



Influence of Social Networking Usage on Academic Activities among Business Education Students in Federal Colleges of Education in North East, Nigeria

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Abstract

This study assessed the influence of social networking usage on academic activities among business education students in Federal Colleges of Educations in Northeast Nigeria. The study was delimited to all 3 Federal colleges of education in North east Nigeria. Two objectives and two research questions guided the study. Descriptive survey research design was adopted in which structured questionnaire was used for data collection. The population for the study comprised of 709 NCE II business education students. 253 students were selected at random to form the sample of the study. The instrument for data collection was face-validated by three experts. Cronbach Alpha technique was used to ascertain the internal consistency of the instrument and a reliability coefficient of 0.79 was obtained and found to be reliable. The instrument was administered by the researcher with the help of three research assistants. Mean and standard deviation were employed for the analysis of data collected. The Mean statistic and standard deviation were used to answer t the research questions. The findings of the study revealed that: The result is true, as social networking sites is not built for academic activities, that social networking usage has no influence on academic interactions. The study therefore, recommended among others, that, students should not spend their time and should not be distracted by social networking site, rather they should avail themselves with educational and academic site for their academic enhancement, Students should try and use the social networking sites as a platform for academic discussions and interactions with friends and professionals on various academic topics. Government should look in to the possibilities of evolving the policies that will regulate the usage of the social networking sites in order to stop the students from abusing the sites.

Key Words: Academic, Activities, Influence, Social Networking, Usage

Introduction

The whole world today revolves on the pivot of technological advancement, particularly information Technology. Technological advancement has bring about the use of various information Technology (ICT) facilities and tools in communication in the global arena.



Undoubtedly modern technology in communication has turned the entire world into a “Global village”. But as the technology, is double edge sword, bring with them aspect of both negative and positive. It keeps people better informed, enlightened, and keeping abreast with world developments. Technology exposes mankind to a better way of doing things particularly social networking sites. Social networking site include: Twitter, Yahoo Messenger, Facebook, Blackberry Messenger (BBM), WhatsApp messenger, 2go, Skype, Google talk, LinkedIn Badoo, Youtube, to mention but a few. These networking sites are used by most people especially students to interact with old and new friends, physical or online friends (Adeboye, 2012 cited in Asemah & Edegoh 2012).

Merriam-Webster (2017) defined social media as the “forms of electronic communications (such as Websites) through which people create online communities to share information, ideas, personal messages etc.” The volume of information obtained from the Internet depends on the skill of the user and the extent to which the resources are used on the web to search for the information that includes information about educational research and other academic activities (Olubiyyi 2012).

Furthermore, the development of internet technology has led to its use as the best means for communication. Whereby, among the world’s internet population visits a social networking or blogging sites, thus serving as a tool for communication and connection. Social networking sites (SNSs) are online communities of Internet users who want to communicate with other users about areas of mutual interest, either from a personal, business or academic perspective (William ,Boyd, Densten, Chin, Diamond, & Morgenthaler 2009). Millions of social networking sites have transformed the idea of the globalization into reality in which billions of people communicate via social networking sites. Numerous benefits are obtained through social networking usage which include technical and vocational education skills.

Business education is an aspect of vocational education which prepares students for the world of work at the pre-vocational, vocational and professional levels. Business Education in view of Anao (2010) is the total knowledge, skills and attitudes that are required for successfully promoting and administering a business enterprise. Manassy cited in Ekpenyong (2009) states that Business Education is a course of study or part of the total education program which provides skills, knowledge and understanding for one’s participation in the business world either as a producer distributor or consumer.

The term academic refers to overall things that relates to reasoning, schools and universities. It is used to describe teachers and students actions that have direct link to the study. An academic can refer to the person who engages in such action. Academic activities according to Kansas State University (2012) include but not limited to the following: Engaging in classroom interaction between the teacher and the students, taking part in tests, accessing educational materials, conducting class work assignment and homework, taking an academic interaction, trial or computer based instruction, taking an online discussion relating to the study, contacting faculty member, teacher to ask questions relating to the course of study among others.

Encyclopedia of education (2007) identified the following as some of the academic activities carried out in a school settings; academic debate, quiz and competition, academic interaction, research studies, academic club and societies, mathematic club etc. Therefore, a direct



correlation exists between social networking usage and the academic activities of students in Federal Colleges of Education. However the darker side within technological evolution has led to dilemmas such as the regression of real values of life, particularly among students who make up the majority of users interacting through the use of social networking sites

Online social networking sites focus on building and reflecting socialization among people who share interests and/or activities. With so many social networking sites displayed on the internet, students are tempted to leave their academic group discussions, homework, assignment, research and reading times in preference to online chatting with friends. Many students both male and female are now addicted to the use of the sites with Facebook, Twitter etc. been observed that some students are always busy ping-pong or Face booking, while Oche and Aminu (2010) observed that, today most young people especially college students have an account on SNSs, 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) also noted with dismay that these days' students are so engrossed in the social media that they are almost 24 hours online even in classrooms and lecture theatres, while lectures are on, time that should be utilized towards learning, research and other educational activities has been crushed by the passion of today for meeting new online friends, and most of the time they are busy discussing on trivial issues rather than academic issues. Therefore, most students' academic activities suffer setback as a result of distraction from the social media.

Obi, Bulus, Adamu, and Sala'at (2012) pointed out that the use of these sites also affects students' use of English language and grammar, the students used short forms of writing words in chat rooms; they forget and use the same in the academic writings. They further explain that Students use things like "4" in instead of "for", "u" in place of "you", "d" in place of "the" etc. and this could affect their academic activities especially in colleges of education for adopting its negative usage. Observations by the researcher reveals that social networking usage also encourages maladaptive behaviors such as viewing nude pictures, watching pornographic videos, engaging in hacking and cybercrimes activities among others.

In the same direction, Karpinski (2009) pointed out that social media users devoted less time to their studies compared with non-users and then had lower GPAs. Karpinski & Duberstein (2009) cited in Osharive (2015) also state that social media are still among the various unique distractions of current generation of students. According to Kuppuswamy and Shankar (2010), SNSs attract the attention of students and then diverts it to non-educational and inappropriate actions including useless chat. While on the other hand, Liccardi, Ounnas, Massey, Kinnunen, Midy, and Sakar (2007) asserts that the students are socially connected among themselves to organize group discussions, gather and share their daily learning experiences and debate on various topics. Some young people are such social freaks who have now carved out for themselves a world of fantasy and illusion detached from reality. Bello (2012) notes that if the dangerous trend of social media network "obsession" is left unchallenged or combated could further affects an already collapsing education system in Nigeria.

The number of friends they keep on the platform and the time students spend in updating their Social Networking posts as well as in ability of the students to use the sites for educational purposes are factors to be considered in determining the use of social networking. Understanding



the effective use of social networking sites by College of Education students is important factor for achieving best performance among students and regaining the glory of colleges of education in Nigeria. Considering the positive effect of using social networking sites for academic activities and the high rate of usage of social, networking sites among business education students as well as the high rate of failure among them which sometimes lead to the students withdrawal from school are what motivated the researcher to investigate the influence of social networking usage on academic activities among business education students in Federal Colleges of Education in North East, Nigeria.

Statement of the Problem

Information and communication technology has become a credible source of up-to date information for academic activities. Social networking usage on academic activities of business education students is in line with the FGN (2014) objectives on computer education which stated that students at all levels of education system should utilized ICT to enable them complete their education and successfully enter labor force after graduation. In this circumstance, the social networking sites become relevant to business education students to use them effectively in their academic activities.

Despite the positive impact of social networking sites it must distract the students from academic interaction. It is observed that many students are using it for non-educational purposes such as chatting, visiting porn sites, non-educational games, watching and downloading non educational music, videos, movies, joining non educational groups among others with their mobile communication devices such as iPad, smart phones, mp3, mp4 devices, etc., neglecting their academic activities. Students becomes addicted to abuse of social networking sites such as Facebook, twitter LinkedIn, 2go, among others to the extent that they spend a sleepless night surfing for non-educational purposes which in turn affect their studies.

Considering the growing rate of usage of social networking sites among students in federal colleges of education in North east Nigeria and the rate of failure among the students in the region which sometimes lead to their withdrawal from the colleges necessitates the conduct of the study in question to determine the influence of social networking usage on academic activities. This is with the view to offer useful suggestion that will ameliorate the problem.

Research Questions

In line with the researchers' objectives, the following questions were raised:

1. What are the social networking sites frequently used by business education students in Federal Colleges of Education in Northeast Nigeria?
2. What is the influence of social networking usage on academic interaction among business education students in Federal Colleges of Education in Northeast Nigeria?

Literature Review

Anderson cited in Ebele (2014) further explain that social media are networking tools that support and encourage individuals to learn collaboratively while retaining individuals control over their time, space, presence, activity identity and relationship. They are tools or mobile webs used in new electronics learning system such as web 2.0, wikis, and blogs among others. Wankel (2010) points out that social media are internet technologies that bring people especially learners



together with the world. Social media networks provide useful tools, webs to strengthen the human, institutional and organizational capacity at all levels. They are designed to foster collaborations among individuals especially students, institutions and the countries of the world with such collaboration in order to bring about meaningful development through the sharing of ideas, and resources using various social networking sites (Zavzana 2012).

Social network as a social structure made up individuals or organizations called nodes'' which are connected by one or more specific type of interdependency, such as friendship, financial exchange, educational and academic relationship, relationship of beliefs, dislike, sexual relationship, prestige or knowledge (Adeboye, 2017, cited in Asemah & Edegoh 2012). Gupta(2014) cited in Umoru (2015) enumerated social network sites like Facebook, Twitter, LinkedIn, Google plus +, internet forums, Academic chat room, Project Bamboo, 2go, WhatsApp, Research Gate, Yahoo Messenger, Black Berry Messenger (BBM) Google talk, etc. These sites are used by most people to interact with old and new friends, physical or internet friends.

According to white cited in Okechuku (2016) there are seven major categories of social networking sites which includes the following:

1. Information: informational communities consist of people flaving together in a community who are seeking answers to everyday problems. For instance, when thinking about learning how to go green at home improvement project.
2. Hobbies: One of most popular reason why people especially students use internet services are to conduct research on the topic of their choice or project that suit their interest related to their personal hobbies.
3. Social connections: These are social networking sites that allows it users keep in touch with colleagues, course mates, family members, relatives, and friends worldwide.
4. Educational – educationally oriented networks where many people especially student's visit in order to collaborate with other colleagues on academic projects, to conduct, research for school, or to interact with professors and teachers via blogs and classroom forums. Educational social networks are becoming extremely within the educational system today.
5. Multimedia sharing: These are sites that allow people to share video and photography content online.
6. Professional; the sites are specifically designed to give an opportunities for career – rated grown. Some provides a general forum for professional to connect, while other are focused on specific occupations or interest.

Methodology

This study specifically adopted descriptive survey. The area of the study is Northeast Nigeria, the population consist 709 NCE II business education students, 253 students were randomly selected to form the sample of the study, and the instrument for data collection was a questionnaire. The questionnaire was divided in to two sections (A and B), section A contained the demographic information of respondents, while section B contained contained a questionnaire with two research questions and 12 items from each question. Research question 1 contained four point response option of MFU (Most Frequently Use), FU (Frequently Use), NFU (Not Frequently Use), and NAA (Not At All) respectively while Research question 11 also contained four point response option of SA (Strongly Agreed), A (Agreed), D (Disagreed), and SD (Strongly Disagreed)



also with 4,3,2,1 as weight respectively). The instrument was validated by 3 expert from the department of Vocational and Technology Education Abubakar Tafawa Balewa University, Bauchi. Cronbach alpha technique was used to ascertain the internal consistency of the instrument and a reliability coefficient of 0.79 was obtained and found to be reliable. The instrument was administered by the researcher with the help of 3 research assistants. Mean, Standard deviation and regression analysis were employed for the analysis and interpretation of data. 2.50 - 4.00 is regarded as frequently use and agreed respectively while below 2.50 is regarded as not frequently use and disagreed.

Data Presentation and Analysis

The section presents the data collected, the analysis carried out and the discussions of the result obtained. The analysis is presented in two sections. The first section presents the answers to research question 1 and 2 using mean and standard deviation. The second section presents the testing and interpretation of one Null hypothesis using regression analysis and was tested at 0.05 level of significance. The summary of the major findings were also highlighted before the discussions of the findings.

Research Question 1: What are the social networking sites frequently used by business education students in Federal Colleges of Education in North-East Nigeria?

Table 3: Descriptive statistics on Social networking sites frequently use by Business Education Students in Federal Colleges of Education in Northeast Nigeria.

QI	ITEMS	\bar{X}	SD	Remark
1.	Google+	1.71	0.43	NFU
2.	Badoo	1.49	0.35	NFU
3.	2go	1.02	0.25	NU
4.	Yahoo Messenger	1.43	0.32	NFU
5.	Facebook	3.97	0.99	MFU
6.	Whatsapp	3.71	0.93	MFU
7.	YouTube	3.65	0.91	MFU
8.	Twitter	3.70	0.93	MFU
9.	Instagram	1.81	0.45	NFU
10.	Myspace	1.51	0.35	NAA
11.	Skype	0.91	0.23	NAA
12.	Blackberry messenger	1.22	0.30	NFU

*Keys: MFU-Most Frequently Used, Source: Field study (2018)
FU - Frequently Used, NFU - Not Frequently Used, NAA - Not At All*



The ranking of network sites frequently used by business education students is as presented in table 3. From the table, Facebook, Whats App, Youtube and Twitter with mean score of 3.97, 3.71, 3.65 and 3.70 and standard deviation of 0.99, 0.93, and 0.91,0.93 respectively are social networking sites frequently used by business education students, while Google+, Badoo, 2go, Yahoo messenger, with mean values ranging from 1.71-1.43 and Instagram, 1.81, Black berry messenger, 1.22 with standard deviation of 0.43, 0.35, 0.25, 0.32, and 0.45, 0.35 are not frequently used by them. Others include Myspace, Skype, with mean score of 1.51, and 0.91 standard deviation of 0.35 and 0.23 respectively constitutes the social networking sites that are not at all used by the students. From the interpretation, the result therefore shows that business education students frequently use only four out of 12 social networking sites because their mean values are greater than the index score of 2.5 for frequently use, while the remaining 8 social networking sites which constitutes the majority are not frequently used by business education students because their mean values are less than the criterion of frequently use which is 2.5.

Based on the result, it was concluded that social networking sites are not frequently used for academic activities among business education students in Federal Colleges of Education in Northeast Nigeria.

Research Question 2: What is the influence of social networking usage on academic interaction among business education students in Federal Colleges of Education in Northeast Nigeria?

Table 2: Descriptive statistics on influence Social networking usage on academic interaction among business education students in Federal Colleges of Education in Northeast Nigeria.

S/N		\bar{X}	SD	Remark
1.	Social networking sites helps me when searching for online educational information	2.51	0.45	Agreed
2.	Social networking usage makes me take part in collaborative learning by sharing of ideas discussions with friends	0.59	0.15	Disagreed
3.	Social networking usage enables me identified my potentials in group discussion	0.67	0.17	Disagreed
4.	Social networking usage makes me discover new ideas from group discussion	2.53	0.46	Agreed
5.	Social networking sites makes what I learnt from group discussions permanent	0.82	0.21	Disagreed
6.	My participation in group discussion via SNSs sites has influence my creativity and output	1.02	0.25	Disagreed
7.	Use of social networks allows me to discuss course related content/topic in group with friends	1.07	0.27	Disagreed



8.	Social networking usage links me with various educational communities/groups	1.23	0.31	Disagreed
9.	Social networking usage allows me participate in online group tutorials with course mates	0.53	0.13	Disagreed
10.	Social networking usage allow introvert students to participate in group discussion	0.88	0.22	Disagreed
11.	SNSs assist me in discussing assignment topic, home work with friends	1.05	0.26	Disagreed
12.	I update my knowledge in discussions with friends via SNSs	0.95	0.24	Disagreed

Source: Field Survey (2018)

The mean scores for the entire 12 questionnaire items in Table 2 to answer research question three presented the mean responses of item 2-3 and 5-12 ranged from 0.59, 0.67, and 0.82-0.95, with standard deviation of 0.15, 0.17 and 0.21-0.24, are dis agreed by the students. While item 1 and 4 with mean score of 2.51 and 2.53 with standard deviation of 0.45 and 0.46 respectively are agreed by the students. However, the cumulative mean score for all the 12 items obtained are also less than the criterion for agree ($1.15 < 2.5$), The result therefore shows that, social networking usage has no influence on academic interaction among business education students in Federal Colleges of Education in Northeast Nigeria.

Majors Findings of the Study

The findings from this study were that:

- i. Social networking sites are not frequently used by business education for academic activities
- ii. Social networking usage has no influence on academic interactions among business education students in Federal colleges of education in Northeast Nigeria

Discussions of Major Findings

What are the social networking sites frequently used by business education students for academic activities? The finding of the study showed that students frequently use only four out of the 12 listed social networking sites, which does not constitutes the majority of the sites. This may be as a result of inadequate knowledge of educational utilization of the social networks by the students. It may also be traced to un availability of educational applications of social networking sites among Nigerian students, or because of environmental factor especially in Nigeria where social interactions dominate the usage of the sites, this has also not presented business education students as technologically compliant individuals where internet including social networking technology are gradually becoming a learning platform and taking over learning, and ideas.

This finding is in agreement with Musa (2015) who found that social networking sites are not frequently use by student, but the sites that dominate the usage among the students are only Face book with 78% of students, followed by WhatsApp, and YouTube with 23% percent and the



twitter 20%, he further revealed that face book and WhatsApp are the most frequently used social networking sites among the students while none of the students used linked In the finding. The finding also support Dau (2015) who concluded that among the numerous social networking sites only Twitter, WhatsApp and Face book are popularly used among the students especially in tertiary institution in Northern Nigeria.

What is the influence of social networking usage on academic interactions? The finding of study revealed that social networking usage has no influence on academic interaction among business education students in Federal Colleges of Education in North east Nigeria. This may be as a result of the fact that teachers are not using the platform in engaging the students with online group assignment, homework, group project so that students can practice its academic usage. It may also be attributed to in ability of schools management to enforce it usage for academic purposes.

The findings is in line with that of Madge, Meek, Wee lens & History (2009) who found that students of tertiary institution of learning use social networking sites for social interaction on issues related to their lives rather than educational or academic interaction, the finding also supported Olubiyi (2012) who reveals that these days students are so engrossed in the social networks that they are almost 24 hours online even in class rooms and lecture theatres while lectures are on, time that should be utilized towards learning, research and other academic activities have been crushed away by the passion of today for meeting new online friends and most of the time they are busy discussions on trivial issues rather than academic issues.

Conclusion

Even though, the social networking site is social in nature, but the sites also have benefits if it can be used appropriately. For instance, students can form online communities in order to plan for a project, have an academic discussions on a particular topic and can be used to access course and research materials, or to use the Social networking sites (SNS) as a way to keep in contact with colleagues who are absent and needs to be updated on academic related issues.

Recommendations

The following recommendations are made based on the findings of the study:

1. There should be regular orientation and re-orientation of business education students on the need to identify and use social networking site that are educationally and academically oriented.
2. Students should try and use the social networking sites as a platform for academic discussions and interaction with friends and professionals on various academic topics.
3. The federal Government should look in to the possibilities of evolving the policies that will regulate usage of the social networking sites in order to stop the students from abusing the sites.

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