of using WhatsApp is significantly less than texting. The application allow the sending of text messages and voice calls as well as video calls, images and other media, documents and users location (Lomas, 2015). The application runs from a mobile device but is also accessible from desktop computer; the service requires consumers' users to provide a scandals cellular mobile number.

Originally, users could only communicate with others individually or in groups of individual users, but in September, 2017, WhatsApp announced a forth coming business platform that will enable companies to provide customer service to users at scale. The client was created by WhatsApp Inc, based in Mountain view, California, which was acquired by facebook in February, 2014, for approximately US\$ 19.3 billion.(Albergotti, Macmillan Ex Rusill, 2004) by February, 2018, WhatsApp had a user base of over one and a half billion making the most popular messaging application at the time (Metz, 2016).

WhatsApp has grown in multiple countries, including Brazil, India, and large part of Europe, including United Kingdom and France. Today, WhatsApp is the most sought after messaging application that has revolutionalised the messaging App market. Several attempts have been made in vain to clone WhatsApp as a chat App, but none of them yielded the result. Despite introducing similar functionalities, no chats App has ever able to topple WhatsApp supremacy as a chat App.

Concept of Business Studies

Osuala (1995) explained Business Studies as part of education which deals with Business Experience both for specialized occupational uses and for general uses. The individuals prepare himself with adequate knowledge of existing Business Institutions and adjust accordingly to benefit maximally from available opportunities.

According to Nigerian Policy of Education (NPE 2004), at the Junior Secondary School (JSS) level, Business Studies Curriculum is intended to offer both specialized and general educational experiences. The specialized form of education is design to meet the immediate needs of individuals who wish to develop intellectual and vocational interest in a specified field.

Usoro (2001) opined that Business Studies currently taught at Secondary School level is rudimentary to Business Education. At this level is a subject made up of five components or compartment namely, typewriting, shorthand, commerce, book- keeping and office practice. Asuquo (2005) indicated that at Junior Secondary School o

Here students are exposed to pre-vocational ideas in Business at the senior Secondary School level, Business Subjects are offered separately to further increase student's knowledge

and understanding of Business Concepts. Odulami (2001) opined that Business Studies Curriculum should aim at developing student conception thinking, manipulative skills and scientific attitudes.

METHOD

Research Design

Survey design was adopted in the study. This design was appropriate in the study because according to Osuala (2005), survey research focuses on people, the vital facts of the people and their belief opinions, attitudes, motivation and behavior.

Area of Study

The study was conducted in the school of Vocational and Technical Education, Department of Business Education, Akwa Ibom State College of Education, Afaha Nsit

Population of the Study

The population of the study comprises all (150) students in the department of Business Education Akwa Ibom state College of Education, Afaha Nsit.

Sample and Sampling Techniques

The researcher uses a purposive sampling technique to sample 150 Business studies student and stratified sampling technique to select 50 Business Studies Students from the department of Business Education, Akwa Ibom State College of Education, Afaha Nsit.

Instrumentation

Two research instruments were used for the data collection. The instruments were questionnaire titled Social Networking and Students academic performance questionnaire (SNSAPQ) and Researcher's made achievement test in Business Studies tagged "Business Studies Achievement Test" (BSAT); SNSAPQ measured Social Networking Influence while BSAT measured Students Performance in Business Studies.

Validation of Instruments

The questionnaire items were subjected to validation by two (2) experts in the department of Measurement and Evaluation in the College of Education, Afaha Nsit and one expert in the department of Test and Measurement from the University of Uyo.

Reliability of the Instrument

Pearson Product Moment Correlation (PPMC) was used to determine the reliability coefficient of the instrument using the test-Retest method, the instrument were administered to fifty (50) students that were not part of the study with two weeks interval between each administration. The reliability coefficient for the questionnaire and Business Studies Achievement Test ranged y

Administration of Instrument

The instruments were administered personally by the researcher to respondents. This personal Administration of questionnaire helps to minimize loss of questionnaire. The respondents were given enough time to complete the questionnaire before there were collected for analysis.

Method of Data Analysis

Data collected were processed using the Statistical Package for Social Science [SPSS]. Two research questions were answered using [mean] descriptive statistics, while two hypotheses were tested using independent t-test analysis at 0.05 level of significant.

Research Question One

What is the influence on the use of Social Networking sites like facebook, whatsApp, twitter etc on the student’s academic performance in Business Studies in Akwa Ibom State College of Education Afaha Nsit?

TABLE 1 was used to answer the research question.

Descriptive analysis of the Influence of Social Networking like Facebook, whatsApp, Twitter etc on student’s academic performance in Business Studies.

| VARIABLES | N | X | SD | REMARK |
|---|----|------|-------|-----------------------|
| Academic performance of students who uses Facebook, Whats App, Twitter etc | 50 | 56.9 | 13.24 | Remarkable difference |
| Academic performance of student who are not exposed to Social Networking Sites (SNSs) | 50 | 47.9 | 13.02 | |

The result in table 1 shows that the level of Academic performance of students who used Social Networking Sites like Facebook, WhatsApp, Twitter etc 56.9 has a remarkable influence higher than their counterpart (47.9) who are not exposed to Social Networking Sites in Akwa Ibom State College of Education, Afaha Nsit

Research Question Two

To what extent does the achievement of student in business studies differ when they are not exposed to Social Networking site (SNS)

Table Two was used to answer the research question.

Descriptive analysis of the academic performance of students in Business Studies who are not exposed to Social Networking Sites (SNS) in Akwa Ibom State college of Education Afaha Nsit.

| VARIABLES | N | X | SD | REMARK |
|-----------|---|---|----|--------|
|-----------|---|---|----|--------|

| | | | | |
|---|-----------|-------------|--------------|------------------------------|
| To what extent does the achievement of students in Business Studies differ when they are exposed to social Networking Sites (SNS) | 50 | 63.1 | 14.16 | Remarkable difference |
| Academic performance of student who are not exposed to Social Networking Sites (SNS) | 50 | 57.1 | 13.31 | |

The result in table two (2) shows that the level of Achievement of students in Business Studies differs when they are exposed to Social Networking Site (SNS) (63.1), is remarkably higher than their counterpart (57.1) who are not exposed to Social Networking Site (SNS) affirmed it.

The result therefore means that the rate student are indulges in Social Networking Site in Akwa Ibom State College of Education Afaha Nsit cannot be over emphasized and this has a great effect on their performances in Business Studies.

TESTING OF HYPOTHESES

Hypotheses One

There is no Significant Influence on the use of Social Networking Sites (SNS) Like Facebook, WhatsApp, twitter etc on academic performance of students in Business Studies in Akwa Ibom State College of Education Afaha Nsit. In order to test the hypothesis, two variables were identified as follows:

- (1) Social Networking Sites as independent variables
- (2) Students academic performance as dependent variables

The independent analysis was used in comparing the mean score of the two independent groups see table three (3)

TABLE 3: Independent t-test analysis on the influence of Social Networking on students academic performance in Business Studies.

| VARIABLES | N | X | SD | DF | T-CAL | T-CRIT | DECISION |
|--|----|------|-------|----|-------|--------|---------------------------|
| Academic performance of students who uses Social Networking Sites (SNS) | 50 | 56.9 | 13.29 | 98 | 3.42 | 1.66 | Null Hypothesis Rejected. |
| Academic performance of students who do not use Social Networking Sites. | 50 | 47.9 | 13.02 | | | | |

* Significant at 0.05 level; df 98; calculated t-value 3.42; critical t-value 1.66.

As shown in table three (3) the calculated t-value 3.42 tested at 0.05 level with degree of freedom 98 is greater than the critical t-value of 1.66 hence the result was significant. The result therefore means that there is significant influence on Social Networking on student academic performance in Business Studies in Akwa Ibom State college of Education Afaha Nsit.

Hypotheses Two

There is no significant influence on the achievement of students in Business Studies who are not exposed to Social Networking Sites in Akwa Ibom state college of Education Afaha Nsit. In order to test the hypotheses, two variables were identified as follows

- (1) Achievement of students who are not exposed to Social Networking Sites as independent variables
- (2) Student academic performance as dependent variables.

The independent t-test analysis was used in comparing the mean score of the two independent groups see table four (4)

Table 4: Independent t-test analysis on the achievement of students who are not exposed to Social Networking Sites

| VARIABLES | N | X | SD | DF | T-CAL | T-CRIT | DECISION |
|--|----|------|-------|----|-------|--------|---------------------------|
| Achievement of students who are exposed to Social Networking Sites (SNS) | 50 | 63.1 | 14.16 | 98 | 2.22 | 1.66 | Null Hypothesis Rejected. |
| Achievement of students who are not exposed to Social Networking Sites. | 50 | 57.1 | 13.31 | | | | |

*** Significant at 0.05 level; df 98; calculated t-value 3.42; critical t-value 1.66.**

As shown in table (4) the calculated t-value of 2.22 was tested at 0.05 level of significant with degree of freedom of 98. The obtain t-value of (2.22) is greater than the critical t-value of (1.66) hence, the result was significant. The therefore means that there is significant influence on the achievement of student who are not exposed Social Networking in Business Studies in Akwa Ibom State College of Education, Afaha Nsit.

Discussion of Findings

Result of data analysis in table three (3) was significant due to the fact that the obtain t-value of 3.42 was greater than the critical t-value of 1.66 at 0.05 level with the degree of freedom of 98. This result showed that there is a significant different in academic performance of students in Business Studies who use Social Networking sites like Facebook, WhatsApp, Twitter etc and those who are not exposed to Social Networking. This findings is in agreement with the previous findings of Miller, (2014) who reported that student increase in overall Facebook use was

associated with lower academic performance and concluded that poor academic performance was also unsurprisingly associated with the use of Facebook during class meetings. The findings also are in support of the previous findings of Khan (2009) who found that facebook users had poor performance in examinations. Bunguil and Burce, (2009) opined that a continuous drop of grades among students was as a result of concentrating more on Social Networking Sites (SNS).

However, Ogedebe, Emmanuel and Musa (2012), also found that the use of Facebook did not have any adverse effect on the academic performance of students in Nigerian universities. The result in table four was significant due to the fact that the obtain t-value of 2.22 was greater than the critical t-value of 1.66 at 0.05 level of significant with degree of freedom (df) 98. This implies that students who are not exposed to Social Networking sites performed more than those that are exposed to it. This finding is in line with the previous findings of Etim, Idongesit and Ema, (2016) who revealed that students who devoted their time to whatsapp chat. The finding is also in agreement with the work of Mingle and Adams (2015) who revealed that Social Networking participation negatively affects the students' performance. Englander, (2010) cited in Yeboahand Ewur, (2014), also observed that students spend more time using Social Networking sites, such as whatsapp for other purposes apart from educational use, thus affecting their academic performance negative

Conclusion

From the findings of the study, it was revealed that Social Networking has a greater influence on the academic performance of Student in Business Studies. The use of Social Networking Sites in the School environment, home, church and in work place has become so useful in today's world. As the sites are useful for information and communication, there are adverse effects of these sites on the users. According to the findings of the study, it is concluded that Students who devoted their time to read perform better than those who use their time on Social Networking.

Recommendations

- 1 Teachers/Lecturers can adopt new strategies by channeling assignment or discussions on Social Media platforms to help increase the habit of using these Social Media for academic work.
- 2 Students should make sure that they use these Social Networking Sites judiciously to ensure that they do not become detrimental to their Studies.
- 3 Seminars should be organized in the various schools or faculties to enlighten students more about the possible Implications of social media usage on their academic performance.
- 4 Institutions should focus on making pleasant things useful-promoting Social Networks as a tool not only for communication and entertainment but also for learning.
- 5 Students themselves must realize all the potential harm from excessive use of Social Networks and responsibly approach the learning process and academic results.

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