

Role and impact of social network on academic performance of business education students in Universities in Rivers state

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Abstract

The study establish role and impact of social network on academic performance of Business Education students in Universities. Correlational research design was adopted in the study. The area of the study was in Rivers State. A population of 2,168 respondents comprising of Rivers State University and Ignatius Ajuru University of Education Business Education students was used for the study. The entire population was not studied and as such a sample of 346 was determined through Taro Yamane formula with simple random sampling techniques. Two research questions and two null hypotheses guided the study. A structured questionnaire tagged ‘‘Role and Impact of Social Network on Academic Performance of Business Education Students in Universities’’ (RISNAPBESU) was used by the researchers. Instrument for the study was the questionnaire, validated by three experts in the field of study and reliability coefficient of 0.78 and 0.86 were obtained using Pearson Product Moment Correlation through test-retest method of estimating reliability. Research questions were analyzed with mean and standard deviation and the null hypotheses were tested with Pearson Product Moment Correlation Coefficient statistical tool. Findings from the study showed amongst others that decrease in productivity, poor grammar usage, reduction in research capabilities, addiction problems, reduction in real human contact are the impact of social networking sites on Business Education students academic performance, and the role social media play is that it facilitate learning, gives access to information, help to gain knowledge, build relationship, ideas and so on. Based on the findings, conclusion was made and recommendations made amongst others includes that Head of Departments, lecturers should educate both fresh and returning students on the impact of social networking on their academic performance and lecturers at the end of lecture should engage student with series of assignment that involves the use of internet and social media as to enable them utilize it effectively.

Keywords: role, impact, social network, academic performance, business education, students

Introduction

Today the world is praising the advancement in information technology which has widen the range of communication through information and communication technologies (ICTs). Ufuophu and Ayobami (2012) ^[27] observed that information and communication technology includes internet, satellite, cable data transmission and computer assisted equipment. Social network is a social structure made up of individuals or organizations called ‘‘nodes’’ which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships or relationships of beliefs, knowledge or prestige (Adeboyein; Asemah & Edego, 2012) ^[2]. Social networking sites engage student and need to be studied as distributors of information. The medium of internet has evolved with growth in its applications, most students use social networking site in conducting group project and assignment and have been found to be very useful in having group work (Zanamwe & Okufandirimbwa, 2013). The interactive nature of online environments has expanded with social networks connecting through social network sites are being used in various ways like forming communities, chatting, blogging among others, apart from the fact that different institutions use sites for one event or the other and for the development of the institutions, students form communities or groups on different social

networking sites, most offer, these sites has little or nothing to do with their academic achievement.

The internet is more than just a means of seeking information. People have discovered that the internet can be used to connect with other people for educational, business or commercial purpose, to make new friends, or to reawaken friends and long lost relatives. The emergence of social networking sites (Social Network Sites) simplifies the process because they do not require advanced internet knowledge or experience and are made up of a wide range of different formats and topics (Ufuophu & Agobami, 2012) ^[27]. This means that anyone can connect through social networking. With such acceptance, it is no surprise that social networkings have impacted negatively or positively on to the way people live and socialize (Mc Quail, 2008) ^[17].

Social networkings are also being used by teachers and students as a communication tool, especially in the west. It is a bi-directional process as students are using these medium to share comments and having lecture with their teachers or lecturers. The use of social media among Business Education students has reached high levels and has affected their study time, poor grammar and wrong spellings when socializing on social media as well as diverting their attention from their studies (Ndaku, 2013). Students spend most of their study time on social networks than in their academic undertakings and it has affected their Cumulative Grade Point Average

(CGPA). Social network can also be referred to as a map of specified ties, such as friendship between the nodes being studied.

Concept of Social Networking

Boyd and Ellison (2007)^[5] viewed social networking as web-based service that allow individuals to construct a public or semi-public profile within a bounded system, articulate a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view transverse their list of connection and those made by others with the system. Mark (2013) opined that social networking is a platform that facilitate connection between people based on shared interest, values, membership in particular group, that is friends, professional colleagues. Social networking make it easier for people to find and communicate with individuals who are in their network using the web as the interface. Asemah and Edegoh (2012)^[2] observed that social networking is a structure made up of individual or organization called “nodes” which are connected by one or more specific types of interdependence, such as friendship, kingship, common interest, financial exchange, dislike sexual relationship or relationship of beliefs, knowledge or prestige. Kaplan and Haenlein (2007)^[13] viewed social networking as a group of internet-based application that build on the ideological and theological foundations of Web 2.0 and that allow the creation and exchange of users generate content, Social networking depend on mobility and web based technologies to create highly interactive platform through which individual and communities share co-create, discuss, and modify user-generated content.

Davies (2012)^[8] viewed social network as a web-based and mobile application that allow individuals and organization to create engage and share new user generated or existing content, in digital environment through multi-way connection, through this platform, individuals and organizations create profile, share and exchange information in various activities and interest. Helou and Rahim (2014) defined social networking as virtual communities which allow people to connect and interact with each other on a particular subject or to just “hang out” together, it provides users with a number of options to interact with each other through entertainment, chat, gossips and games. Kirschner and Karpinski (2009)^[14] depicts that social networking is an online directory that allows people to find their friends, family and colleagues. Ayiah and Kumah (2011)^[3] summed up the definition of social networking as a web platform where people from different settings can connect and interact with each other. The researchers viewed social media as an online structure that actively encourage the creation of communities, for the purpose of sharing information, ideas, career interest, and other form of expression within those who are connected to the communities.

Concept of Academic Performance

Academic performance refers to how well a student is accomplishing his or her task and studies (Scott, 2012). Grades are certainly the most well-known indicator of academic performance, grades are students’ scores for their classes and overall tenure. According to Ward, Stocker and Murray-what (2006)^[28], in Pandey (2008), Academic

performance refers to the outcome of education; the extent to which the student and teacher or institution have achieved their educational goals, Academic performance is the ability to study and remember facts and being able to communicate one’s knowledge verbally or written on paper. Academic performance of a child could be define as the learning outcomes of a child, this include the knowledge, skills and ideas, acquired and obtained through their courses of study, within and outside the classroom situation (Epunam in Uche, 2010). Academic performance is the outcome of determination; hard work, of student in academic pursuit. Pandey (2008) define all achievement as the performance of the pupils in their study in the school. This determines the pupil’s status in the class. This gives students an opportunity to develop or improve their grades and prepare for future academic performance. Academic performance relate to academic subjects a child studies in school and the skills the child is expected to master in each (Kathryn, 2010). Academic performance refers to excellence in all academic discipline, in a class as well as extracurricular activities, it includes excellence in sporting behaviour, confidence, communication skill and others. (Steinberg, 2005)^[25], as observed by Pandely (2008), academic performance encompasses student ability and performance; it is multidimensional; it is intricately related to human growth and cognitive, emotional and social physical development; it reflect the whole child’; it is not related to a single instance, but occurs across time and levels, through a student life. Academic performance of Business Education students is evaluated in number of ways for regular grading, student demonstrate their knowledge by taking written examination, performing presentation, submission of assignment and participating in groups activities and discussion, lecturers evaluate students through assignment, test and examination as to ensure how well a student has done. Poor academic achievement is a performance that is adjusted by the examiner and some significant others as falling below an expected standard (Aryana, 2010)^[1].

Role social media play on the academic performance of business education students

The following can be attributed to role Social Media Play on the academic performance of Business Education Students.

- **It facilitate learning:** The use of social media has helped Business Education students to learn through various online learning platform available to them, for instance the use of YouTube to watch educational videos has helped Business Education students to gain wider knowledge. This give teachers more time to teach in class rather answering questions and clarifying because of the extra time they had review with their students through social media. With the help of social media student ask their course mate or lecturers question out of school studying, motivated or confused, also it encourage online discussion among student outside the classes (Kist, 2012)^[15].
- **Access to information:** There are many groups that Business Education students can join through online platforms that are related to their course of study, demographic, school environment and much more, this group has increase their access to quality information as at when needed. Zanamwe, Rupere and Kufandirimbwa

(2013) observed that most student use social networking sites in conducting group projects and assignment and have been found to be very useful in having group work, some of the best information and result can be extracted from social media.

- **To gain knowledge:** Social media has help to enhance Business Education students academic performance and increase their knowledge through data and information gathering. When students are been given an assignment in school, they go through various online platforms to gather information so as to find solutions to their assignment. Cain (2009) ^[4] viewed that social network websites, provides ease of connecting people to one another, free of cost and after connecting one can post news, informative material and other thing including videos and pictures. This free of cost factor fascinate students for communication and data sharing. With the help of social media student connect with experts on topic via social media, such as Facebook, Google and YouTube these channels can be used to communicate campus news, make announcement and provide useful information, this engagement between students help tackle many issue through their interaction.
- **Build relationship:** Social media helps Business Education students to know each other better, it brings together two or more students, where they can share their problems which can get solve by their follow colleagues. If a students' find out that he or she is having a problem in a particular course he or she can open up through chat and finds genius who can provide a solution to the problem. social media can allow students to access a variety of knowledgeable peers, parents, community members, children's literatures, authors, academics and other people who might not otherwise be available, teachers have had their students write blog posts for certain assignment and then share their assignment to their social media account. Student can enjoy Facebook from not only their teacher but also from others who have re-reviewed their problems (Nick & Antonio, 2016) ^[20].
- **Idea of technologies:** By spending so much time with technologies, Business Education students develop more familiarity with computers and other electronic devices with the increased focus on technology in education and business, this help students to build up skills that will aid them through their school life.
- **It cause distraction:** Many students stick to their gadget without concentrating on their study. It is a bad idea to waste any judicious time on social media platform without gaining anything from it. Business Education students ought not to be carried away by social media platform because it will affect their academic performance.
- **It causes social problems:** Social media has created many social problem to students, in these modern days, most Business Education students tend to choose online communication rather than having read time conversation and then leads to students becoming an introvert; they believed that associating with their fellow students they will get corrupt, and this affect their academic performance.

- **Increase health challenges:** The use of computers, mobile phones and various gadgets to access online platforms by students harm them when used frequently, Business Education students get expose in bad posture. Eye strain, physical and mental stress.

Impact of social media on business education student's academic performance

According to Metropolitan School of Business and Management (2013), there is no doubt that social networking communities are here to stay because since the last decade, the popularity of the social networking sites have increased rapidly. In many ways, social media has led to positive changes in the way people share information and communication. This is not to say that there are no negative sides to the use of social media, in fact the negative impacts seems to outweigh the positive ones. With most social media platforms having well over 200 million users, there is no doubt that students are actively engaged in these networking sites. It has been proven that students who are actively engaged in social media networking sites perform more poorly than other students who are not. It is easier to get distracted by the various social media networking sites. Business Education students are more likely to be faced with the temptation of surfing the web, chatting with friends and visiting the various social and media websites rather than focus on getting their school work done in time. For a Business Education student, the negative impacts of social media networking sites on academic performance include:

- **Decrease in productivity:** Social media networking sites decrease productivity as so many students end up spending the better part of their study hours checking those sites, rather than get their assignments done, they spend the whole time either tweeting or posting messages on facebook. There is bound to be a reduction in students focus of attention when they are studying and at the same time trying to get involved in activities on these social sites. This often time causes a drastic reduction in their academic performance.
- **Encourages poor grammar usage:** Not only does the active involvement in the social sites encourage the poor use of grammar but also spellings, as students mostly use slang or shortened forms of words. Using twitter as an example, twitter limits its users to the use of 140 characters. Therefore users will have no other option than to abbreviate their words as much as they can, just to enable their thoughts fit into the 140 character provision. "There is, after all, only so much information that can be obtained in 140 characters. While the option to dig deeper may be present through embedded links in Tweets, for example, there may be little reward in pursuing those connections for students." As a result of the excessive use of abbreviated words and slang by students on social networks, they start to rely on the computer grammar and spell checkers on their devices. This results in the reduction of their command over English language and also their writing skills (David, 2014) ^[7].
- **Reduction in research capabilities:** Learning and research capabilities have experienced drastic low reduction as a result of students relying more on the

information accessible easily on these social networking sites and web in general.

- **Addiction:** The researchers viewed that constant visitation to social sites can become very addictive and this is not a good thing because it is sure to affect one's academic performance. A greater part of students' time is spent on the social sites and they do not even have time for themselves let alone their studies. Being addicted to social sites will turn students mind from important things like studies to trivial ones and this will tell on their grades as they are most likely to experience a drastic drop in their grades. And it will certainly lead to bad academic performance.
- **Reduction in real human contact:** Students spend so much time on social sites that they begin to spend little or no time at all socializing in person. As a result of this, students are not able to effectively communicate in person. It should be known that effective communication skills are key to success in the real world and employers are getting more and more dissatisfied with the communication skills of graduates due to this reason. Also, Olubiyi (2012) ^[22] lamented that Nigerian students (Business Education Students inclusive) utilize the social media almost 24 hours per day without achieving a viable thing. Even in classrooms and lecture theatres, Olubiyi observed that some students are always busy ping-pong or Facebooking, while lectures are on. Times that ought to be channeled towards learning, academic research and innovating have been crushed by the passion for meeting new friends online, and most times they are busy discussing trivial issues. Hence most students' academics suffer setback as a result of distraction from the social media. Obi, Bulus, Adamu and Sala (2012), observed that the use of these sites also affects students' use of English and grammar. The students are used to short forms of writing words in their chat rooms; they forget and use the same in the classrooms. They use things like 4 in place of for, U in place of You, D in place of the amongst others and this could affect their classroom assessment. Ibrahim (2012) ^[11] posited that most students prefer being on the site than reading their books. Students are often being observed during school time in the various hiding places either discussing social media and other issues on social media

Statement of the Problem

Social networking is regarded as one of the means which has made knowledge to be easily accessed. The researchers observed that Business Education students have not been able to integrate social networking into their academic performance; learning process and these seems to be used for only their social life which has caused additional problems for students in Business Education as they chat while lectures is actually going on and this in one way or the other has affected their academic performance. It is also observed by the researchers that social media play negative and positive role in the life of Business Education students' possible precautions that can be carried or taken to control the impact of social networking sites is not taken by the students and corrective measures are also not taken by the students. These and other issues lead the researchers to a study of this magnitude.

Purpose of the Study

The aim of the study was to investigate role and impact of social network on academic performance of Business Education Students in Rivers State. The study aimed to;

1. Determine the impact of social networking sites on Business Education Students in Rivers State.
2. Determine the role (positive or negative) social media have played on the academic performance of Business Education Students in Rivers State.

Research Questions

The following research questions were raised for the study:

1. What is the impact of social networking sites (SNS) on Business Education Students academic performance in Rivers State?
2. What role (positive or negative) have social media played on the academic performance of Business Education Students in Rivers State?

Hypotheses

The following hypotheses were formulated and tested at 0.05 level of significant.

1. There is no significant relationship in the responses of Rivers State University and Ignatius Ajuru University of Education Business Education Students on the impact of social networking sites on their academic performance.
2. There is no significant relationship in the responses of Rivers State University and Ignatius Ajuru University of Education Business Education Students on the role social media play on their academic performance in Rivers State.

Method

The study adopted a correlational survey design and area of the study was in Rivers State, population of this study consists of 2,168 year two to final year students in the Department of Business Education in Rivers State University and Ignatius Ajuru University of Education, details of the information from each institution and Department is shown in Table 1 below. Sample size of 346, determined through Taro Yamen formular, was adopted with simple random sampling technique. Instrument used for this study was a self-structured questionnaire developed by the researchers and tagged Role and Impact of Social Network on Academic Performance of Business Education Students in Universities (RISNAPBESQ). The questionnaire has two sections A and B, Section A was for demographic information of the respondents while section B was to elicit answers for the research questions posed and structured in a four point rating scale of Strongly Agreed to Strongly Disagreed. The instrument was validated by three experts in the field of study. Corrections and inputs made by the experts were taken into consideration by the researchers, before the final copy of the instrument was produced for administration to the respondents. Reliability was done through test re-test method, the test was administered to 25 respondents who were not part of the study group on two different intervals, the first test was given to the chosen group and after one week interval, same test was administered to the same group, and the two sets of scores were correlated. Pearson's Product Moment Correlation Coefficient statistical tool was used. The computation yielded correlation coefficient of 0.78 and 0.86.

This result revealed that the instrument that was employed in this study is reliable. The instrument was administered to the respondents by the researchers and was retrieved one weeks after administration from the two universities in Rivers State that offers Business Education programme and care was taken to avoid embarrassing questions as the researchers explained to the respondents the purpose of the research and why it is necessary to fill and answer the questionnaire. Data collected for this study were analyzed using mean and standard deviation to answer the research questions. The mean was computed for the average mean response and compared to the descriptive criteria of four (4) point scale. Decision for acceptance and rejection was made by the researchers based on 2.50 and above as agreed and below 2.50 was disagreed and hypotheses were rejected if the calculated r-value is greater than the table r-value, otherwise

it was accepted.

Table 1: Population Distribution

S/N	Institution	Level of Students			Total
		Year 2	Year 3	Year 4	
1.	Rivers State University	292	329	259	880
2.	Ignatius Ajuru University of Education	435	448	405	1,288
	Total	727	777	664	2,168

Source: Exams and Record Officers of each, 2018

Results

Results for the study were presented as thus:

Research Question 1: What is the impact of Social Networking Sites (SNS) on Business Education Students Performance in Rivers State?

Table 2: Mean and Standard Deviation on Impact of Social Networking Sites on Rivers State University and Ignatius Ajuru University of Education Business Students Academic Performance.

S/n	Items	Rivers State University			Ignatius Ajuru University		
		X	S.D	Remark	X	S.D	Remark
1	Decrease in productivity.	3.20	0.34	Agreed	3.18	0.78	Agreed
2	Encourage poor grammar	3.19	0.75	Agreed	3.20	0.67	Agreed
3	Reduction in research capabilities.	3.17	0.72	Agreed	3.13	0.79	Agreed
4	Cause addiction problem	3.16	0.84	Agreed	3.14	0.40	Agreed
5	Reduction in real human contact	3.18	0.85	Agreed	3.05	0.66	Agreed
6	Total Mean/S.D	15.9	3.3	Agreed	15.7	3.25	Agreed
7	Grand Mean/S.D	3.18	0.66	Agreed	3.14	0.65	Agreed

Source: Field Survey Data, 2018

Table 2 which is for research question one showed that all items on the table were accepted the respondent agreed that decrease in productivity, poor grammar usage, reduction in research capabilities, addiction problem, and reduction in real human contact, are impact of social networking sites on Business Education Students academic performance, the confirmation was made by the grand mean of 3.18 and grand

standard deviation of 0.66 for Rivers State University while 3.19 and 0.65 for Ignatius Ajuru University of Education.

Research Question 2: What Roles (Positive or Negative) has Social Media played on Academic Performance of Business Education Students in Rivers State?

Table 3: Mean and Standard Deviation on Role (Positive or Negative) Social Media played on Rivers State University and Ignatius Ajuru University of Education Students in Rivers State.

S/n	Items	Rivers State University			IgI Ignatius Ajuru University		
		X	S.D	Remark	X	S.D	Remark
6	Facilitate learning	3.18	0.77	Agreed	3.02	0.86	Agreed
7	Student have access to information	3.08	0.78	Agreed	3.02	1.22	Agreed
8	Student build more relation via social media.	2.98	0.83	Agreed	2.99	0.77	Agreed
9	To gain knowledge.	3.18	0.62	Agreed	3.00	0.77	Agreed
10	Idea of new technologies	3.27	0.60	Agreed	3.15	0.64	Agreed
11	It cause distraction	3.14	0.40	Agreed	3.16	0.64	Agreed
	Total Mean/S.D =	18.83	4.00	Agreed	18.34	4.58	Agreed
	Grand Mean/S.D =	3.14	0.67	Agreed	3.06	0.76	Agreed

Source: Field Survey Data, 2018

Table 3 which is for research question two showed that all the six items in the table were agreed, the respondent agreed that social networking facilitate learning, that students have access to information build more relation via social media, gain knowledge, idea of new technologies, distraction, are the role social media has played on academic performance of Business Education Students in Rivers State. This confirmation was done by grand mean of 3.14 and standard deviation of 0.67 for Rivers State University while 3.06 and 0.76 for Ignatius Ajuru University of Education.

Hypotheses Testing

The hypotheses testing was done according to the way it was stated in the study, details is as shown below:

Hypothesis 1: There is no significant relationship in the response of Rivers State University and Ignatius Ajuru University of Education Business Education Students on Impact of Social Networking Site on their Academic Performance.

Table 4: Computation of Correlation of Coefficient for Relationship Between Rivers State University and Ignatius Ajuru University of Education Students on Role (Positive or Negative) Social Media play

Variable	N	$\sum X$	$\sum X^2$	$\sum Y$	$\sum Y^2$	$\sum XY$	α	r-cal	r-crit	Remark
RSU	168	425.4	1664.7			1055.91	0.05	0.14	0.09	Significant
IAUOE	168	4.117	1111.5							

Source: Field Survey Data, 2018

Since the r calculated value of 0.14 is greater than r-critical value of 0.09 the null hypothesis of no significant relationship is rejected. However, to further confirm the significant of r a t-test was conducted at 0.05 significant level with a degree of freedom of 166 and the result was found to be 23.7 which is far and above the critical value of 1.78, meaning it is significant and the correlation coefficient cannot be attributed to sampling error. This implies that there is significant positive relationship on the impact of social networking on the academic performance of Business Education Students in Rivers State.

Hypothesis 2: There is no significant relationship in the response of Rivers State University and Ignatius Ajuru University of Education Business Students on the Role of Social Media play on the Academic Performance.

Table 5: Computation of Correlation of Coefficient for Relationship between the Response of Rivers State University and Ignatius Ajuru University of Education Business Education Students on the Role of Social Media play on their Academic Performance.

Variable	N	$\sum X$	$\sum X^2$	$\sum Y$	$\sum Y^2$	$\sum XY$	α	r-cal	r-crit	Remark
RSU	168	429.4	1209.64			1097.68	0.05	0.23	0.09	Significant
IAUOE	168	4.201	1146.65							

Source: Field Survey Data, 2018

Since the calculated r-value of 0.23 is greater than the r-critical value of 0.09, the null hypothesis is rejected, however, to further confirm the significance of r a t-test was conducted at 0.05 significant level with a degree of freedom of 166 and the result was found to be 3.04 which is far and above the critical value 1.98; meaning it is significant and the correlation coefficient cannot be attributed to chance, this implies that there is significant positive relationship on the role social media has played on the academic performance of Business Education Students in Rivers State.

Discussion

Findings from research question one proved that decrease in productivity, poor grammar usage, reduction in research capabilities, addiction problem, reduction in real human contact are the impact of social networking sites on Business Education Students academic performance. The findings is in agreement with the view of Olubiye (2012) who depicts that students spend so much time on social networking sites that they begin to spend little or no time at all socializing in person. Olubiye also lamented that Nigerian student utilize the social media almost 24 hours per day without achieving a viable thing, in agreement with Olubiye, Obi Bulus, Adamu, and Sala (2012) depict that the use of these sites affect students use of English and grammar agreeing with Olubiye,

Obi *et al*, Ibrahim (2012) [11] opined that most student prefer being on the site than reading their books. In agreement with Ibrahim, Metropolitan school of Business Management (2013) [18] opined that there is no doubt that social networking communities are here to stay because since the last decade the popularity of social networking sites have increase rapidly. In many ways, social media has led to positive and change in the way students exchange or share information and communication, agreeing with Olubiye, Obi *et al*, and Metropolitan school of Business Management, David (2014) [7] opined that as a result of excessive use of abbreviated words and slang by students on social networks they start to rely on computer grammar and spell checker on their devices which result to the reduction of their command over English Language and their skills. The researchers were of the view that continual visitation of social networking sites can become very addictive to students which is not good because it can impact negatively on students’ academic performance though it can also be of positive impact to students if used for learning purposes.

Findings from research question two proved that the role social media play on the academic performance of Business Education students is that it facilitate learning, access to information, to gain knowledge, build relationship, idea of new technology and it cause distraction. In agreement with the findings Cain (2009) [4] depicts that social network websites provide ease of connecting to one another, free cost and after connecting one can post news, informative material and other thing including videos and pictures, this free cost fascinate students for communication. Agreeing with Cain, Fist (2012) depicts that with the help of social media, students ask their course mate or lecturers questions out of school studying, also encourage online discussion among students outside classroom. Social media allows students to access a variety of knowledgeable peers, parent community members, children’s literature, authors, academics and other people who might not otherwise be available, teachers have had their students write blog post for certain assignment and then share their assignment to their social account. The researchers in agreement with Cain and Fist viewed that some of the role social media play in academic performance of students includes; idea of new technology, causes distraction, social problem amongst others.

The result of hypothesis one showed that there is no significant relationship in response of Rivers State University and Ignatius Ajuru University of Education Business Education Students on the impact of social networking site on Business Education Students academic performance. The null hypothesis was rejected in favour of the alternative hypothesis since the calculated r-value is higher than the critical r-value significant to be attributed chance. The result of hypothesis two of no significant relationship in the response of Rivers State University and Ignatius Ajuru University of Education Business Education Students on role social media has played on their academic performance is rejected as the calculated value of r is too significant to be due to sampling error.

Conclusion

Based on the data analysis in the study, finding and discussion made, the researchers concluded that, there is a significant relationship on the impact of social networking sites on the academic performance of Rivers State University and Ignatius Ajuru University of Education Business

Education Students in Rivers State and that some of the role social media has played on Rivers State University and Ignatius Ajuru University of Education Business Education Students academic performance includes that, it facilitate learning, have access to information, build more relation online, gain knowledge, ideas of new technologies and causes distraction. The researchers also concluded that if students utilize the social media effectively, it help them in their academic because it will upgrade their knowledge and also improve their performance.

Recommendations

Based on the findings and conclusion made from the study, the researchers recommends the following:

1. Head of Departments, lecturers should educate both fresh and returning students on the impact of social networking on their academic performance.
2. Lecturers at the end of lecture should engage student with series of assignment that involves the use of internet and social media as to enable them utilize it effectively.

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