

Research Paper

Influence of Social Media on Academic Performance Among NCE Students in Kano State College of Education and Preliminary Studies; (KCEPS) Implication for Education

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ABSTRACT

The study will be carried to find out; Influence of social media on academic performance among NCE students in Kano State College of Education and preliminary studies [KCEPS]. The main objective of the study is to find out the influence of social media and the factors responsible for the use of social media across NCE II students of the school of languages and science, the population of the study were 171 and the sample of 108 participants were drawn from the target population, descriptive survey research design was employed, the instrument used for Data collection was questionnaire named [ISMAPQ], to answer four [4] research objectives and questions, the instrument revealed reliability index of (0.79). The Data collected were analyzed using descriptive statistics (Mean and Standard Deviation), then, the findings of the study revealed that, social media has influence on students academic performance; family motivation and personal interest are the major factors responsible for the use of social media among NCE students of KCEPS.

Keywords: *Social Media, Academic Performance, Students*

The influence of digital technology on education has taken the act of teaching, learning and research to a greater height. In recent time, the digital aspect of communication has taken a new dimension involving the users of certain digital interface commonly referred to as social media. Social media is an essential role in collaboration to share information. One of the basic aspect of social media is that of creating highly interactive platform through which individual and community share, discuss and modify thoughts or opinions which could be negative or positive.

From the negative side students are glued to their phones all day making them loose sense of time. Some are also seen pressing their phones during classes, seminars and also in the libraries. Some of them will even plug in their ear pieces and hum out the songs they are

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Influence of Social Media on Academic Performance Among NCE Students in Kano State College of Education and Preliminary Studies; (KCEPS) Implication for Education

listening to when studying which reduce their rates of assimilation and act as a source of disturbances to others around them. On the other hand, positively, social media enhances learning and education. Students, with the help of the Internet now have access to all form of information. Nothing is strange to 'Google'. No matter how old the information is, the internet serves as search lights to them. Some information that cannot be found in the libraries and research centers are now available online. The world is now a small place where there is circulation of knowledge and information. More so, N.C.E students can be thought using media such as cell phones, computers, video games, digital music player and other digitalized features and perhaps provides a concrete teacher student relationship towards creating a positive learning experience.

The expansion in technology has also affected internet software, thus leading to chatting sites known by the name “social media”. With social networking sites, one can send and receive messages almost immediately. However, lack of regulation of the internet has led to its excessive use. McQuail (2008) affirmed that the internet penetrates more homes. It is a common sight to see a youth 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 makes assignment (group individual), send and receive messages. Attention has been shifted from visible to invisible friends, while important ventures like study and writing are affected in the process. This phenomenon has become a source of worry to many who believe in knowledge and skill acquisition. 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 the environment and politics to technology and the entertainment industry (Asur and Huberman,2010). Social media has accordingly come to be seen in many countries including Nigeria as a source of bad influence on the youth, particularly students. Students of Kano State College of education and preliminary studies (KASCEPS), are not exempted from these problems. Therefore, the study aims to assess the Influence of Social Media on student academic performance among NCE students in Kano state college of education and Preliminary studies (KASCEPS)

Social Media

Social media continuously keeps changing and as such it is difficult to assign a fixed definition to it as Jacka and Scott (2011), argued that “there is no single recognized definition for social media”. However some scholars have defined it in differently. As follows:

Kaplan and Haenlein (2010), defined social media as a group of internet- based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content. Oxford dictionary (2011), also defined social media as “websites and applications used for social networking”. Another definition of social media is that it is a “communication channel which is very popular, extremely fast and broad, has proven to be highly effective, as well as trusted by billions of people, to share and discover content concerning individuals, brands, information, entertainment and

Influence of Social Media on Academic Performance Among NCE Students in Kano State College of Education and Preliminary Studies; (KCEPS) Implication for Education

knowhow” (Dearborn, 2014). One theme that all these definitions underpin is that social media involves some form of communication between individuals over the internet. Social media began in the late 1990s with the first recognized social media network called “Six Degrees “in 1997 and this technology enabled people to upload a profile and make friends. From 1997 to 2001 a number of community tools; Asian Avenue, black planet and MiGente began supporting various combination of profile and publicly articulated friend (Boyd, Danah, Ellison and Nicole, 2007). There has been tremendous improvement since this era and today there exist uncountable social networking sites either developed for local use, specific purpose or international use.

Classification of Social Media

Kaplan and Haenlein (2010), classified social media into six (6) different categories as follows;

1. Collaborative project (Wikipedia)
2. Blogs and micro blogs (twitter)
3. Content communities (youtube)
4. Social networking sites (FB, 2go, BB chat)
5. Virtual game World (world of war craft)
6. Virtual second world (second life)

In addition to the following classifications WhatsApp was also created in 2009 with the greater highest number of its users. This classification of social media has been useful to scholars and individuals for easy identification and study of a particular social media type but today a difficulty may arise due the high proliferation of social media and one may wonder which group a new developed social media type fit into.

Positive Influence of Social Media on Students’ Academic Performance

Students’ academic situation has moved to a different dimension since the introduction of these social media networks and several studies have affirmed that social media plays an important role on students in higher education including the study conducted by Wheeler, Yeomans and Wheeler, (2008); Rifkin, Long necker, Leach and Ortia, (2009). In their study, they recognized four (4) major advantages of social media usage by students in higher education which included; enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities. Indeed, social media has contributed greatly to facilitating learning in the 21st century. It is shown that a greater percentage of students including those at the PhD level commonly use social media to ameliorate their studies (Khan, 2010).

Negative Effects of Social Media on Students’ Academic Life

Davies and Cranston (2008), enumerated some of the risks associated with social media which included criminal activities such as identity theft and fake contacts which is prevalent today, sexual abuse or harassment and unsuitable advertising. On the same subject O’keeffe and Clapepearson (2011), also mentioned cyber-bullying, online harassment, sexing, facebook depression, and privacy concerns as some of the challenges associated with social networking.

cyber-bullying; is any behavior performed through electronic or digital media by individuals or groups that repeatedly communicates hostile or aggressive messages intended to inflict harm or discomfort on others. **privacy concerns**; a proverb says “what people say

Influence of Social Media on Academic Performance Among NCE Students in Kano State College of Education and Preliminary Studies; (KCEPS) Implication for Education

and post are truly who they are". Therefore, this is situation at which people post or share fake information. Etc.

Statements of the Problem

Since the advent of social media in 1990s student at all level of education have been using social media as a medium of communication and interaction among them. The amount of time being spent on social media is very fascinating and that meaningful time were devoted to it rather than utilizing it in reading for knowledge. The Nigerian education system has faced with so many challenges which have certainly brought about a rapidly decline in the quality of education, this is because there is a deviation, distraction and divided attention between social networking activities and students academic performance.

Reading is the essential factor that forms the foundation of greatness in everyone's life irrespective of gender, status and age. It helps to develop an individual and is also important when trying to pass an examination. One of the major reasons for the decreasing rate at which students read is due to the introduction of phones, computers, laptops and the wrong usage of all forms of communication technology. Social media and its networks such as BBM, Instagram, 2go, Facebook, Twitter, WhatsApp, YouTube and the use of internet as a whole has been the major obsessions of most Nigerian youths. It should be noted that, social media is making student's academic performance to deteriorate. Many students who have access to the social media waste their time on it by chatting and surfing the internet for non-educative information. They are glued to their phones all day making them loose sense of time. Some students are also seen pressing their phones during classes, seminars and also in the libraries. Some of them will even plug in their ear pieces and listens to unnecessary emotional songs or searching for pornographic films. With this respect, this research was intended to investigate the influence of social media on student's academic performance among NCE students in Kano state college of education and preliminary studies.

Research Objectives

The followings are the research objectives

1. To find out the influence of social media on academic performance among NCE students of Kano state college of education and preliminary studies
2. To find out the most commonly social media use by NCE students of Kano state college of education and preliminary studies

Research Questions

1. What are the influence of social media on academic performance among NCE students of Kano state college of education and preliminary studies
2. What are the most commonly social media use by NCE students of Kano state college of education and preliminary studies

METHODOLOGY

Research Design

The research design for this study is survey. Ohaja (2003) defines a survey as the study of the characteristics of a sample through questioning, which enables a researcher to make generalization concerning his population of study. This is applicable to the study because it assess the influence of social media on student academic performance among NCE students in Kano state college of education and preliminary studies (KASCEPS)

Influence of Social Media on Academic Performance Among NCE Students in Kano State College of Education and Preliminary Studies; (KCEPS) Implication for Education

Population of the Study

The target population of the study comprised of all N C E II students in the school of languages and school of sciences, there are a total number of 171 N C E II students out of which male was 97 female 74 with an average age range from 19-23.

Sample Size

Sample is a pair representation of the population. The sample size of the research is 108 from the seven selected combination in school of languages and school of sciences KCEPS Kano. This is in line with research adviser (2006) that when the population of the study is 150 and above, the 108 is recommended as the sample size. Below is the table showing the sample size.

SN	COMBINATIONS	POPULATION	SAMPLE
1	English / Hausa	42	27
2	English / Arabic	18	11
3	English / Islamic	42	27
4	Integrated science / Chemistry	40	25
5	Integrated science /Biology	26	16
6	Computer / Physics	01	01
7	Maths / Chemistry	02	01
	TOTAL	171	108

Source; Field Study (2019)

Sampling Technique

The study adopted cluster sampling technique this is because, in cluster sampling the researcher divides the population into separate group(cluster) thus a sample random sampling of cluster is selected from the population. The researcher then conducts his analysis on data from the sample clusters.

SN	SCHOOLS	POPULATION	MALE	FEMALE	SAMPLE
1	LANGUAGES	102	68	34	65
2	SCIENCES	69	29	40	43
	TOTAL	171	97	74	103

Data Collection Instrument(s)

The instrument used for data collection in the study is questionnaire. That is ‘Influence of Social Media on Academic Performance Questionnaire’ [ISMAP] was adopted by the researcher. The instrument consists of twelve (15) items for achieving the research objectives. It was design using 4 point likert scale, the weightings were Never=1, rarely=2, Sometimes=3, and Always=4.

Procedure for Data Collection

The study was carried out among NCE students of KCEPS Kano. The participants were NCE II students of the Department of languages and sciences. A total number of 108 questionnaires were produced by the researcher and distributed to the sample students of the two schools. The data collection exercise was for two days, and lastly the researcher was able to retrieve the questionnaires for analysis.

Influence of Social Media on Academic Performance Among NCE Students in Kano State College of Education and Preliminary Studies; (KCEPS) Implication for Education

Validation of the Instrument

As the instrument for data collection in this study has Two Sections, the (15) items of the instrument were faced construct and content validated by expert in psychology, guidance and counselling, test and measurement, the modified four (4) point likert scale item were subjected under reliability test, the instrument revealed a reliability index of (0.79) based on Croncbach's Alpha internal consistency tests.

Procedure for Data Analysis

The study employed descriptive statistics; therefore mean and standard deviation were used for data analysis to answer the research questions.

RESULTS

Research Question One:

1. What are the influence of social media on academic performance among students of Kano state college of education and preliminary studies?

Table 1 Influence of social media on academic performance among students of Kano state college of education and preliminary studies.

S/N social media Influence N Mean SD

1. Social media influence academic performance 108 3.22 0.95
2. Increase level of academic performance 108 2.93 0.89
3. Reduce students attention 108 3.12 0.79
4. Motivate student 108 2.95 0.82
5. Help in understanding their course content 108 2.73 1.00

Source: Field Study (2019)

Table 1 above; It shows mean and standard deviation of respondents on the influence of social media on academic performance among students of Kano state college of education and preliminary studies. The result of the analysis presents that social media influence student's academic performance based on the mean score of 3.22 and SD 0.95, 2.95 and 0.82 etc.

However, from the above finding, the grand mean revealed the average score of 2.99 and Standard Deviation of 0.89 respectively.

Research Question Two:

2. What are the most commonly social media use by students of Kano state college of Education and preliminary studies?

Table 2 Most commonly social media use by students of Kano state college of education and preliminary studies

S/N Most commonly use social media N Mean SD Rank

1. I prefer Facebook 108 2.79 0.84 2nd
2. In touch with lecture on WhatsApp 108 2.84 0.91 1st
3. Use twitter to communicate 108 2.62 0.82 5th
4. Got more information on WhatsApp 108 2.65 0.84 4th
5. I Frequently use YouTube 108 2.75 0.76 3rd

Source: Field Study (2019)

Influence of Social Media on Academic Performance Among NCE Students in Kano State College of Education and Preliminary Studies; (KCEPS) Implication for Education

Table 2 above shows mean and standard deviation of respondents on the most commonly social media use by students of Kano state college of education and preliminary studies, WhatsApp rank first with the mean score of 2.84 and standard deviation 0.91 and face book rank second with the mean score 2.79 and standard deviation 0.84. Therefore, this analysis presents that WhatsApp and Facebook are the most commonly social media use by students of Kano state college of education and preliminary studies.

Summary of Findings

From the results of the analysis presented in tables, the findings of this study were summarized as follows:

1. Social media influence student's academic performance among NCE students of Kano state college of Education and preliminary studies.
2. WhatsApp and Facebook are the most commonly social media use by students of Kano state college of Education and preliminary studies.
3. Family motivation and personal interest (purposely) are the major factors responsible for the use of social media among NCE students of Kano state college of Education and preliminary studies.

DISCUSSION OF FINDINGS

This study investigates the influence of social media on student's academic performance among NCE II students in Kano state College of Education and preliminary studies. The research findings revealed that the social media influence students academic performances and also motivate students as indicated, this is in line with the finding of wheeler et; al (2008) and Rifkin et; al (2009) studies which revealed the positive impact of social media usage by the students in tertiary institution. Another finding of this study shows that, family motivation and personal interest (purposely) are found to be the factors responsible for the use of social media among students. Also in this study, it was revealed that, what's App and face book were the most commonly social media used by the students of Kano state College of education and preliminary studies with the highest rank than the others.

CONCLUSION

It has been concluded that, social media use has influence on student academic performance in tertiary institution, particularly among the students of Kano college of Education and preliminary studies, however personal interest and family motivation plays a significant role in encouraging students to use social media.

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Influence of Social Media on Academic Performance Among NCE Students in Kano State College of Education and Preliminary Studies; (KCEPS) Implication for Education

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Conflict of Interest

The author(s) declared no conflict of interest.

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