

Influence of Whatsapp and Facebook Social Media Usage on Academic Performance of Secondary School Students in Port Harcourt Local Government Area, Rivers State, Nigeria.

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ABSTRACT: This study investigated WhatsApp and facebook social media usage on academic performance of secondary school students in Port Harcourt city local government area of Rivers State, Nigeria. Three hundred senior secondary school two students were used for the study. The study had aim and objectives, two research questions and corresponding hypotheses. It adopted the correlational research design. Two instruments; the “Social Media Questionnaire”(SMQ) and the English Achievement Test” (EAT) were used for data collection. Reliability of the instrument was 0.94 for the Social Media Questionnaire and 0.82 for the English Achievement Test. Simple and multiple regressions were used to analyze the data generated. Findings were that, WhatsApp has a significant value of 0.01 showing that there is a significant relationship of student’s usage of this platform on their academic performance, since the proportionate value is less than the alpha level which is 0.05, therefore, the null hypothesis is rejected. On the other hand, facebook had a significant value of 0.19 which has no significant relationship since the p value is high. Furthermore, there was a significant relationship of about 3.9% when all the social media platforms are put together, it affects students’ academic performance. Based on these, it was recommended among others that government, parents, teachers, counsellors and school administrators should moderate student’s participation on the social media platform so as to use it positively and harness its gains extensively.

Keywords: Social Media, WhatsApp, Facebook, Academic Performance.

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I. INTRODUCTION

The world is celebrating the improvement in communication technology which has broadened the scope of communication through information and communication no doubt has turned the entire world into a ‘global village’. But as it is, technology can make or mar an individual. It helps people to be better informed, enlightened and kept abreast with world development. Technology exposes mankind to better ways of doing things. Social media networking site include: Twitter, yahoo messenger, facebook messenger, blackberry messenger (BBM), WhatsApp messenger, 2go messenger, instagram, wechat, skype, google talk, google messenger etc. 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 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 visit social networking or blogging sites, thus serving as communication and connection tool. Social networking site (SNS) are online communicate with other 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 and Morgenthalr, 2009) .currently, there is an array of social media networks in the world. It ranges from social sharing sites such as You Tube, Twitter, LinkedIn to Facebook. Others include Whatsapp, Google, E-mail, 2go, BBM, Eskimi, E-Buddy, G-mail, Badoo, Skype, Instagram, Mobofree, Palmchat, Nigerloaded, Nigergist, Nimbuzz Smooothie, Flicker etc (Animasahun, 2015). 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 distance communication through the use of social networking site.

According to Tuckman’s model, reviewed by Amber-yang (2007), academic performance is the illustration of our knowledge, understanding, skills and he describes grade point average (GPA) as a clear indicator of student’s performance. He mentioned that academic performance of students must be effectively

managed and therefore, factors that can affect their performance should be carefully analyzed to reveal whether these factors influence them negatively or positively. It has been discovered that student's involvement in social networking sites comes with disadvantages; however it can be used as an instrument in knowledge building and dissemination. Additionally, Helou, Rahim, and Oye in Musek and Kobal (2013) defined academic performance as the numerical scores of students' perception, understanding and concepts, which demonstrate their adaptation level to the educational system.

Academic performance plays an important role in an individual's placement, be it in an academic institution or job placement. Due to this, many people are concerned with the way they can enhance their academic achievement. The emphasis is on academic performance which is also prevalent worldwide, and has encouraged many studies about the conditions promoting it. The conditions promoting this academic performance are as follows, learning, study skills, concentration, and motivation. Therefore, the role of academic performance is one of the predictors of one's life success and also in aspect of academic placement in schools to higher institutions as well as the level of employability in one's career is inevitable (kyoshaba, 2009). Thus, academic performance or achievement is the outcome of education, the extent to which a student, teacher or an institution has achieved their education/al goals. Academic performance is commonly measured by examinations or continuous assessment but there is no general agreement on how it is best tested or which aspects is most important procedural knowledge such as skills or declarative knowledge such as facts (Bhagat in Annie, Howard and Mildred, 2013).

Webopedia.com defines "Social media networking sites as a phrase which is used to describe any web sites that enables users to create public profiles within the web sites and form relationships with other users of the same web. Social media networking sites can be described as community- based web sites, online discussion forum, chat rooms and other social spaces online' Social media network sites affect individual relationships, expand their personal networks. Therefore, it is an online service that facilitates the building of social relations among people who share the same interests, activity, backgrounds or real life issues. Social network services consist of a representative of each user, for example, a profile, social links and other services in the network. Coyle (2008) believes that internet technological advancement has revolutionized communication. Coyle also supported this view, apart from technological empowering individual, user's lifestyle has changed in the way they connect and communicate with each other

A direct relationship exists between social media usage and academic performance of students in secondary schools. However, the darker side within technological evolution has resulted in dilemmas such as the set back of real values of life, especially among teenage 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 interest 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 online chatting with friends. Many students are now addicted to the online rave of the moment, with facebook, twitter, Whatsapp, 2go, instagram, We-chat, yahoo messages etc.

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Anyone can be a registered user of the website. Users create a profile and add other friends; they can exchange messages, post status, updates and photos, share video and receive notifications when others update their profiles. Facebook is probably one of the best known social networking sites in the world. According to Ogbe (2014), Facebook is also one of the two most frequented websites in the entire internet. It routinely trades places with Google as the most visited web service and by the company's estimates, it now has over 800 million active users.

Facebook started in the United States as a way for some college kids to stay in touch when they had left campus and it has evolved since then to become one of the largest social networks in the world. Facebook is a vast, sprawling network and you can make whatever you want of it. Created in 2004 by Mark Zuckerberg and his friends, originally as a way for students at Harvard University to get to know each other, it is now believed to have over a billion active users. Some of its functionality – such as Facebook Connect, a way to sign up to other websites using your Facebook login details – appears across thousands of other websites. You sign up by putting some details, and preferably a photo of yourself, on the Facebook website. Then you are ready to start posting a few updates.

Alexander (2012) noted that Facebook had 845 million active users in 2012. The Facebook website accounts for 1 out of 5 Internet page views. Hampton, Goulet, Rainee, and Purcell (2011), of the Pew Internet and American Life Project, published study results stating that 79% of adult Americans use a social networking site. Ninety-two percent of the study participants used Facebook as their social networking site, 21% used Myspace, 18% used LinkedIn, and 13% used Twitter. In a survey of Facebook usage, Hass (2006) found that the average user signs on about six times a day.

WhatsApp is a free download message application for smart phones. It uses the internet to send messages, images, audio or video. The cost of using WhatsApp is significantly less than texting. It is very

popular with teenagers because of features like group chatting, voice messages and location sharing. To use WhatsApp, you need a compatible smart phone tablet with SIM card, an internet connection and a phone number. The application uses your phone number as its users name, since your account is located to the phone, although, you can transfer your contact over to a new device.

Today, most 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 (Oche and 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, it has been observed that some students are always busy ping, 2going or facebooking while teachers are teaching. Times that ought to be channeled towards learning, academic research and innovation have been crushed by the passion for meeting new friends online, and most times, busy discussing trivial issues. Hence most student's academics suffer set back as a result of distraction from the social media. It may be observed that the use of these sites also can affect student's use of English and grammar. This is because, while texting in any of this social media platform, there is need to use the short forms of writing for lack of space and for cost reduction, in order to pass their message across to their friends since they understand the code in the chat room too, they tend to forget and use the same short forms of writing in classrooms especially during exams. They use things like 4 in place "for", u in place of "you", d in place of "the" etc. All these could affect their grade or class assessment.

Social networking sites have been recognized as an important resource for education today, but it seems, students are using these social networking sites for fun to kill time meant for reading. Whenever they want to meet with their existing friends or make new friends, they spend much time in participating in social media activities. Sometimes these students blame the various networking sites for their steady decrease of their grade point. This shows that, only very few students are aware of the academic and the professional networking opportunities the sites offer.

According to Kuppaswamy and Shankar (2010) in their book "The Impact of Social networking websites on the education of youth" social network websites grab attention of the students and then divert it towards non-educational and inappropriate actions including useless chatting. Whereas on the other hand, it has been observed that the students are socially-connected with each other for sharing their daily learning experience and do conversation on several topics. This shows that, social networks are beneficial for students as it contributes in their learning experiences as well as in their academic life. Trusov, Bucklin, and Pauwels (2009) in their book "The effect of word of mouth versus traditional marketing: Findings from an internet social networking site" noted that the internet is no doubt the evolution of technology but especially social network are extremely unsafe for teenagers. Social networks have become hugely common and well-known in the past few years.

Ellison, Lampe and Steinfeld (2007) in their book "The benefits of Facebook "Friends" stated that the students use social networking websites approximately 30minutes throughout the day as part of their daily routine life. Lenhart and Mattern (2007) in their book "Social Networking websites and Teens/Pew Research center" revealed through a survey that students strongly recommend social networking websites to stay in touch with friends and to get information.

In the above stated research studies, the researchers carried out their researches in environments quite different from the one under investigation. Port Harcourt Local Government Area of Rivers State, Nigeria is unique given the social and environmental challenges and the condition under which students carry out their studies and the facilities available to them, it becomes therefore necessary for the researchers to investigate the influence of social media, especially WhatsApp and facebook have on academic performance of secondary school students in PHALGA, Rivers State, Nigeria.

1.1 Aim and Objectives of the Study

The main aim of this research work is to investigate the influence of WhatsApp and facebook social media usage on academic performance of secondary school students in Port Harcourt Local Government Area, Rivers State, Nigeria. The specific objectives are to:

1. determine if students' involvement in WhatsApp influence academic performance of secondary school students in Port Harcourt Local Government Area.
2. find out if students' involvement in facebook influence academic performance of secondary school students in Port Harcourt Local Government Area

1.2 Research questions

The following research questions were answered in this study.

1. To what extent does students' involvement in WhatsApp influence their academic performance in Port Harcourt Local Government Area?

2. To what extent does students' involvement in facebook influence their academic performance in Port Harcourt Local Government Area?

1.3 Hypotheses

The following null hypotheses have been formulated and tested at 0.05 level of significance.

1. There is no significant influence of students' involvement in WhatsApp on their academic performance in Port Harcourt Local Government Area.
2. There is no significant influence of students' involvement in facebook on their academic performance in Port Harcourt Local Government Area .

II. METHOD AND MATERIALS

The study adopted the correlational research design in the work. According to Kpolovie (2010), correlational research design is that design where the researcher seeks for the relationship existing between two or more variables as well as ascertaining the direction, magnitude and the degree of such a relationship. The researchers used this design because they sought to find the relationship that exists between students' involvement in all the social media platforms and their academic performance. The population for the study consists of all the senior secondary schools (SS1 and SS2) in the public schools which are 12 schools in Port Harcourt Local Government Area. As at the time of the study, there are 4,532 S.S.1 and S.S.2 students according to State Ministry of education – Students enrollment statistics, (2015). The sample size of the study consists of 300 students drawn from 10 public schools in Port Harcourt Local Government Area. This sample size was drawn using the simple random sampling technique as well as the non- proportionate sampling technique. The researchers used the simple random sampling by balloting to select the 10 schools. Two instruments were used for the study. First, the Social Media Questionnaire (SMQ) measuring the utilization of the various social media platforms by students. English Achievement Test (EAT) was designed to collect the respondents' scores in English Language which was used to measure students' academic performance. The Social Media Questionnaire is a self-developed 20- item instrument that is patterned after the modified 4-point Likert scale of Strongly Agree, Agree, Disagree and Strongly Disagree. The English Achievement Test is multiple choice test items which were scored on the basis of right or wrong. The instrument contains 30 items in all. The reliability of the two instruments was determined by using the Cronbach Alpha as well as Kuder Richardson formula 20 method of reliability. The reliability coefficient of 0.94 was realized for the Social Media Questionnaire, and the English Achievement Test was 0.82 indicating that the instruments were reliable enough to be used for this study. Simple Linear as well as Multiple regression analysis were used to analyze the data. While simple regression and its associated analysis of variance were used to answer the two research questions and their corresponding hypotheses.

III. RESULTS

Research Question One: To what extent does students' involvement in WhatsApp influence their academic performance in Port Harcourt Local Government Area?

Hypothesis one: There is no significant influence of students' involvement in WhatsApp on their academic performance in Port Harcourt Local Government Area.

Table 1 Simple linear regression of the influence of WhatsApp on students' academic performance in Port Harcourt Local Government Area.

R	R ²	adj. R ²	Std.Error	Unstandardized B			
0.150	0.022	0.019	3.355	0.086			
ANOVA							
	Sum of sq.	Df	Mean sq.	F	α	Sig	Remark
Regression	76.525	1	76.525	6.823	0.05	0.01	Significant (Reject Ho)
Residual	3342.344	298	11.216				
Total	3418.870	299					

From the analysis in table 1, R = 0.150, R² = 0.022, Adjusted R² = 0.019, standard error = 3.355 while the unstandardized B = 0.086. The R² value reveals that Whatsapp related about 2.2% to academic performance of students. The unstandardized B reveals that increase of a unit increases or decreases in Whatsapp values, there is a corresponding increase or decrease of 0.086 in students' academic performance scores. The associated analysis of variance also reveals that sum of square for regression and result is 76.525 and 3342.344 while mean square for both values are 76.525 and 11.216 respectively F value = 6.823 while sig = 0.01. Hence, since sig.

($P.0.01 < 0.05$) is less than 0.05, the null hypothesis is rejected meaning that WhatsApp has a significant influence on students' academic performance in Port Harcourt L.G.A.

Research Question Two: To what extent does students' involvement in facebook influence their academic performance in Port Harcourt Local Government Area?

Hypothesis two: There is no significant influence of students' involvement in Facebook on their academic performance in Port Harcourt Local Government Area.

Table 2: Simple regression analysis of influence of students' involvement on facebook on students' academic performance in Port Harcourt Local Government Area.

R	R²	Adj. R²	Std Error	Unstandardized			
0.075	0.006	0.002	3.383	0.039			
ANOVA							
	Sum of sq.	Df	Mean sq.	F	α	Sig	Remark
Regression	19.142	1	19.142				
Residual	3399.727	298	11.408	1.678	0.05	0.197	Insignificant [Accept Ho]
Total	3418.870	299					

From the analysis in table 2 above, $R = 0.075$, $R^2 = 0.006$, Adjusted $R^2 = 0.002$, Standard error = 3.383, while Unstandardized B = 0.039. From the R^2 value, it is seen that facebook relates only about 0.06% to students' academic performance. The Unstandardized B value also indicates that with each unit increase or decrease in values for facebook, there is a corresponding 0.039 percent students' academic performance.

The analysis of variance associated with the regression also reveals sum of squares for regression and residual to be 19.142 and 3399.727 while mean square values are 19.142 and 11.408 respectively. F value is 1.678, while sig. value is 0.197. Based on the sig. value [$p = 0.197 > 0.05$] which is greater than the 0.05 alpha, the null hypothesis is accepted, meaning that truly, there is no significant relationship between facebook and students' academic performance in Port Harcourt Local Government Area (PHALGA).

IV. DISCUSSION

Relationship Between WhatsApp And Students' Academic Performance

It is revealed that Whatsapp has a significant relationship with students' academic performance in Port Harcourt L.G.A. This finding means that most students are influenced by the social platform called WhatsApp. From the personal findings of the researchers, it is discovered that after facebook, WhatsApp is the next most popular and widely used platform because it affords people the opportunity to interact using simple related place.

The result is in line with that reported by Yeboah and Ewur (2014), who noted that WhatsApp has a negative impact on the performance of tertiary students in Ghana. This result agrees with the findings of Animasahun (2015) who found out that the usage of WhatsApp ranked second among other social media networks among Nigerian youths. It further revealed that social media has negative implications on their academic performance. Many other unpublished reports especially interviews from the Theatre Arts do also recommend that most social media platform especially current ones do influence all areas of students' academic performance since English is used in interpreting all subjects.

Relationship between Facebook and Students' Academic Performance.

It is also revealed that facebook does not have any significant relationship with students' academic performance in Port Harcourt L.G.A. This finding however means that students involvement in facebook does not in any determine how they will perform or underperform academically. It also indicates that majority of the students have been able to manage their participation on the facebook 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, students have been able to 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. From the findings the researcher observed that social media on its own has no negative influence on secondary school students if used for educational enhancement, however excessive use of some applications in the social media platform, can negatively affect their academic performance if unregulated. 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 Sri-Lankan University (2009) also revealed that facebook has a significant influence on students' academic life. In a similar study, Elphinston and Noller (2011) confirmed that excessive use and attachment to social networking sites, such as facebook, has been shown to be associated with increased relationship dissatisfaction and jealousy.

V. CONCLUSION

The social media platform is indispensable in modern day communication. In secondary schools, the utilization is increasing on daily basis with WhatsApp having over 10 million subscribers being adolescents. In the study, social media platform have been identified as a sure source of both distraction and boost for students academic work. While WhatsApp, has a significant relationship with students academic performance, facebook, has no significant relationship. Hence, students could as well use WhatsApp positively to improve on their academic performance.

VI. RECOMMENDATIONS

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

1. Parents, classroom teachers, counsellors and other significant others should encourage WhatsApp subscribers who are students to make sure that they utilize the platform for disseminating only educational information to their colleagues.
2. Students should be encouraged to utilize facebook in a manner that will promote their academic performance positively. They should be encouraged to create educational groups and see how to use that to enhance their academic growth and worth.
3. School counselors should endeavour to give orientation to students on the dangers of phone addiction because this can actually make them to derail from their academic goals.

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