

## SOCIAL MEDIA; NEGATIVE EFFECT ON ACADEMIC PERFORMANCE OF SECONDARY SCHOOL STUDENTS IN NIGERIA

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**ABSTRACT:** *Obviously, it is common among the secondary school students in Nigeria that they lure of using social media as mode of communication and interaction among themselves. However, these social media such as Facebook, and Twitter and so on are using negatively and inappropriate to the levels in which they cannot benefit from it. In addition, many students of secondary schools in Nigeria today acquired antisocial behaviours such as fraudulent habit and other bad characters which peculiar in social media while thousands the of students in our country podcasting their reading culture because they are spending much time on the social media. Similarly, social media affect the reading culture of many secondary students in Nigeria because they prefer to spend many hours on the social media than to read their books. Yet, the incident of yahoo rampant in rural , urban and Riverine area in Nigeria while teenagers believe that it is short cut for them to become millions over night . Meanwhile , this has been generated to famous calamity among secondary school students in our country.*

**KEYWORDS:** social media, performance, academic, school, students, negative effect, teenagers, culture, anti- social, behaviours.

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### INTRODUCTION

Social media exploded as a category of online discourse which enable people to create contents, share them, bookmark them and network at a prodigious rate. This breached the gab that existed in communication where people had to rely solely o traditional methods such as letters and phone calls as a mode of getting in touch with friends and relatives.

Basically, the involvement of secondary school students on the social media increase daily basis in Nigeria. However, the inability of the students to read can be traced to procreating that are common among the students because they lure to spend much time on social media. Yet, they prefer to concentrate on the social media than to read. Therefore, they forget of reading culture. Yet, the negative of the students using social media leads to poor academic performance while thousands many learn back characters it. Yet, social media contributes to the laziness of the students because they prefer to spend much time on the social media than reading their books. Maya (2015), revealed that media use contribute to lower academic performance, low self-

perceptions and less interest in college oriented carriers. Academic excellence plays an important role in an individual's life; be it in the family, at social gatherings, at workplace, in an institution or even among peers. Much emphasis is placed on academic excellence because of the role it plays in an individual's life as far as a successful life and respect is concerned in every part of the world. Due to this, many people are concerned with the ways that they can improve their academic performance Kyoshaba, (2009). Studies have also revealed that social media affects students' use of English. They tend to use short-handwriting to chat with friends and get used to it thereby replicating the same errors during examinations (Kyoshaba, (2009).). Today students at all levels especially tertiary level have been engaged in the use of social networking sites (SNSs). This research therefore seeks to investigate the level of engagement. Kyos (2002)., argued that students are socially connected with one another and therefore share their daily learning experiences and do conversation on various topics through social media whereas Kuppuswamy and Shankar (2010), reviewed that social network websites grab students' attention and then diverts it towards non-educational and inappropriate actions including useless chatting . Kyoshaba, (2009). Studies have also revealed that social media affects students' use of English. They tend to use short-handwriting to chat with friends and get used to it thereby replicating the same errors during examinations,. Kuppuswamy and Shankar (2010), who argued in their study that social networks distracts the attention and concentration of the students toward learning and converts it towards non educational activities such as useless and unnecessary chatting, there have been several studies conducted afterwards whose findings are contrary to this claim. For instance, the study conducted by titled "the impact of social networking in Enriquez, J.G. 2010. promoting education" revealed that students benefit from chatting with other students, teachers and external sources to acquire knowledge. Also, Yunus and Saleh.(2022).

Folorunso, O.; Vincent, R. O.; Adekoya, A. F. & Adewole O. O. (2010). enumerated some of the risks associated with social media which included criminal activities such as identity theft and fake contacts which is prevalent today, sexual abuse or harassment and unsuitable advertising. Owusu and Agatha (2015), titled "use of social media and its impacts on academic performance of tertiary students" revealed that majority of students in Ghana were engrossed in social networking sites. It also brought to light that most users utilized these sites for chatting and downloading purposes only which affected their academic performance negatively. Haseena, M. L. F. & Rasith, P. M. M. (2016) view that most respondents in their study experienced negative effects such as poor grammar spelling , late submission of assignments , less study tie and poor academic performance as a result of usage of social media.

## **Types of Social Media**

### **Social networking sites**

Most of us are familiar with social networking sites like Facebook, Twitter, and LinkedIn. These platforms help us connect with friends, family, and brands. They encourage knowledge-sharing and are all about personal, human-to-human interaction. A social networking site is a Jill of all trades. Users can share thoughts, curate content, upload photos and videos, form groups based on

interests, and participate in lively discussions. They're built around the user and everything that's important to them and their social circles. Also, they help us to measure the social media ROI which helps us in planning an effective marketing strategy. So how can social networking sites help your business?.each a target audience through ads: These platforms cultivate large, diverse communities. Advertisers can rent permission to interact with people based on specific targeting metrics. For instance, an advertiser who wants to reach a predominantly young crowd could advertise on an app like Snapchat while those who want to reach a professional user may find LinkedIn more appropriate. Because these platforms are incredibly data-rich, we can reach a lot of the right people without blowing the entire ad budget.

-Network: Engage with followers, find like-minded customers or potential business partners through hashtags and groups, and build connections.

-Research: Social networking platforms are a great place for digging up customer research and using social listening tools to track conversations around specific terms. This can help us understand (and serve) our audience better.

### **Social review sites**

What's one of the first things you do when planning a trip or buying a new product? If you're anything like us, you'll head straight to the reviews.

Review sites like Yelp and TripAdvisor display reviews from community members for all sorts of locations and experiences. This eliminates a lot of the guesswork that goes into booking a restaurant or hotel. Not sure it's the right thing for you? Check out the reviews and you'll know.

### **Image sharing sites**

Visual content like images, infographics, and illustrations capture our hearts, eyes and imaginations. Social media platforms like Instagram, Imgur, and Snapchat are designed to amplify the power of image sharing. Users create, curate, and share unique images that spark conversation and speak for themselves. A picture can be worth a thousand words to your business. Use these sites to:

-Encourage user-generated content: Image sharing sites are a gift for photogenic businesses. You can run campaigns encouraging users to snap and share a pic with your product and a unique hashtag.

-Create inspiration: By creating, curating, and sharing your own images, you can inspire and engage users, bonding over a shared interest.

### **Video hosting sites**

YouTube revolutionized the way we watch, create, and think about video. It transformed the medium into something accessible. Recent improvements in tech and connectivity helped video go the rest of the way. Video hosting platforms like YouTube and Vimeo help creators put together content and share it to a platform optimized for streaming. This accessibility makes video a super important medium. Use video hosting sites to:

-Share phenomenal content: Yes. This point is a bit obvious, but creators can use YouTube to build communities and get their content out there.

-Engage: YouTube's comment section offers plenty of opportunities to get to know the people watching your content.

### **Community blogs**

Sometimes an image or post isn't complex enough for the message you've got to share, but not everyone on the internet wants to run a blog from a self-hosted website. That's a lot of work.

Shared blogging platforms like Medium and Tumblr give people a space to express their thoughts and help connect them with readers. These community blog sites provide an audience while allowing plenty of room for customization and self expression. Use them to:

-Develop your voice: Starting a blog can be daunting. Use platforms like Medium and Tumblr to find your voice, get some readers, and get clear about your vision.

-Syndicate content: If you do have a blog, you can use community blogging platforms to share, re-purpose, and re-post older content and expose it to a new audience.

### **DISCUSSION SITES**

While most of us have seen many a heated discussion happen on Facebook, discussion sites like Reddit and Quora are specifically designed to spark a conversation. Anyone is free to ask a question or make a statement, and this attracts people with shared interests and curiosities. However, unlike Facebook and Instagram, users tend to give out less identifiable information.

So how can these platforms help your business?

-Research: Reddit is made up of different sub-communities. With a bit of research, you can find and engage people in your field, discover what they're asking, and use this as a starting point for your content marketing strategy.

A-answer questions: Quora users ask all sorts of questions. Answering them can help establish you as a thought leader and drive more traffic to your site.

### **Sharing economy networks**

Sites like AirBnB and Rover aren't just a cool place to find cheap holiday rentals or a pet sitter. Sharing economy networks bring people who've got something they want to share together with the people who need it. These communities provide opportunities that won't exist otherwise by pooling resources on a large scale that wouldn't be possible without technical problems.

### **Effect of Social Media on Academic Performance of Secondary School Students in Nigeria.**

Basically, the effect of social media has been contributed to the negative impact on education of secondary students both male and female in Nigeria. However, thousands of secondary school students in our country found it cumbersome to spend less than twenty minutes on reading while they can not spend more than hours on the social media. Therefore, there is tendency which indicates that thousands of the students in Nigeria in Southern Northern, Eastern have the same social problems. In addition, the challenging facing secondary school students Nigeria today is inability to read and comprehensive and has been generated to mass failure in public examination such WSSCE, and NECO as well as other examination body in Nigeria.

Apparently, social media has been contributed negatively to the life of many secondary school students in Nigeria, many students like to procrastinating their study and spending much time on social media. However, the poor standard of education in our country today can easily being tracing to the inability of the students time they spend on social media much then time on their study. In 1960s , Nigeria education was respected all over the countries in aboard , because the students were performed well and they devoted much on their studies than the situation of education in Nigeria today where students cannot defend their certificates , because they are spending much hours on social media.

### **Implication of Social Media on Academic Performance of Secondary Students in Nigeria.**

Indeed, many students perform woefully in their academic today because of their inability read and understanding, they spend much hours on social at home and even the schools. in addition , majority of students belief much on the information weather is right or wrong than reading their books. Similarly, thousands of students learn bad attitudes from social media. For instance, four teenagers killed a girl at Ogun state just recently for ritual after the arrested them and they were interrogated they confessed they learnt it from social media. In addition, it is easy for them to acquire bad characters but they find it difficult to read and perform well on their studies.

Undoubtedly, many students failed external examination yearly, because they are not serious to study but they fully free to spend their time to study on social media. Indeed, thousands of secondary school students have problems through the uses of social media and this contributed negatively to their academic performance . However, they fond to spend many hours on social media instead to focus on their studies , even many still lure to procreating their reading culture . undoubtedly , many students acquire bad characters on the social media which affect their academic achievement .

### **CONCLUSION**

Undoubtedly, parents have vital roles to play on negative effect of social media , they need to monitor their children at home and give them advise on the implication on uses of social media negatively. Similarly, the teachers who serves as loco parentis , they are responsible to guide them at schools and always organize seminar for them such as the effect of social media on their academic performance . Yet, government should not left behind on how to discourage the secondary school students on the wrongly uses of social media instead to make uses of it positively to enhance their academic performance. In addition, government needs to regulate the social media in Nigeria to avoid the negatively uses among secondary school students.

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