

**Research Article**

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## **Use of social media and its effects on the academic performance of students of College of Nursing and Midwifery Vom, Jos Campus, Plateau State**

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### **Abstract**

The use of social media as channels of communication is a growing trend in Nigeria now, like in virtually all parts of the globe. This study investigated the use of social media and its perceived effects on the academic performance of students of College of Nursing and Midwifery Vom, Jos Campus, Plateau State. The social media considered were Facebook, Twitter, Whatsapp, and Wikipedia. The descriptive survey research design was adopted in the study. A self-developed Likert-type scale questionnaire was used for data collection. The instrument was validated and found to be reliable. A sample of 150 respondents was selected from a population of 240 students using simple random sampling technique. The data collected were analyzed using descriptive statistics. The results showed that students were aware of social media with Facebook and Whatsapp having more awareness and usage. The students also had limited access to social media and agreed that social network has a significant influence on their academic performance as it helps them in their research and dissemination of information to classmates. This study serves as a

### **Keywords**

Social Media,  
Academic  
Performance,  
Students,  
College of Nursing,  
Plateau State

basis for further research study on social media and the academic performance of students. It is therefore recommended that similar studies should be conducted in other regions so as to bring about improvement in the academic performance of students through the use of social media networks and avoid distraction which leads to deviation from their academic works. Such studies are also necessary in other schools of various professions for better comparison and analysis.

## **Introduction**

Online Social networks have gained a tremendous popularity among people all around the world, especially college students (Mohamed *et al.*, 2014). Social media are fast becoming very popular means of both interpersonal and public communication in Nigeria and the world at large. Social media are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest (Ezeah *et al.*, 2013). The social media by their nature have the capabilities of educating, informing, entertaining and inflaming“ the audience. Above all, they possess a contagious and outreaching influence which the conventional media lack. This potential is most likely what Osahenye. (2011) refers to as “unstoppable power of the social media.” 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 no doubt has turned the entire world into a “Global Village”. But as it is, technology is a two sided coin i.e.it has both negative and positive effects. It helps people to be better informed, enlightened and keeping abreast with development globally (Onyeka *et al.*, 2013).

As a novel phenomenon, it is necessary to examine how Nigerian students such as school of Nursing and Midwifery students use the new means of communication. This is because students’ contribution as youths can make or mar any nation. Essoungou, (2010), explains that, the new communication technology is one of the few ways that young Africans can bypass the inefficiencies in the system that allow the status quo to hold on. It lowers the barriers to entry for everyone to get involved and be heard. A study

like this shall help to ascertain whether students’ use of the social media could be regulated or not. This is obviously because the disposition of people of a given community could shape the media in existence there, just like a cerebral media scholar. Anim (2007) aptly notes that societies greatly influence the operations and functions of the media that operate within those societies. Now just like radio or television stations, social media sites spread everywhere in Nigeria and are bound to be sprouting as technologies continue to improve; however, the problem lies in the point that the purposes which the users apply the new media for are still obscure. Folorunso *et al.* (2010),stated that, in Africa, social media networking site is becoming widely spread than it has ever been before and it tends to be majorly accepted by the youths. Yet the widespread adoption by users of these sites is not clear, as it appears that peoples’ perception of this technology is diverse.

Academics excellence or achievement plays an important role in an individual, be it in academic institution or job placement. Academics excellence or achievement may be define as the outcome of education, the extent to which a student, teacher or institution has achieved their educational goals (Onyeka *et al.*, 2013). Direct or indirect relationship may exist between social media usage and the academic performance of students depending on the user. This has led to dilemmas among students perception on the usage of social media. Although proper usage of social media can enhance students’ knowledge/ performance academically, social media abuse can also lead to its obsession and addiction thereby hampering the individual academic performance. Olowu and Seri, (2012) indicated that youths especially students in Nigeria are spending too much time on social networking sites at the detriment of other necessary things such as their studies and these

usages could be obsessive. Some youths including students have made the social media their top priority and continued to need more usage in order to feel satisfied (Onyeka *et al.*, 2013). Ogedebe, Emmanuel and Musa,(2012) reported that there is a great adverse effect in the areas of combining social media exploration like Facebook, Whatsapp, Twitter, blackberry messenger, skype, etc with real studying and consequently leading to lower CGPA of student users.

Since the advent of social media sites in the 1990s, the academic performance of students is faced with a lot of neglects and challenges (Oluwatoyin and Enikuomehin, 2011). The educational system in Nigeria is faced with so many challenges which have brought about a rapid decline in the quality of education (Ellison, 2007). There are deviations, distractions and divided attentions from academic work because students tend to devote more attention to social media than to their academic works. Students' addictiveness to social media, frequency of exposure to social media and the type of social media used by students have been part of discussion in recent time and also have been incriminated to have impact on their academic performance (Oluwatoyin and Enikuomehin, 2011). The manufacturers and distribution of sophisticated cellular phones also complicate the situation as students no longer visit cyber café before they send or receive messages. Attention has been shifted from visible to invisible friends, while important tasks such as reading and writing might be affected in the process (Oluwatoyin and Enikuomehin, 2011). These have become source of worry to many who believe in knowledge and skill acquisitions such as Nursing and Midwifery professions.

The use of social media as channels of communication is a growing trend in Nigeria now, like in virtually all parts of the globe. In the country, the people including students of college of nursing and midwifery Vom, Jos Campus make use of the new media. Meanwhile, Baran (2010) argues that "technology can be used in ways beneficial and otherwise. Technology is a double-

edged sword. Its power - for good and for bad - resides in us, i.e. people (users) determine what they do with technology (Ezeah *et al.*, 2013). Social media are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest (Ezeah *et al.*, 2013).

There is paucity of information in the recent time on the extent of use of Social Media and its perceived effects on academic performance of Nursing and Midwifery students of College of Nursing and Midwifery Vom, Jos Campus. This necessitated the research to investigate the use of social media and its effects on the academic performance of the target population.

- i. To assess the level of awareness of social media among the students of college of Nursing and Midwifery Vom, Jos Campus.
- ii. To identify the type of social media used by the students of college of Nursing and Midwifery Vom, Jos Campus.
- iii. To assess the extent of use of social media by students of college of Nursing and Midwifery Vom, Jos Campus.
- iv. To assess the perceived effects of social media on academic performance of students of college of Nursing and Midwifery Vom, Jos Campus.

This study is significant to lecturers and students in determining and creating awareness on the effects (positive and negative) of social media on the academic performances in our different institutions. The study would help the parents to know the possible effects of social media on their children/wards. It would also enlighten the students on the diversity of social media. Finally, the study would provide relevant material for students in their studies.

## Methodology

This section presents methods and procedures that applied in this study. It is organized under the following headings: Research design, Research setting, Target population, Sampling technique, Instrument for data collection, Method of Data Analysis and ethical consideration.

The research design adopted in this study is a descriptive cross sectional design to assess the use of social media and its effects on academic performance of students of college of Nursing and Midwifery Vom, Jos Campus.

### Research Setting

The study site for this research was the College of Nursing and Midwifery Vom, Jos campus which is situated within the Jos University Teaching Hospital old site (JUTH) along Murtala Mohammed way Jos North Local Government Area of Plateau state. The school is located on latitude 10<sup>0</sup>N and longitude 9<sup>0</sup>S. It is about 1200 meter above sea level. The College is situated near Terminus market of Jos, it is bounded to the right by the Jos ultra-modern market, to the left by the old University of Jos campus, now known as Center for Continuing Education center, to the opposite by the Jos railway station and behind by Gangare street and the busy Yan Doya market. It has a comparatively low relative humidity which is less during dry season where the temperature may be below 12<sup>0</sup>C while the rainy season is usually from April to October.

### Target Population

The target population for this research study was students of the college of Nursing and Midwifery Vom, Jos campus.

### Sample Size

The sample size of this research is calculated by using Taro Yamane (Yamane, 1973) formula (minimum sample size formula) for a single finite proportion with 95% confidence level:

$$n = \frac{N}{1 + N(e)^2}$$

Where: n = sample size  
N = the finite population  
1 = unity (a constant) and  
e = level of significance or limit of tolerate error.

Here, using the formula:  $n = \frac{N}{1 + N(e)^2}$

where N = 240 and e = 0.05

### Sampling Technique

The sampling technique that was used in this research work is simple random technique of which 150 students was selected from the 240 students.

### Instrument for Data Collection

A self-developed questionnaire was used. The questionnaire was composed in two sections (A and B). Section A was the demography of respondents while section B consisted of questions that elicit responses from the respondents using Likert scale: strongly agree (SA), and agree (A), undecided (UD), disagree (D) and strongly disagree (SD). The developed questionnaire was validated by the authors before printing.

### Validity of the Instrument

The structured questionnaire was vetted by the authors and approved before distributing it to the respondents.

### Reliability of the Instrument

The questionnaire was tested for reliability using the test, re-test method. The questionnaire was administered twice on the same population with one week interval between the first and second administration. The two questionnaires filled were analyzed and compared and the co-relations of their responses showed the reliability of the instrument.

**Method of Data Collection**

Data was collected based on the questionnaire distributed. The researcher ensured that the entire 150 questionnaire was answered properly and returned.

**Method of Data Analysis**

Response from the questionnaire was analyzed using descriptive statistics and results presented in frequency distribution tables, percentages and charts.

**Ethical Consideration**

Permission was taken from Directors of both schools and the respondents before distributing the questionnaire. The researcher also ensured confidentiality during data collection.

**Results**

The results were expressed in percentages and analyzed with descriptive statistics.

**Table 1: Presentation of the demographic data of the respondents (n = 150)**

S/N	Responses	Frequency	Percentage
1	<b>School</b>		
	Nursing	85	56.7
	Midwifery	65	43.3
2	<b>Age (Years)</b>		
	16 – 20	10	6.7
	21 – 25	35	23.3
	Above 26	105	70.0
3	<b>Sex</b>		
	Male	27	18.0
	Female	123	82.0
4	<b>Year</b>		
	1	78	52.0
	2	45	30.0
	3	27	18.0
5	<b>Religion</b>		
	Christianity	145	96.7
	Islam	5	3.3
6	<b>Marital Status</b>		
	Married	45	30.0
	Single	105	70.0

The above table shows the demographic data of the respondents. Out of the total number of the respondents (n = 150), majority 85 (56.7%) of the respondents were from school of midwifery, Jos,

105 (70.0%) of the respondents were above 26years of age while most 140 (93.3%) of the respondents were females.

**Analysis of research questions**

**Table 2a: Student awareness of Social Media (n = 150)**

S/N	Statement	SA	A	D	SD	$\bar{X}$	Remark
1	The students of College of Nursing and Midwifery Vom, Jos Campus are aware of social media	140	10	0	0	3.93	Agree

Table 2a above shows that the respondents are in agreement ( $\bar{X} = 3.93$ ) with the statement which stated that the students of College of Nursing and

Midwifery Vom, Jos Campus are aware of social media using modified Likert scale method ( $\bar{X} \geq 2.5$ ).

**Table 2b: Social media known by the respondents and their frequency (n = 150)**

S/N	Social media	Frequency	Percentage
1	Facebook	120	80.0
2	Twitter	60	40.0
3	Whatsapp	105	70.0
4	Wikipedia	65	43.3
5	All of the above	85	56.7
6	Others	5	3.3

The above table shows the number of the respondents that are aware of the each of the social media. Majority of the respondents 120 (80.0%) are aware of Facebook while few respondents 60 (40%) were aware of Twitter. The total number of respondents that were aware of all

the listed social media were 85 (56.7%) while only 5 (3.3%) were aware of other social media not inclusive in the list - 2go, Blackberry messenger, Instagram, Viber, Wechat, Imo and Pamchat.

**Table 3: Social media used by the respondents (n = 150)**

S/N	Statement	Always	Often	Sometimes	Rarely	Not at all	$\bar{X}$	Remarks
1	I use Whatsapp	47	53	44	4	2	3.93	Agree
2	I use Wikepedia	17	28	30	33	42	2.63	Disagree
3	I use Twitter	10	15	30	20	75	2.10	Disagree
4	I use Facebook	35	49	30	28	8	3.50	Agree
5	I use other social media	0	0	0	0	0	0	Disagree

The above table shows that the respondents agreed that they use Whatsapp and Facebook ( $\bar{X} = 3.93$  and 3.50 respectively) while they disagree that they use Wikepedia, Twitter and other social media ( $\bar{X} = 2.63, 2.10$  and 0.00 respectively) using Likert scale method ( $\bar{X} \geq 3.0$ )



**Table 4: Extent of social media usage by the respondents (n = 150)**

	Statement	Always	Often	Sometimes	Rarely	Not at all	$\bar{X}$	Remark
1	I have unlimited access to Whatsapp	19	15	32	35	49	2.47	Disagree
2	I have unlimited access to Twitter	10	15	17	28	80	1.98	Disagree
3	I have unlimited access to Facebook	22	30	9	38	51	2.56	Disagree
4	I have unlimited access to Wikepedia	10	20	22	15	83	2.06	Disagree
5	I have unlimited access to other social media	0	0	0	0	0	0	Disagree

The above table shows that the respondents disagreed that they unlimited access to Whatsapp, Twitter, Facebook, Wikepedia and other social

media ( $\bar{X}$  = 2.47, 1.98, 2.56, 2.06, 0.00 respectively) using Likert scale method ( $\bar{X} \geq 3.0$ )

**Table 5: Use of social media and academic performance of the respondents**

S/N	Statement	SA	A	Undecided	D	SD	$\bar{X}$	Remark
1	I will not perform well in my academics if I stop using social media	25	10	9	66	40	2.4	Disagree
2	I make use of Whatsaap to disseminate knowledge to my classmates	52	65	6	21	6	3.91	Agree
3	I engage in academic discussion on Twitter and this has improved my academic performance	5	28	30	40	47	2.36	Disagree
4	The use of Wikepedia has helped improve my grade	40	60	13	17	20	3.55	Agree
5	Social media help me in my research	90	50	6	1	3	4.49	Agree
6	Hours spent online cannot be compared with that spent on reading	50	36	12	25	27	3.38	Agree
7	Online social networks is a problem that affects my academic performance	22	30	7	55	36	2.65	Disagree
8	Online social media distract me from my studies	15	26	9	60	40	2.44	Disagree
9	Unlimited access to Facebook has negatively affected my performance academically	10	5	21	72	42	2.13	Disagree
10	There is no improvement in my grade since I became engaged in these social networking sites	5	5	12	76	52	1.90	Disagree
11	Engaging in academic fora on social media reduces my rate of understanding	8	10	7	65	60	1.94	Disagree

The above table shows that the respondents agreed on the statements no. 2, 4, 5 and 6 ( $\bar{X}$  = 3.91, 3.55, 4.49 and 3.38 respectively) while they disagreed on statements no. 1, 3, 7, 8, 9, 10 and 11 ( $\bar{X}$  = 2.40, 2.36, 2.65, 2.45, 2.13, 1.90 and 1.94 respectively) using Likert scale method ( $\bar{X} \geq 3.0$ ).

## Discussion of Findings

To answer research question one (1): Have the students of College of Nursing and Midwifery Vom, Jos Campus heard of social media?

The result showed that the respondents were in agreement ( $\bar{X} \geq 2.5$ ) with the statement which stated that the students of College of Nursing and Midwifery Vom, Jos Campus are aware of social media (Table 2a). This was confirmed by Mohamed *et al.* (2014) who stated that online Social networks have gained a tremendous popularity among people all around the world, especially college. Ezeah *et al.* (2013) also noted that social media are fast becoming very popular means of both interpersonal and public communication in Nigeria and the world at large. In Africa, social media networking site is becoming widely spread than it has ever been before and it tends to be majorly accepted by the youths (Folorunso *et al.*, 2010). This may be because students connect with computer to send and receive information anywhere on the globe (Ahmed and Qazi, 2011). The manufacturing and distribution of sophisticated cellular phones has accessibility and awareness of social media as student no longer need to visit a cyber café before they send and receive messages (Ezekiel *et al.*, 2013). Some schools are equipped that there is internet connection made available within the school premises as well as library.

The result also showed that more of the respondents are aware of Facebook (80%) compare to Wikipedia (43.3%) while more than half of the respondents (56.7%) are aware of all the listed social media (Table 2b). According to Oche and Aminu, (2010) and Qingya, Wei, and

Yu, (2011), Facebook is very popular among college students. This may be due to socializing via the Internet which has become an increasingly important part of young adult life (Gemmill and Peterson, 2006).

To answer research question Two (2): What are the social media used by the students of College of Nursing and Midwifery Vom, Jos Campus?

The result showed that items no. 1 and 4 recorded mean values of 3.93 and 3.50 respectively which indicated that the respondents are in agreement ( $\bar{X} \geq 3.0$ ) that the students of College of Nursing and Midwifery Vom, Jos Campus use Facebook and Whatsapp (Table 3). Social media such as Facebook and Whatsapp are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest (Ezeah *et al.*, 2013). It also helps people to be better informed, enlightened and keeping abreast with development globally (Onyeka *et al.*, 2013). According to Boyd & Ellison, (2007), people use social media sites such as Facebook and Whatsapp to create and sustain relationships with others. These social media sites let those who use them create personal profiles, while connecting with other users of the sites. Users can upload photographs, post what they are doing at any given time, and send personal or public messages to whomever they choose. Many of these young adults use social media networks to communicate with family, friends, and even strangers. Social media sites have created new and non-personal ways for people to interact with others and young adults have taken advantage of this technological trend. In this "information age," social media sites seem to be growing in popularity rapidly, especially among young adults (Pempek *et al.*, 2009). Lenhart *et al.* (2010), stated that college students form a large proportion of users on social media networks. The internet communication is a solitary activity usually done alone. However, it is efficient because it is a one-to-many method of communication that allows users to quickly spread information. This may also be because



social network sites help fulfill communication needs and wants.

To answer research question Three (3): To what extent do students of College of Nursing and Midwifery Vom, Jos Campus use social media?

The result showed that the respondents were in disagreement ( $\bar{X} < 3.0$ ) with the statement that the students of College of Nursing and Midwifery Vom, Jos campus have unlimited access to social media sites (Table 4). This was supported by Urista, Dong, and Day (2009) who stated that social media is a convenient method of communication and provides the ability to stay connected with friends and family, but on the users own rate and time who can also manage their interactions within their own schedule by choosing when they want to read and respond. Baran (2010) argues that “technology can be used in ways beneficial and otherwise Technology is a double-edged sword. Its power - for good and for bad - resides in us, i.e. people (users) determine what they do with technology (Ezeah *et al.*, 2013). Meanwhile the result did not correspond with the finding of Olubiyi (2012) which states that these days’ students are so engrossed in the social that are almost 24 hours online even in classrooms and lecture theaters always busy pinging, 2going, or facebooking when lectures are on hence most student academic suffer set back as a result of distraction from the social media. The disagreed with the possession of anunstoppable power by social media (Osahenye, 2011). In contrast to Olowu and Seri, (2012) which stated that youths especially students in Nigeria are spending too much time on social networking sites at the detriment of other necessary things such as their studies and these usages could be obsessive, the result showed that there is limited access to social media by the respondents.

To answer research question Four (4): How do social media affect the academic performance of the students of College of Nursing and Midwifery Vom, Jos Campus?

The result showed that items no. 2, 4, 5 and 6 recorded mean values of 3.91, 3.55, 4.49 and 3.38 which indicated that the respondents were in agreement with the statements ( $\bar{X} \geq 3.0$ ) while items no. 1, 3, 7, 8, 9, 10 and 11 showed that the respondents were not in agreement with the statements ( $\bar{X} < 3.0$ ) (Table 5). The findings of this study revealed that the students spend time online using social media in research and to disseminate knowledge to classmates which have helped to improve their academic performance. This is in support of the study by Jwaifell *et al.* (2013) who investigated the intensity of SNSs use among the students of Jordanian universities and suggested that SNSs can be used as an academic tool for communication and interacting with/between educators and students alike. The study encouraged the integration of SNS into learning management systems. The model proposed by David *et al.* (2012) on the perceived influence of academic performance using social networking, was interpreted based on the academic performance of Faculty of Computer Science and Information Systems students using SNSs in University of Technology Malaysia. The study identified three basic activities common to all students involved in using SNS for academic purpose. The activities include: communicating with the faculty and university authority, communicating with lecturers and supervisors, making academic discussions with classmates and chatting with friends in respect to topics of educational interest. The study confirmed that majority of students agreed that the social networking media have positive influence on their academic performance and concluded that there is need for the faculty policy makers to evolve strategies to guide and ensure that social networking sites are adopted mostly for academic purposes especially among the undergraduate students of the faculty.

Conversely, the research disagreed with Karpinski and Duberstein, (2009); Ogedebe *et al.* (2012); Enikuomihin (2011), who evaluated the direct consequences of ICT in Nigerian Universities. The paper investigated the popularity of internet services within the university community and its

consequences in academic performance affected by the use of social networks. The study showed that there is a great adverse effect in the areas of combining social and media exploration like Facebooking with real studying and consequently leading to lower CGPA of student users.

The finding of this study shows that use of social media has significant influence on the academic performance of students in College of Nursing and Midwifery Vom, Jos campus. This goes in line with the observation of Ellison (2007) which noted that the improved usage of website has become a worldwide phenomenon for quite some time.

### **Implication**

Since it has been noted that there could be some negative effect of social media on academic performance on the student Nurses and Midwives, the following should be consider;

- i. The student Nurses and Midwives should avoid use of social media during classes and reading time.
- ii. Lecturers should educate students on the danger of social media addiction to avoid being obsessive with it.
- iii. Social media site like the Wikipedia should be used for academic purpose only as it will reduce rate of chatting.
- iv. The length of time spent online should be regulated to avoid its negative effects on academic performance.

### **Summary**

This study investigated the use of social media and its perceived effects on the academic performance of students of college of nursing and midwifery Vom, Jos campus, Plateau state. The descriptive survey research design was adopted in the study. A sample of 150 respondents was selected from a population of 240 students. A simple random sampling technique was used for the selection, where 150 students were randomly selected. A self-developed Likert-type scale titled

Use of social media and its perceived effects on the academic performance of students of college of nursing and midwifery Vom, Jos campus, Plateau state;’ thoroughly scrutinized by the authors as well as data collection. The instrument was validated and found to be reliable. It was personally administered by the researcher. The data collected were analyzed with the use of descriptive statistic of frequency count and percentage. The results showed that students were aware of social media with Facebook and Whatsapp having more awareness and usage. The students also had limited access to social media and agreed that social network has a significant influence on their academic performance as it help them in their research and dissemination of information to classmates.

### **Conclusion and Recommendation**

The results showed that students were aware of social media with Facebook and Whatsapp having more awareness and usage. The students also had limited access to social media. Social network have significant influence on their academic performance of the students by improving their grades as it helps them in their research and dissemination of information to classmates. In the light of the findings of this study, the following recommendations are made:

1. Students should be educated on the influence of social media on their academic performance.
2. Teachers should ensure they use social media as a tool to improve their academic performance of students in schools.
3. Students should be monitored by school authority, teachers and parents on how they use these sites.
4. Students should manage their study time and prevent distractions that can be provided by the social media. There should be a decrease in the number of time spent by students when using internet.
5. Social networking sites should be expanded and new pages should be created to enhance academic activities and avoid setbacks in the student’s academic performance.

6. The students should create a balance between chatting and academic activities. More attention should be directed to research.
7. The use of social media network by students should focus on the academic relevance of those sites instead of using them for negative purposes.

### Suggestions for Further Studies

This study serves as a basis for further research study on social media and the academic performance of students. Similar studies should be conducted in other states of the federation so as to bring about improvement in the academic performance of students through the use social media networks and to create more pages for research and academic activities, thereby avoiding distraction which leads to deviation from their academic works. Such studies is also necessary in other schools of various professions for better comparison and analysis.

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