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**THE RELATIONSHIP BETWEEN SOCIAL MEDIA AND ACADEMIC PERFORMANCES OF  
ICT POLYTECHNIC STUDENTS  
(A CASE STUDY OF GATEWAY (ICT) POLYTECHNIC SAAPADE, OGUN STATE, NIGERIA)**

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**Abstract:** *The use of social media has tripled over the past three years, and more than 47 million Nigeria are using social networks, according to the Nigeria Center of Statistics. In this study, the data was collected using a method of survey questionnaire which was distributed among students using printed Form. In this research, convenience sampling technique was used to select the Gateway polytechnic students and hundred students fully completed questionnaires. It was observed in this study that the student use the internet for academic purpose. In the research, most of the students use internet for assignment while others use it for other activities. They also use the internet to reach out to their family and friends, and use it to learn more about life. And also social network have good effect on their grades performance.*

**Key Words:** *Social Network, Academic Performance, Institution, Students*

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### **Introduction / Background Study**

The use of social media has tripled over the past three years, and more than 47 million Nigeria are using social networks, according to the Nigeria Center of Statistics. Gateway ICT Polytechnic is a State-Government owned tertiary institution located at Isara, Remo-north Saapade, Ogun State, Nigeria. It currently has five faculties namely Schools of Science and Technology, Management, Liberal Studies, Banking and Finance and Engineering. These five faculties are further divided into various departments. It has become necessary to conduct this research aimed at investigating students' use of social media sites and their impact on academic performance in Gateway Polytechnic. This is largely because; no empirical study has been conducted in Gateway to find out the impact of students' use of social media sites on academic performance of students in Gateway Polytechnic. One explanation for such an impact is that social media provides excessive. It would be a valuable and convenient e-learning platform if the activeness of e-learning could be properly incorporated into the lineaments of Social Networking Sites (Juang,2010). Students and educators can become equal participants in the knowledge sharing process. This indicates that constituting standards for social media usage ought to include code of conduct and attitude guidelines similar to those implemented in the classroom.

### **Methodology**

The research design was adopted and the data was collected with the help of a questionnaire in a survey. In this research, the data was collected using a method of survey questionnaire which was distributed among students using printed Form. In this study, convenience sampling technique was used to select the Gateway polytechnic students and hundred students fully completed questionnaires. The age-range of respondents was between 18 and 25 years and above. A questionnaire consisting of 16 items was designed and distributed. The questionnaire was composed of two parts, namely, Part I – containing the respondents' personal data such as age, gender, and department and preferred gadget. In addition, Part II – contained the questions for analyzing students' perception regarding impact of social networkking sites and their reading hour. The questions were formulated on the basis of readings in relevant thesis, journal articles, and magazines as well as interview with experts.

### **Methodology**

The research design used in this study is the explanatory research design. The study employs a panel data policy from both time series and cross-sectional data obtained from eight listed oil and gas companies' annual reports spanning over a period of 13 years (2009-2021). The study also used descriptive statistics to evaluate the behavior of the data by use of (mean, mode, median, max, min, standard deviation, variance, kurtosis, and skewness).The association between changes in these variables was examined using multiple regression models because they are simple, provide results that are more accurate and precise, and can also take lag into account. The population size of this research was eight listed oil and gas companies in Nigeria. They include; Total Nigeria Plc, Oando Nigeria Plc, MRS Oil Nigeria Plc, Conoil Nigeria Plc, Ardova Nigeria Plc (formerly AP),

Eterna Oil Nigeria Plc, Seplat Nigeria Plc, and Japaul Gold and Venture. The census sampling technique was used for the purpose of this study. The ordinary least square method (OLS) of multiple regressions was utilized in this study because it is well known as the best linear unbiased estimator (BLUE) because it gives coefficients that are unbiased estimators. The data was then analyzed using econometric tools to ascertain the impact of capital structure on performance of listed oil and gas companies in Nigeria. The ordinary least square is the most commonly used technique for econometric data analysis reason being that it is easy to compute, gives unbiased estimators in relation to other econometrics techniques. Secondary data was employed for the purpose of this research which was extracted from annual reports of the eight listed oil and gas marketing and producing companies in Nigeria for a period of five years (2018 till 2022) which is gotten from the companies.

### Results and Discussion

The responses showed that 40 percent of those who participated are male while 60 percent are female.

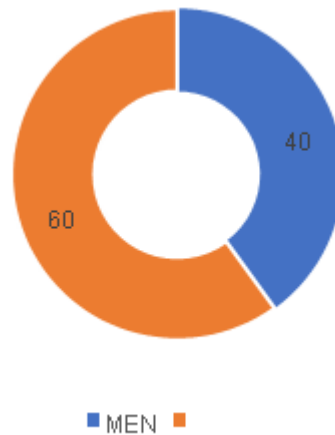


Fig 1: Gender Distribution of Respondent

Age group of those who participated in the survey is from less than 18 years old 2 percent, 18- 21 old 70 percent, 22-25year 26 percent, 25 and above 2 percent.

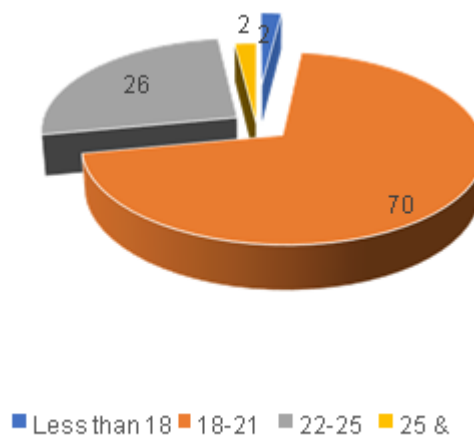


Fig 2. Respondents Age

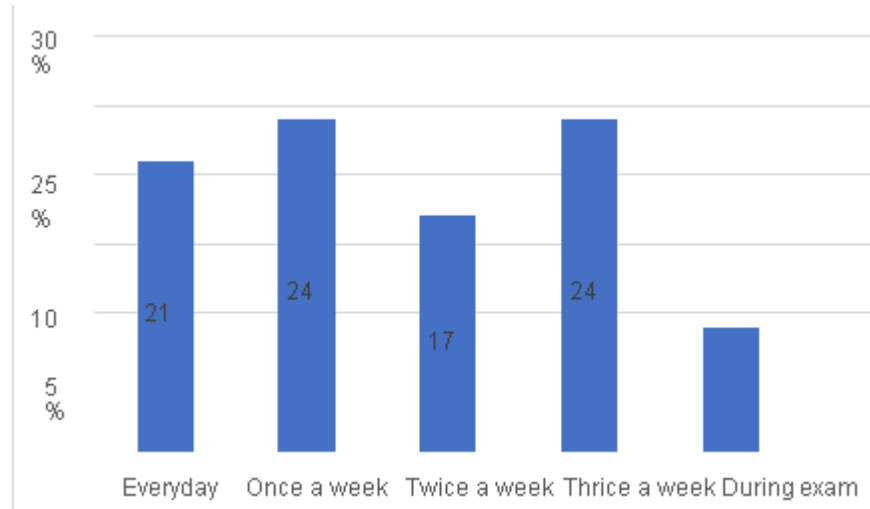


Fig 3. Reading periods

Findings revealed that 21 percent of the students read every day, 24 percent read once a week, 17 percent read twice a week, 24 percent read thrice a week, 9 percent only read during exam, and 5 percent of them never read

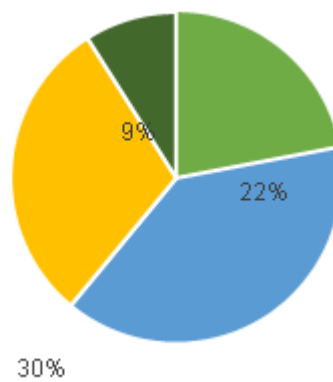


Fig 4. Time spent on reading by the respondents

It was found that 22 percent of the student spend 1-30 minutes reading, 39 percent of them spend thirty to one hours reading, 30 percent spend 2-5 hours reading, and 9 percent spent 5 hours and above reading.

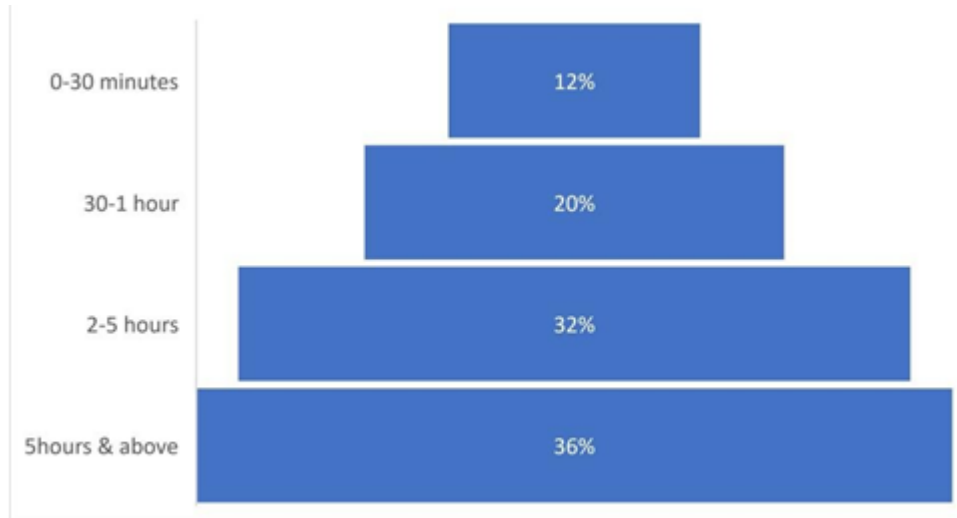


Fig 5. Time spent on social media by the respondents

It was found that 12 percent of the student spends 0-30 minutes per day in social networking sites, 20 percent of them spend 30-1 hour in social networking activities per day, 32 percent spend 2-5 hours daily and 9 percent spend 5 hours and above every day.

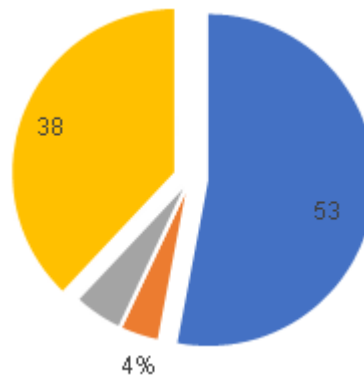


Fig 6. Gadget used by the respondents

It shows in the finding that 53 percent of the students make use of iPhone, 4 percent make use of iPad, 5 percent make use of laptop, and 38 percent make use of Android.

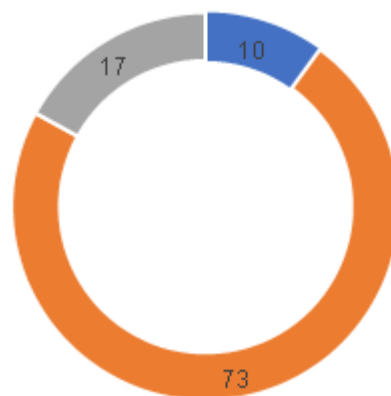


Fig 7. Effect of social network sites in learning and teaching of the students

The study shows that 73 percent of students agreed that social networking sites have positive effect on their studies. Only 10 percent of the students reported facing negative effect and 17 percent with no effect. From the analysis it states that social networking sites are one of the fastest ways information is shared, however it has caused negative effect to some extent to those addicted to it.

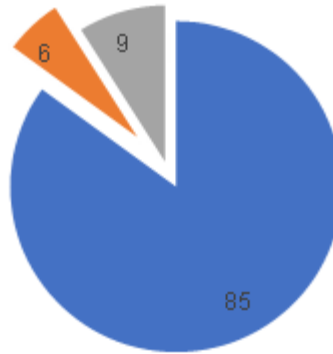


Fig 8. Usage of social network

Finding states that most students in gateway polytechnic covers together 85 percent of the students use social networking sites for academic purposes. In addition, only 6 percent do not use it for academic purposes and 9 percent students still on undecided stage of social networking sites. This proves that a large number of students use social networking sites for academic purposes.



Fig 9. Academic activities of social network by the respondents

Analysis shows that 23 percent of the students said social networking sites help them for general information, 34 percent of the students use it for assignment, and 33 students use it for research. However, only 10 percent use it for other activities.

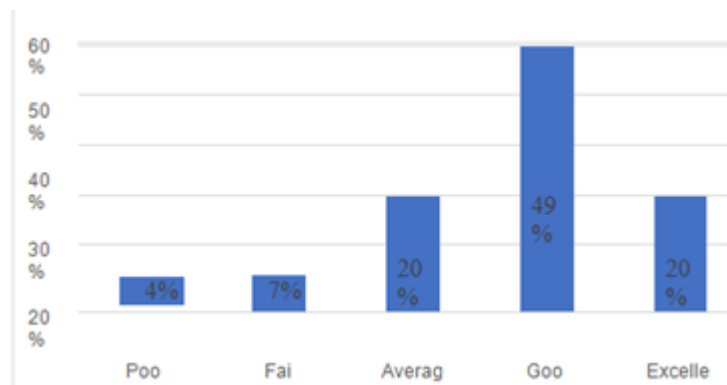


Fig 10. Effect of social network sites on grades or performance of the students

When the students were asked whether the social networking sites had an effect on their grades or academic performance, 4 percent said it is poor for them while 7 percent said it is fair for them, 20 percent said average, 49 percent of them chose good, and 20 percent said is excellent on them. It was found surprisingly from the analysis that majority of the students confirmed that the use of social networking sites had no effect at all on their grades or academic performance

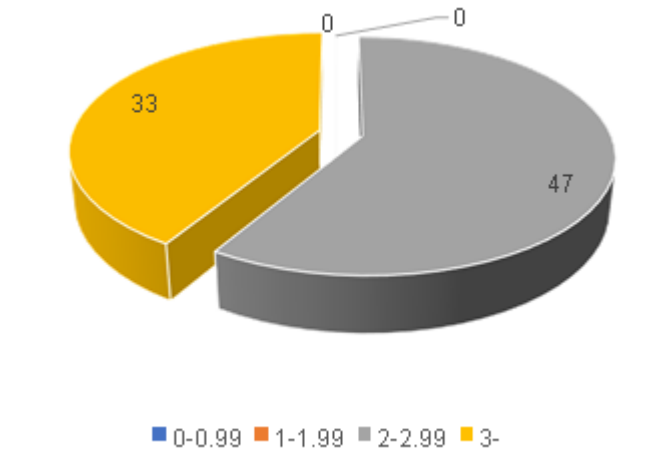


Fig 11. CGPA range of the students

The study indicates that among the students of gateway, 33 percent had a reasonably high academic performance while 47 percent perform moderately. The results simply that students using social networking sites show average academic performance.

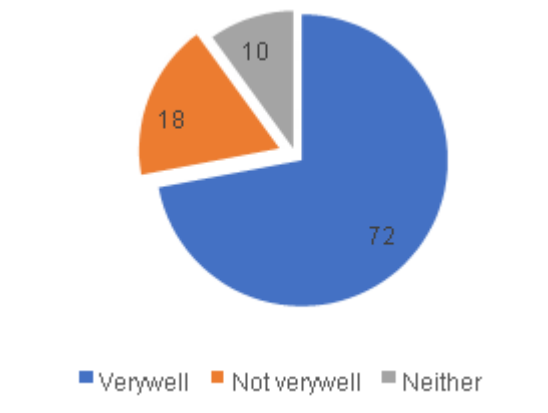


Fig 12. Use of social network sites in the institution

It was found that while most students used social networking sites for educational purposes, 72 percent said they were benefited by their educational institutions using social networking facilities. 10 percent students were still undecided while 18 percent students found social networking sites not helpful in their educational establishment.

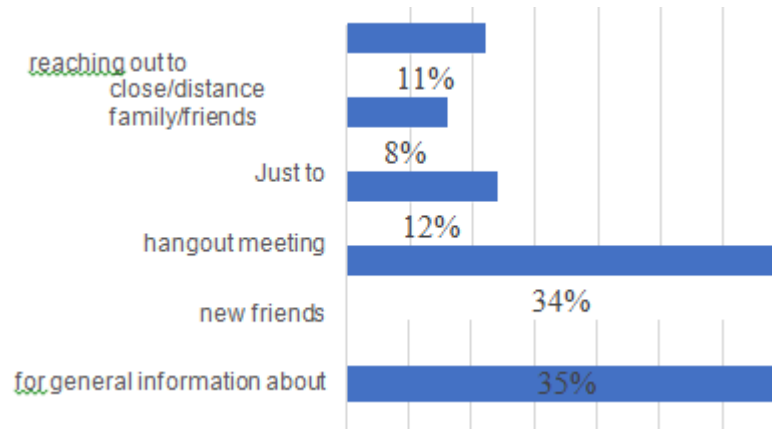


Fig 13. Reasons for social networking sites use by students

Findings show that 11 percent of the use social networking sites for reaching out to friends / family, 35 percent of the student use it for collecting general information about life, 12 percent of the use it for meeting new friends, 8 percent of student use it just for hanging out, 34 percent use it for earning information about academic works. This showed that most of the students in Gateway polytechnic use social networking sites for collecting general information about life and for information about academic activities

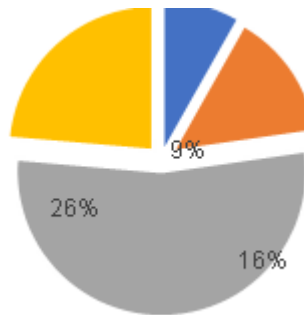


Fig 14. Impact of social network on academic performance of the students

According to the analysis it is stated that 59 percent of the student scaled themselves at the range of 7-10, 16 percent scale themselves at the range of 4-7, 9 percent scaled themselves at the range of 0-3 while 26 percent scaled themselves 10 and above.

**Conclusion**

The research made it known that the students spend not less than thirty minutes a day browsing through social networking sites. And it is said that students who spends their time reading for long use less time on internet. However, most of the respondents do feel that social networking sites have positive impact on their academic performance, because social networking sites can be used for various academic activities such as communication with department members and gateway polytechnic authorities, discussing academic topics with classmates and assignment purposes. On the other hand, the negative impacts of social network sites on their academic performance are considerably low. Most of the students in gateway prefer to use iPhone instead of Android and other gadget, because iPhone is faster on internet than other gadgets. It is also known that male spend more time on the internet than the female. It is stated in the research that the student use the internet for academic purpose. In the research, most of the students use internet for assignment while others use it for other activities. They also use the internet to reach out to their family and friends, and use it to learn more about life. And also social network have good effect on their grades performance of the students in Gateway ICT Polytechnic, Saapade, OGUN State, Nigeria.

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