SOCIAL MEDIA AND ACADEMIC PERFORMANCE OF SECONDARY SCHOOL STUDENTS IN ABIA CENTRAL SENATORIAL ZONE

Peter C. Ekechukwu
Department of Educational Foundation
University of Port Harcourt, Rivers State

&

Professor V.U. Dieye
Department of Educational Foundation
University of Port Harcourt, Rivers State

Abstract
The purpose of this research study is to examine the relathionship between Social Media and Academic Performance Of secondary school students in Abia central senatorial zone of Abia state. Three research questions and three corresponding hypotheses guided the study. Correlational research design was adopted. The study focused on secondary schools in the six LGAs that make up Abia central senatorial zone. Population of the study included 4,232 ss2 students in the zone. Multi-stage sampling was used to draw 240 student to form the sample of the study. Two instruments which was the Social media Questionnaire (SMQ) and the Mathematics Achievement Test (MAT) was used to collect data from participants. All data collected were analized using simple regression. Result of the study showed that the use of Facebook ($p=0.94>0.05$) does not relate to students academic performance in the zone however, the use of WhatsApp ($p=0.03<0.05$) and the use of Instagram ($p=0.039>0.05$) significantly relate with students academic performance in Abia central senatorial zone. With this, the researchers recommended that parents, teachers and others should guide or monitor students involvement in social media. Also, social media should be used for educational purposes as well; Social Networking Sites should be expanded and new pages should be created to enhance academic activities and avoid setbacks in the students' academic performance. This is to balance between social media and academic activities of students to avoid setbacks in the academic performance of the student.

Keywords: *Social Media and Academic Performance*

Introduction
Education plays a vital role in the development of any nation. Globally, the extent to which education has developed or progressed is always determined by both the specific and general academic performance of students. According to the Hornby (2013) performance is defined as "how well or badly one does something or how well or bad something works". It is an act or process of performing a task, an action etc. it also involves a lot of efforts or trouble. In the same vein, Eze cited in Obinwa, (2010) opined that academic performance relates to the degree of performance students put towards academic success.

In Abia central zone, academic performances of students have over the years attracted much attention. This is evidence in the observed level of performance as well as slow rise in the standard of students' academic achievements and attainments. The

continuous repetition of classes by students and the significant low performance in general examinations are also pointers to this notion. Most people know that academic performance generally refers to how well a student is accomplishing his or her task and studies, but there are quite a number of factors that may determine the level and quality of students' academic performance. Bell, (2011) noted that;

In educational institutions, success is measured by academic performance or how well a student meets standards set out by Government and the institution itself. As career competition grows fiercer in the working world, the importance of students doing well in school has caught the attention of parents, legislators and government education departments alike. (143).

Performance in school is evaluated in a number of ways. For regular grading, students demonstrate their knowledge by taking written or oral test, performing presentations, submission of homework and participating in class activities and discussion. In the secondary school system in Nigeria, Obinna (1998) noted that students are being evaluated through home works, assignments, test, examinations, etc. However, the academic performance of students could be marred or enhanced depending on some of the activities, behaviours or factors that the learner are being exposed to. One of such factors is social media.

In recent times, technology has greatly influenced the way humans communicate, operate and general way of life globally. Education is not left out as both students and teachers in all levels of education have grabbed the opportunity to enhance their communication. The intervention of innovations in the educational sector has brought about the development of various educational applications using the social media as a platform for teaching and learning to enhance students' Academic Development (Gurcan, 2015).

Social media is a tool that employs mobile and web based technology to create highly interactive platforms through which individuals and community share, discuss and modifies user-generated content (Kietzmannn, 2012). It is a group of internet based application such as facebook, twitter, instagram, whatsapp, Youtube and yahoo massanger that allows the creation and exchange of users generated content (Englender et al 2010). Social media has been seen as one of the latest technological inventions that supports a lot of educational activities at different levels of education (Ellison, 2007). Social media promotes communication, collaboration, critical thinking and creativity among the 21st century learners. It is understood as the different forms of online communication (facebook, watsapp, instagram, gmail, yahoomail Skype, Instagram, tweeter IMO and viber) are used by people to create networks, communication, and collectives in order to share information, ideas, messages, and other content like videos. The world today is celebrating the improvements in communication technology which has broadened the scope of communication through Information and Communication Technologies (ICTs). Modern Technology in communication has turned the entire world into a "Global

village". Examples of social networking sites include: Twitter, Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), WhatsApp messenger, Skype, imo, Google talk, Google Messenger. These networking sites are used by most people to interact with old and new friends through physical or internet chats (Asemah and Edegoh, 2012).

The world today has rapidly changed by the evolution of technology which has resulted to the use of technology as the best medium to explore wide area of knowledge. The evolution of social media technology has led to its use as the best medium for communication worldwide. Moreover, it could be asserted that two-third of the world's internet population visits social networking or blogging sites, thus serving as a communication and connection tool. Social networking sites are online Communities of Internet users who want to communicate with other users about areas of mutual interest, whether from a personal, business or academic perspective (William, Boyd, Densten, Chin, Diamond & Morgenthaler, 2009). Positive use of social media have improved academic excellence in social studies as well play an important role in individual placement in the society.

It is also noted that the advent of the internet in the 1990s led to major developments in the world of communication hence the introduction of social networking sites. The coming into being of these sites revolutionized the world of communication and today we celebrate its improvements ranging from education to entertainment. The evolution of the internet has led to its usage as the best medium of communication whereby

two-third (2/3) of the internet world's population visit social networking sites thus serving as communication and connection tools. These networking sites are referred to as social media (Boyd and Ellison, 2007). Social media exploded as a category of online discourse which enables people to create contents, share them, bookmark them and network at a prodigious rate (Jha and Bhardwaj, 2012).

This has breached the gab that existed in communication where people had to rely solely on traditional methods such as letters and phone calls as a mode of getting in touch with friends and relatives. Today, communication is as easy as walking into a neighbor's residence to deliver a piece of information or vice versa through the use of social media. Social media is fast changing the public discourse in the society and is setting trends and agenda in topics that ranges from theenvironment and politics to technology and the entertainment industry (Asur and Huberman, 2010).

The driving factors for adoption of social media are the progressively ubiquitous access, convenience, functionality, and flexibility of social technologies. These factors have made the adoption of social media very easy and have tremendously improved mankind's life by exposing him to different ways of creating and sharing information. An additional benefit of social technologies provided on the internet is that they are frequently free or require marginal investment, thereby eliminating a potential barrier to adoption.

As we know, nothing interesting is ever completely one-sided, so it is for social media as it comes with both positive

and negative effects. From this premise, there may be a correlation between social media usage and academic performance of students especially in secondary schools and universities. There have been various views and opinions which recognize four major advantages of social media use in higher education. These include; enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities. Also, Liccardi et al (2007), 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 Kuppuswamy and Shankar (2010), reviewed that social network websites grab students' attention and then diverts it towards non-educational and inappropriate actions including useless chatting.

There is also an observd 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. 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. Furthermore, the world is today celebrating the improvements in communication technology which has broadened the scope of communication through Information and Communication

Technologies (ICTs). Modern Technology in communication no doubt has turned the entire world into a "Global village". But as it is, technology like two sides of a coin, bring with it both negative and positive sides. It helps people to be better informed, enlightened, and keeping abreast with world developments. Technology exposes mankind to a better way of doing things.

Social networking sites include: Twitter, Yahoo Messenger, Facebook Messenger, Blackberry Messenger (BBM), Whats app messenger, 2go messenger, Skype, Google talk, Google Messenger, iPhone and Androids. These networking sites are used by most people to interact with old and new friends, physical or internet friends (Asemah and Edegoh, 2012). The world has been changed rapidly by the evolution of technology; this has resulted into the use of technology as the best medium to explore the wide area of knowledge. The evolution of internet technology has led to its use as the best medium for communication. Whereby, two-third of the world's internet population visits social networking or blogging sites, thus serving as a communication and connection tool. Social networking sites (SNSs) are online Communities of Internet users who want to communicate with other users about areas of mutual interest, whether from a personal, business or academic perspective‖ (William ,Boyd, Densten, Chin, Diamond & Morgenthaler 2009). The millions of social networking sites have transformed the thought of global village into a reality whereby billions of people communicate through social networking sites. Numerous benefits have been obtained through

distant communication through the use of social networking sites. Academic excellence or achievement plays an important role in an individual placement, be it in the academic institutions or job placement. Due to this, many people are concerned with the ways they can enhance their academic achievement. The emphasis on academic excellence which is also prevalent worldwide has encouraged many studies about the conditions promoting it. The role of academic achievement as one of the predictors of one's life success and also in the aspect of academic placement in schools to higher institutions as well as the level of employability in one's career is inevitable (Kyoshaba, 2009).

As noted earlier, academic performance, which is measured by the examination results, is one of the major goals of a school. Hoyle (1986) argued that schools are established with the aim of imparting knowledge and skills to those who go through them and behind all this is the idea of enhancing good academic performance. From here, there could be a direct relationship exists between Social media usage and the academic performance of students. However the darker side within technological evolution has resulted in dilemmas such as the setback of real values of life especially among students who form the majority of users interacting through the use of social networking sites. Online social networking sites focus on building and reflecting social associations among people who share interests and or activities. With so many social networking sites displayed on the internet, students are tempted to abandon their homework and reading times in preference for chatting online with friends. Many students are now addicted to the online rave of the moment, with Facebook, Twitter etc. Today most youths and students possess Facebook accounts. The reason most of them perform badly in school might not be far- fetched. While many minds might be quick to blame the poor quality of teachers, they might have to think even harder, if they have not heard of the Facebook frenzy. Olubiyi (2012) noted that these days' students are so engrossed in the social media that they are almost 24 hours online. Even in classrooms and lecture theatres, it has been observed that some students are always busy pinging, 2going or Facebooking, while lectures are on. Times that ought be channeled towards learning, academic research and innovating have been crushed by the passion for meeting new friends online, and most times busy discussing trivial issues. Hence, most students' academics suffer setback as a result of distraction from the social media. It is observed that the use of these sites also affects students' use of English and grammar. The students are used to short forms of writing words in their chat rooms; they forget and use the same in the classrooms. They use things like 4 in place of for, U in place of You, D in place of The etc. and this could affect their class assessment. Social networking sites although has been recognized as an important resource for education today, studies however shows that students use social networking sites such as Facebook for fun, to kill time, to meet existing friends or to make new ones. Although it has been put forward that students spends much time on participating in social networking activities, with many

students blaming the various social networking sites for their steady decrease in grade point averages, it also shows that only few students are aware of the academic and professional networking opportunities the sites offered. According to Kuppuswamy and Shankar (2010), social network websites grab attention of the students and then diverts it towards non-educational and inappropriate actions including useless chatting. Whereas on the other hand it is observed that students are socially connected with each other for sharing their daily learning experiences and do conversation on several topics. It equally petinent to note that extracurricular activities and academic activities are not enough to satisfy some student those who are suffered by social networking isolation.

Due to this improvement, researchers are concerned with the various ways which individuals can enhance their academic performance through the use of social media application. Moreover, it could be that social media has played several roles in students academic achievement and placement as one of the predictors of one's life success in schools (Kyoshaba, 2009). Academic performance, which is measured by the examination results, is one of the major goals of schools. Hoyle (1986) argued that schools are established with the aim of imparting knowledge and skills to those who go through them and behind all this is the idea of enhancing good academic performance.

Online social networking sites focus on building and reflecting social associations among people who share interests and or activities. With so many social networking sites displayed on the internet, students are tempted to abandon their homework and reading times for online chatting with friends and many of them are now addicted to it . Today most youths and students possess Facebook and watsapp account which has badly influenced their performance in school (Oche & Aminu 2010). Olubiyi (2012) noted that these days' students are so engrossed in the social media that they are almost 24 hours online. Even in classrooms and lecture theatres, it has been observed that some students are always busy pinging or stay on Facebook while lectures are on. Time that was supposed to be channeled towards learning, academic research and innovation have been crushed by the passion for meeting new friends online, watching ponds and most times busy discussing trivial issues. Hence most students' academics suffer setback as a result of distraction from the social media. In (Obi, Bulus, Adamu &Sala'at 2012), it was observed that the use of these sites also affects students' performance in social studies.

Social networking sites although has been recognized as an important resource for education today, but studies however shows that students use social networking sites such as Facebook, tweeter and watsapp for fun, to kill time, to meet existing friends or to make new ones (Ellison, Steinfield, and Lampe, 2007). Although it has been put forward that students spends much time on participating in social networking activities like face book and whatsapp chat, with many students blaming the various social networking sites for their steady decrease in grade point averages (Kimberly, Jeong and Lee, 2009), it also

shows that only few students are aware of the academic and professional networking opportunities the offered by social media.

According to Kuppuswamy and Shankar (2010), social network websites grab attention of the students and then diverts it towards non-educational and inappropriate actions including useless chatting. Whereas on the other hand, (Liccardi, Ounnas, Massey, Kinnunen, Midy, & Sakar. 2007) reviewed that the students are socially connected with each other for sharing their daily learning experiences and do conversation on several topics. Tinto (1997) argued that extracurricular activities and academic activities are not enough to satisfy some student those who are suffered by social networking isolation. This shows that social networks are beneficial for the students as it contributes in their learning experiences as well as in their academic life. Trusov, Bucklin & Pauwels (2009) noted that the Internet is no doubt evolution of technology but specifically social networks are extremely unsafe for teenagers, social networks become hugely common and well-known in past few years. According to Cain (2009) social network websites provide ease of connecting people to one another, after connecting one can post news, informative material and other things including videos and pictures . Wiley and Sisson (2006) argued that the previous studies have found that more than 90% of tertiary school students use social networks. Ellison et al (2007) also stated that students use social networking websites approximately 30 minutes throughout the day as a part of their daily routine life. This statement shows the importance of

social networking websites in students' life. Lenhart and Madden (2007) revealed through a survey that students strongly recommend social networking websites to stay in touch with friends to keep informed and aware.

Social information processing theory is an interpersonal communication theory which suggests that online interpersonal relationship development might require more time to develop than face-to-face relationships, but when developed, it has the same influence as face-to-face communication. This means, the more students use social media, the more they influence their disposition to studies, given the fact that friends from social media will begin to exert influence on each other. Also, the internet is today the most important source of information and the growing dimensions of the use of social media by students cannot be underestimated. Students seems to 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. Many researchers has also revealed that media use contribute to lower academic performance, low self-perceptions and less interest in school 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 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 students can improve their academic performance. 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 to it thereby replicating the same errors during examinations. Today students at all levels including secondary schools have been engaged in the use of social networking sites (SNSs).

Also, the world today is a global market in which the internet is the most important sort of information. 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. The educational system in Nigeria especially in Abia Central zone may be faced with so many challenges which have certainly brought about a rapidly decline in the quality of education. 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. Students' addictiveness to social networks, students' frequency of exposure to social network, social media network that the students are more exposed to and the influence of social media as a medium of interaction between students has been part of discussion in recent times and which have imparted on their academic performance. Instead of students reading their books, they spend their time chatting and making friends via the social media and this might definitely have influence on their academic performance, because when you do not read, there is no way you can perform well academically. It is a common sight to see a student chatting in sensitive and highly organized 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 students 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 might be affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition. In recent times social media have been a major stay in the minds of students and the world at large thereby causing a lot of drastic measure by students, teacher and even educational administrators at large. Also, 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 study investigates social media and academic performance of secondary school students in Abia central senatorial zone. However, in specific terms, the researchers looked at;

1. The extent the use of facebook relate to students academic performance in secondary schools in Abia central senatorial zone of Abia State.
2. Determine the extent the use of WhatApp relates to students academic performance in secondary schools in Abia central senatorial zone of Abia State.
3. Determine the extent the use of Instagram relates to students academic performance in secondary schools in

Abia central senatorial zone of Abia State.

Research Questions
1. To what extent does the use of Facebook relate with students academic performance in secondary schools in Abia central senatorial zone of Abia State?
2. To what extent does the use of WhatApp relate with students academic performance in secondary schools in Abia central senatorial zone of Abia State?
3. To what extent does the use of Instagram relate with students academic performance in secondary schools in Abia central senatorial zone of Abia State?

Hypotheses
1. Student's use of Facebook does not significantly relate with their academic performance in secondary schools in Abia central senatorial zone of Abia State.
2. There is no significant relationship between students use of WhattApp and their academic performance in secondary schools in Abia central senatorial zone of Abia State.

3. The use of Instagram does not have any significant relationship with student's academic performance in secondary schools in Abia central senatorial zone of Abia State.

Materials and Methods
The researchers in the study used correlational research design. Abia central senatorial zone is made up of six local government areas of Ikwuano, Umuahia North, Umuahia South, Isiala Ngwa North, Isiala Ngwa South and Osisioma. Three of the local governments are of the Umuahia extraction while the other three are of the Ngwa extraction. Samples were drawn across these six LGAs using multi-stage sampling procedure in the following order; First, simple random sampling by ballot was used to draw two (2) schools from each giving the LGAs. This was achieved by listing names of all the public schools in each of the LGAs in a piece of paper and through blindfold selecting two pieces from each LGA. This gave a total of 12 schools. The researcher also used the stratified non-proportionate sampling method to draw 20 SS2 students from each of the schools and this gave a total of 240 students in all.

Table 1: distribution of sample based on location, school type as well as gender

Geo-Zones	LGAs	Schools	Gender		
			M	F	SUM
Abia Central senotorial zone	Ikwuano	Azyiyi - Oloko Secondary School Ikwuano	8	12	20
		Community Grammar School Oloko	9	11	20
	Umuahia North	Afugiri Girls Senior Secondary School	-	20	20
		St Patricks Model School.	13	7	20
	Umuahia south				
		Olokoro Central School	11	9	20
	Isiala-Ngwa North	Government College Umuahia	7	13	20
		Agbaragwu Community School	10	10	20
	Isiala-Ngwa South	Osusu Community School	8	12	20
		Central School Owerrinta	14	6	20
	Osisioma	Umunkpeyi Central School	11	9	20
		Government SecondarySchool	6	14	20
		Community High School, Nnokwa	12	8	20
		TOTAL	**109**	**131**	**240**

In order to measure the level of students engagement in social media, the researchers develop the Social Media Questionnaire [SMQ] measuring social media channels commonly used by the students. This instrument is a self-developed instrument that measures the utilization of facebook, WhatsApp and Instagram platforms by students. It is a 4-point Likert scale of strongly agreed, Agreed, Disagree and strongly disagreed. It contains two sections, [A&B]. Section A contains gender of the students as well as the instructions on how to go about it. On the other hand, section B contains items on the three social media channels under study. The instrument is weighted 4,3,2,1 for positively keyed items and 1,2,3,4 for negatively items. The instrument contains 30 items in all with 10items measuring students use of facebook, WhatApp and Instagram respectively.

Furthermore, in order to measure the academic performance of the students, the Mathematics Achievement Test (MAT) was used. This was a cognitive test that measures students ability in mathematics. It was designed in a 4-option multiple choice format. it contest 20 items in all.The validation of both instruments determined by experts in measurement. However, for the MAT, table of specification or tet blu print was used. Reliability of SMQ was carried out using Cronbach Alpha technique while KR_{20} was used to determine a coefficient index of 0.92. Simple linear regression was used to analyze the data generated from the research instrument. While the R-values were used to answer the research questions, the sig. values associated with the regression analysis was used to test the hypothesis at 0.05 alpha level.

Results

Research Question One: To what extent does the use of Facebook relate to students' academic performance in Social Studies in Obio-Akpor Local Government Area?

H$_o$ 1: Student's use of Facebook does not significantly relate with their academic performance in secondary schools in Abia central senatorial zone.

Table 1: shows simple regression analysis of relationship between students involvement on Facebook and academic achievement

R	R^2	Adj. R^2	df.	F	alpha	Sig.	Result
0.005	0.000	0.004	238	0.005	0.05	0.943	Insignificant
							(Accept Ho)

From the analysis, R= 0.005, R^2 = 0.000 and adjusted R^2 = 0.004. From the R^2 value, it is seen that students use of Facebook has a 0.% relationship with students' academic performance. Calculated F was 0.005 while the sig. value is 0.943. Based on the sig. value (p= 0.943> 0.05) which is greater than the 0.05 alpha, the null hypothesis is accepted, meaning that truly, there is no significant relationship between facebook and student's academic performance in Abia central senatorial zone.

Research Question Two: To what extent does the use of WhatsApp relate with students academic performance in secondary schools in Abia central senatorial zone?

Ho2: There is no significant relationship between student's use of WhatsApp and their academic performance in secondary schools in Abia central senatorial zone.

Table 2: Shows simple linear regression of relationship between use of WhatApp and student's academic performance

R	R^2	Adj. R^2	df.	F	alpha	Sig.	Result
0.138	0.019	0.015	238	4.59	0.05	0.03	Significant

The analysis showed that R= 0.138, R^2 = 0.019 and adjusted R^2 = 0.015. From the R^2 value, it is seen that the use of WhatApp relates about 1.9% with students' academic performance in Abia central senatorial zone. Calculated F was 4.59 while the sig. value is 0.033. Hence, since the sig. value (p= 0.033 <0.05) is less than the 0.05 alpha, the null hypothesis is rejected, meaning that there is significant relationship between the use of WhatsApp and student's academic performance in Abia central senatorial zone.

Research Question Three: To what extent does the use of Instagram relate with students academic performance in secondary schools in Abia central senatorial zone?

H$_O$3: The use of Instagram does not have any significant relationship with student's academic performance in secondary schools in Abia central senatorial zone.

Table 4: Shows simple linear regression of relationship between the use of Instagram and student's academic performance in Abia central senatorial zone.

R	R^2	Adj. R^2	df.	F	alpha	Sig.	Result
0.134	0.018	0.014	238	4.32	0.05	0.039	Significant (Reject Ho)

Table 4.4 shows that R= 0.134, R^2 = 0.018 and adjusted R^2 = 0.014. From the R^2 value, it is seen that Instagram relates about 1.8% with students' academic performance in Abia central senatorial zone. Calculated F was 4.32 while the sig. value is 0.039. Hence, since the sig. value (p= 0.039>0.05) is less than 0.05 alpha, the null hypothesis is rejected meaning that there is significant relationship between the use of Instagramm and student's academic performance in Abia central senatorial zone of Abia state.

Discussions

From research findings one, it is revealed that Facebook does not have any significant relationship with students' academic performance in social studies in Abia central senatorial zone of Abia state. The findings means that students involvement in Facebook does not in any way determine how they will perform or underperform academically. It also indicate that majority of the students have been able to manage their participation on the Facebook platform which is of no doubt the most popular social media platform with their academic activities and have also been able to keep it separate from their school life. This findings might have come because over the years, student have recognize the fact that Facebook is part of their life. It might also come because even if it may have significant relationship, students on their own will not want to say such or agree to the fact that their academic activities are hampered. The result of their findings is both expected and unexpected to the researcher. It is expected in the sense that to the best of the researchers knowledge, students have been getting involved in Facebook activities on social media for years and are still performing properly. In their view, there seemed to be no negative influence of Facebook on academic performance of students especially on mathematics. On the other hand, the finding is unexpected because a lot of students always go active on Facebook. Some even go as far as creating education platform through which they communicate with each other on academic issues. This findings however is not in line with that of Abraham (2011) who reported that Facebook have a significant negative produce power of engagement score on students. The report of the Sra-Lankan University (2009) also

revealed that Facebook has a significant influence on students' academic life.

From research findings two, it is revealed that WhatApp has a significant relationship with students' academic performance in Abia central senatorial zone of Abia state. The findings means that most students have been influence by WhatApp social platform. From the personal findings of the researchers, it is discovered that after Facebook, WhatApp is the next most popular and widely used platform because it affords people the opportunity to interact using simple related place.

The findings of the study may also come, because most student have found a way to create educational platforms and chat groups in that social platform thereby causing them to share educative ideas that helps them academically. As seen earlier, it could also be because the medium is the one of the current platforms for interaction. The result of these findings is very much expected. It is not surprising at all because the researcher observes that nearly all students that have a supportive phone have the application installed. This result is in line with that reported by Ewur (2014) who noted that WhatApph as a negative impact on the performance of tertiary students in Ghana. Many other unpublished reports especially interviews from the theatre art do also recommend that most social media platform especially current ones do influence students' academic performance.

Research three reveals that student's involvement in Instagram has a significant relationship with their academic performance in Abia central senatorial zone of Abia state. The finding

means that there is much focus on Instagram by students. The finding also means that student cannot control their involvement in Instagram as a social media platform. It could also be that the platform is very popular or it is used widely by students. Findings also reveals that this is majorly a picture or image managing platform which might have much to do with students interaction. The findings of the study is not surprising to the researchers because the social group is recent and current and have enjoyed wider patronage. Also, there are no much restrictions on the utilization of the platform by student as it requires just a simple android phone. Akara (2012), reported that students obscenity with all the social platform have a direct and indirect influence on their academic performance.

Conclusion

The result from the findings of this study showed that, some social media channels have effect on students performance while some do not. Specifically, while facebook does not have influences on students performance, the use of WhattApp and Instagram do.

Also, such influences include lack of privacy, distracting students from their academic work, taking most of their productive time, and such like. However, they also have some benefits and can be used appropriately. His means that students can form online communities in order to plan for a project, have group discussions about class material, or use the Social networking sites (SNS) as a way to keep in contact when a student who

has been absent needs to be updated on current academic information.

Recommendations

Based on the findings of the study, it is recommended that;

1. Parents, classroom teachers, counselors and other significant others should encourage the students not to spend time on Facebook since it does not contribute to the advancement of their performance in Abia central senatorial zone of Abia state. They should be encouraged to create educational groups and see how to use that to enhance their academic worth.

2. WhatApp subscribers who are students should be encouraged to ensure they utilized the platform positively and not negatively. Students should also be given orientation on the dangers of phone addiction because these can actually make them to derail on their academic goals.

3. Students should also be encouraged y teachers and parents to use Instagram positively to their benefit as it has significant ability to influence them either positively or negatively.

4. Social Networking Sites should be expanded and new applications added to enhance academic activities and avoid setbacks in the students' academic performance.

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