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The Influence of Facebook and Twitter on the Academic Performance of Postgraduate Students of the University of Ibadan, Nigeria

ABSTRACT

This study examines the effect of social networking sites on students. It investigates the influence of Facebook and Twitter on the academic performance of postgraduate students of University of Ibadan. The study employs survey and literary investigative approaches. Chapters in books, scholarly articles in reputable journals, internet sources, and others serve as our critical sources of references and illustrations. Furthermore, this study is foregrounded on Technological Determinism Theory which recognises the positive effect of technology and its wide usage by people with diverse cultures. The theory simply explains how technology does not adulterate cultures but help in reshaping, polishing and fine-tuning them. The study reveals among other findings that postgraduate students of the University of Ibadan spend much time on Facebook and Twitter, and that this has positively affected their academic performance. The study concludes that students and youths should channel the use of Facebook, Twitter among other social networking sites into improving their academic performance, by creating study groups on these media platforms.

KEY WORDS

Media literacy. Social Networking Sites. Facebook. Twitter. Postgraduate Students.

1. Introduction

Postmodernism and globalisation lends credence to the growth and development of social networking. Globalisation is a relatively recent term used to describe the changes in societies and the world economy and results from dramatically increased international trade and cultural exchange.¹ When Marshal McLuhan expatiated on the maxim, the world is a Global Village, what he meant was the convergence in thoughts, messages, popular culture and so on, with the introduction of electronic mass media, the print media, and most recently, social networking sites. Social networking has confirmed McLuhan's prophecy of the world becoming a Global village. Media technologies such as television have been able to bring, connect and interconnect countries and continents into a single unit. This implies that ideologies are being shared by various countries with the media of communication, cultures are being sold and assimilated and traditions and mores are being eroded, discarded and accepted. This is a fusion and an interfusion of cultures.

Communication media have a means of socialisation. People of different races, backgrounds, educational qualifications, gender, ideologies, identity and so on, come together to share and crossbreed ideas and ideologies. In recent times, there has been a convergence of these media of communication. Television, film, radio, the print media-magazines, books and newspapers come together in the same platform to express their different functions of entertainment, information, stimulation and education. The Internet "*has been able to facilitate an intersection between the hot and cool media.*"² Paradigmatically, *Vanguard* and *Punch* Nigerian newspapers, one can easily be assessed (i.e. the news itself), on their website. These online news platforms also incorporate videos and audio to accompany the texts.

Media technologies and convergence have led to an influx in social networking sites. Social networking sites such as *Facebook*, *Twitter*, *Youtube*, *Instagram*, *Badoo*, *2go*, *Eskimi*, *LinkedIn* *Snapchat* and so on, have been able to bridge the gap, nay fill the lacuna created by the traditional and broadcast media (television, radio, newspapers etc). Social Networking sites have also facilitated an increase in political participation. They have made almost every human being politically active as Oladitan and Anyanwu aver that.

The digital world has broken down every existing wall between political gladiators and society, creating an avenue for freedom of expression for the citizenry. The emergence of social media has made it easy for people to unanimously express subjective opinions and comments against political gladiators in society without any fear of arrest.

The increase in the number of Social Networking sites and the accessibility of these sites by the old and young, is as a result of the emergence of the internet as a fast communication channel. The villagisation (permit us to use this term-by villagisation, we mean making Social Networking sites and platforms popular among rural dwellers) of Social Networking sites has facilitated an increase in the intercourse of ideas, thoughts and opinions. Without doubt, in Nigeria, Social Networking sites such as *Facebook*, *Twitter*, *Eskimi*, *LinkedIn*, *Badoo*, *Instagram*, *2go*, *Snapchat* and others are mostly utilised by youths-especially students. By and large, the proliferation of these social networking sites has led to the dependence of students on them for information, education, communication, entertainment and most importantly, socialisation. The above mentioned Social Networking sites have positive and/or negative effects on their audience-especially students as various media effect theories have appropriated. In fact, Social Networking sites have created a different *modus operandi* in the teaching and learning process in Secondary, Post-secondary and Tertiary institutions in Nigeria. It is against this backdrop that this study examines the influence of Social Networking sites on the Academic performance of Postgraduate students of the University of Ibadan, Nigeria, with a focus on Facebook and Twitter.

¹ ODUMU, A., OHIARE, A.: Discourse construction in blogs on South African xenophobic violence. In ODEBUNMI, A. et al. (eds): *Grammar, Applied Linguistics and Society: A festschrift for Wale Osisanwo*. New York : Obafemi Awolowo University Press, 2016, p. 21.

² VIVIAN, J.: *The media of mass communication*. Boston : Pearson Publishers, 1991, p. 234.

2. Historical Discourse on Facebook and Twitter

Facebook, is undoubtedly the most popular and most utilised of all social networking sites. It is one of the few Social Networking sites that are automatically configured on Smart and Android phone devices. It is an audio-visual social networking site. Participants on Facebook share ideas and communicate with pictures, texts, videos and audio. Communities are created on Facebook. These communities are groups that share information, ideas and communicate among themselves about issues that are prevalent in the society. One can only see the information shared or participate in the idea sharing process when one is a member of this group or community. Facebook also allows participant to create a profile, search and receive friend requests. Participants can upload profile pictures, tag pictures and comment on pictures of friends. It also gives participants the opportunity to upload and share information, either public or private.³

Facebook as a software package is a default application in most mobile phone, ipads, and other mobile gadgets. With the high utility of telephone handsets, it is gain saying that users of Facebook in Nigeria, have exceeded the 20 million mark. It was created in February 2004 by a Harvard University undergraduate named Mark Zuckerberg. He co-founded Facebook with his college roommates and fellow computer science students, Eduardo Saverin, Dustin Moskovitz and Chris Hughes. The site was initially created for Harvard Students only. However, between early 2005 and 2006, Facebook expanded firstly to high school networks and eventually to every internet user in general.⁴ The role Facebook plays in the daily lives of Nigerians cannot be overemphasised. It constructs the thought pattern of its users and information is being circulated among friends and communities. Facebook circulates culture. As a medium of communication, it also aids countercultures. By counterculture, we mean actions, situations, attitudes and cultures that are oppositional to traditional and existing culture. For instance, in some traditional African societies, twin birth was seen as an abomination. Hence, twins were killed in these societies. Nevertheless, with the encroachment of Africa by the British, French, German, Dutch and Portuguese Colonial masters, countercultures or counter-traditions were introduced to stop this barbaric practice. Facebook also plays this role as it is used to enlighten the populace on issues that do not align with the norms of the society. This is exemplified in the political tussle in Egypt. Papacharissi and Oliveira aver that the Egyptian protests that led to the resignation of President Hosni Mubarak were organised through a complex network that combined heavy Twitter and Facebook use with other forms of interpersonal communication.⁵

President Hosni Mubarak clearly knew the power of the media, hence, he subjected it to the control of his government. This was to facilitate seclusion from the outside world. Thus, other countries would not be aware of the political imbroglio being caused by his government. He even relegated local and international journalists to the background. However, the democratic media (social media most notably Facebook and Twitter) filled in the gap left by the mainstream or traditional media of mass communication. The success of Facebook in this foray, is not far-fetched from the fact that it is one of the most liberal, if not the cheapest of all Social Networking sites. With a registered email or a telephone number, one can easily join the Facebook community.

On the other hand, Twitter is also one of the most utilised social networking platforms in Nigeria. But unlike Facebook and *Whatsapp*, it is a micro blogging site. The implication of the above statement is that Facebook and *Whatsapp* has the capacity to send and receive very lengthy characters. In fact, they are macro chat sites. However, on Twitter, the reverse is the case. D'Monte in Salau makes us understand that Twitter is an online social networking and micro blogging service that enables its users to send and read text-based messages of up to 140 characters, known as tweets.⁶ She states further that Twitter was

³ ASEMAH, E., EDEGOH, L.: An appraisal of the social media and insecurity in Nigeria. In WILSON, D. (ed.): *Communication and the New Media in Nigeria: Social Engagements, Political Development and Public Discourse*. Lagos : African Council for Communication Education, 2013, p. 240.

⁴ OZURU, E., EKEANYANWU, N.: Audience assessment of the influence of social media networks on the global news flow controversy. In WILSON, D. (ed.): *Communication and the New Media in Nigeria: Social Engagements, Political Development and Public Discourse*. Lagos : African Council for Communication Education, 2013, p. 105.

⁵ PAPACHARISSI, Z., OLIVEIRA, M.: Affective news and networked publics: A rhythms of news storytelling on Egypt. In *Journal of Communication*, 2012, Vol. 62, No. 2, p. 266.

⁶ SALAU, A.: *Twitter* as sews source to select audiences in Ilorin, Nigeria. In WILSON, D. (ed.): *Communication and the New Media in Nigeria: Social Engagements, Political Development and Public Discourse*. Lagos : African Council for Communication Education, 2013, p. 190.

created in March 2006 by Jack Dorsey and launched that July. The space of Facebook and some other networking sites are wider than that of Twitter. The founder of this blog never intended it to be used for news dissemination. He made it a service for friends, family and co-workers to communicate and stay connected through the exchange of quick, frequent messages in 140 characters or fewer that are posted on one's profile or one's blog and sent to one's followers.

From the formative stage of Twitter till date, it has grown to become a global social networking site. Access to smart phones and browsing devices, and so on even in Third World nations of the world is a major factor that has facilitated the increase in users of Twitter. As at 2012, the users of this networking site number approximately 500 million and this has increased considerably. The popularity of Twitter in the social networking enterprise further comes to bear in Salau's articulation that new media are rapidly outflanking traditional ones because of their immediacy and proximity.⁷ Messages sent via Twitter are received within seconds and are easily understood in the confines of our privacy. With this, the dissemination of information becomes rapid and response becomes immediate. Traditional mass communication media like radio and television take a longer time to relay information. In Nigeria for instance, a television viewer would have to wait till 9:00pm before he watches the network news on Nigerian Television Authority. But the reverse is the case with social media and networking sites. News and information are relayed as they happen instantly.

Twitter further increases the audience of traditional communication media such as television and radio. Programmes in these media (television and radio) have generated more followership with the incorporation of Twitter messages or Twitter facilitated communication. For instance, during football and other sports related programmes, television and radio broadcasters usually request sports viewers to send in comments with the medium of twitter. It is in the light of the above that Olise and Makka submit that the features of the internet have made it very advantageous in many ways.⁸ One of these numerous advantages is the feature of 'News Groups.' News groups or Chat groups are communities in social media that enable individuals who belong to these groups to communicate and discuss specific issues of their interest and choices. These groups could be categorised into *Love Zones, Relationship Groups, Educational Groups, Religious Groups*, and so on. Although the social media group tradition is particular to almost all social media blogs such as Facebook, Whatsapp, 2go and so on, it is a dominant feature of Twitter. This has greatly enhanced the flow of ideas and knowledge around the globe. Twitter has also created spaces for communication among students and staff in academia. Its use has been extended and embraced by many Nigerian institutions. This is because there is a general belief that the internet would lead institutions to the promise land.⁹

3. Theoretical Framework

We anchor this research upon Technological Determinism Theory. This theory gives users of new technology a rational and discerning face. It is an approach that identifies technological advancements as central to the process of social change which narrowly aligns with McLuhan's views that the dominant technological advancements of the era help to refocus society.¹⁰ Technological Determinism Theory recognises the positive effect of technology and its wide usage by people with diverse cultures. The theory simply explains how technology does not adulterate cultures but helps in reshaping, polishing and fine-tuning them.¹¹ Technological

⁷ SALAU, A.: Twitter as sews source to select audiences in Ilorin, Nigeria. In WILSON, D. (ed.): *Communication and the New Media in Nigeria: Social Engagements, Political Development and Public Discourse*. Lagos : African Council for Communication Education, 2013, p. 191.

⁸ OLISE, F., MAKKA, W.: Communication for development and modern ICTs: Nigeria at a crossroads In MOJAYE, E. et al. (eds.): *Health Communication, Gender Violence and ICTs in Nigeria*. Ibadan : Ibadan University Press, 2003, p. 73.

⁹ OLISE, F., MAKKA, W.: Communication for development and modern ICTs: Nigeria at a crossroads. In MOJAYE, E. et al. (eds.): *Health Communication, Gender Violence and ICTs in Nigeria*. Ibadan : Ibadan University Press, 2003, p. 71.

¹⁰ PRESLEY, J.: *Online communities: Designing Usability, Supporting Sociability*. Chichester : John Wiley and Sons, 2000, p. 266.

¹¹ OZURU, E., EKEANYANWU, N.: Audience assessment of the influence of social media networks on the global news flow controversy. In WILSON, D. (ed.): *Communication and the New Media in Nigeria: Social Engagements, Political Development and Public Discourse*. Lagos : African Council for Communication Education, 2013, p. 113.

Determinism Theory holds that changes in communication modes largely determine the course of history.¹² The utility of Social Networking Sites now determines how people behave, do things and even influences their habits. Social Networking sites create new environments. They determine the pace of societal development and enhancement. Social media networks are parts of technological advancement. Although social media networks have their advantages and demerits, this research examines the influence of Facebook and Twitter on postgraduate students of the University of Ibadan, Nigeria.

4. Methodology and Research Design

This study adopts the survey method. The use of the survey methodology stems from the fact that there is no existing documented evidence or literature that defines the basis of our analysis. This research uses survey as it is the most appropriate method, to reveal and evaluate the implication and influence of Social Networking sites on the academic performance of Postgraduate Students of University of Ibadan. This study further uses survey method to evaluate primary data. The primary data that are evaluated are the questionnaires that are applied. Secondary sources used for the study are information obtained from chapters in books, articles in reputable local and international journals, internet sources and archival materials.

The Questionnaire Instrument of Data Collection

The questionnaire instrument is utilized for various reasons. First and foremost, it is the fastest way of getting the opinions of diverse people about a concept in the shortest time frame. In addition, because respondents could be very busy or shy in the presence of an interviewer, responses from a questionnaire are valid. The questionnaire is structured in two parts. The first section contains questions which are designed to elicit the demographic details of the respondents. The second part contains questions designed to answer basic research questions. The questions are open and close-ended types.

Population of the Study

The population for the study is Nigerian Universities. Although this study is conducted in the University of Ibadan, it is only a microcosm of the larger Nigerian universities. The large size of this population prompted the need for a sample.

Study Sample and Size

Nigerian universities are made up of both public and private universities. The sample for the study is University of Ibadan postgraduate students. It is a conglomeration of postgraduate students that cuts across many faculties and departments. There are thirteen faculties all together in the University of Ibadan. They are, faculty of Engineering, Faculty of Social sciences, Faculty of Law, Faculty of management sciences, Faculty of Arts, Faculty of life sciences, Faculty of Agriculture, Faculty of Pharmacy, Faculty of Education, School of Basic Medical Sciences, School of Medicine and School of Dentistry. Under the aforementioned faculties, are 85 departments. All these departments have their Postgraduate programmes. The majority of postgraduate students are active users of social networking sites.

Sampling Technique and Research Instrument

This study adopts the Proportional Sampling Technique. The research is proportionate since 10 % of Postgraduate students in every departments, irrespective of the population, are sampled. The research instrument for this study is questionnaire. This instrument is used to gather data on the effect of Social Networking Sites on Postgraduate students of University of Ibadan.

¹² ASEMAH, E., EDEGOH, L.: An appraisal of the social media and insecurity in Nigeria. In WILSON, D. (ed.): *Communication and the New Media in Nigeria: Social Engagements, Political Development and Public Discourse*. Lagos : African Council for Communication Education, 2013, p. 237.

Validity and Reliability of the study

The questionnaire instrument is reliable. To strengthen the reliability of the questionnaires, a pilot survey was conducted. Thirty copies of the questionnaire were initially served on a mini community (friends) in Zaria. The positive response obtained from the questionnaire instrument, confirmed its reliability before the questionnaires were administered on the sampled population. The reliability of the questionnaire instrument, coupled with the large response of respondents, shows that the findings are valid.

Method of Data Collection

The method employed for the analysis of data gathered from the questionnaire is the simple percentage method in which the degree of response was computed by dividing the number of respondents by the total number of samples and multiplying it by a hundred as represented below:

$$\text{Degree of response} = \frac{\text{Total number of respondents} \times 100}{\text{Total number of sample}} \quad 1$$

This paper reveals the research methodology employed for the study.

Presentation and Analysis of Demographic Data of Respondents

Demographic data

A total of 500 questionnaires were administered. However, 400 were retrieved. The balance not retrieved was due to unreturned mails and respondents who promised but didn't show up again. Therefore, this analysis is based on the 400 retrieved questionnaires. Under the Demographic variables, as in Question 1., 120 males completed the questionnaire and the other 280 were females. The table below shows this graphically and the percentage. This would appear that there were more females sampled than males as the table suggests. However, we know that the total number of postgraduate students in the University of Ibadan is not as heavily skewed as the table shows. Therefore it could just be accidental that more females responded. Even then, there are more females than males on the postgraduate programme but certainly, they do not outweigh the males by 100 %.

Gender Distribution of Respondents		
Variables	Frequency	Percentage
Male	120	30%
Female	280	70%
Total	400	100%

SCHEME 1: Gender Distribution of Respondents

Source: Field Survey, 2018

With regards to the marital status of the respondents, we have the data obtained as follows:

Marital Status of Respondents		
Variables	Frequency	Percentage
Single	280	70%
Married	100	25%
Divorce	20	5%
Others	0	0%
Total	400	100%

SCHEME 2: *Marital Status of Respondents*

Source: Field Survey, 2018

This data table shows that there is high preponderance of unmarried people in the postgraduate programme while married people are also present in the programme alongside those who are divorced. The interesting thing about this data is that many young people have found their way into the postgraduate programme. This is perhaps explained by the fact that there are no jobs in the country at the moment and many people are therefore registered for the programme to improve their chances of employability.

Age Distribution of Respondents		
Variables	Frequency	Percentage
Single	200	50%
Married	140	35%
Divorce	40	10%
Others	20	5%
Total	400	100%

SCHEME 3: *Age Distribution of Respondents*

Source: Field Survey, 2018

The data in the above table shows that 200 of the respondents constituting 50% of the total sample are within the age bracket of 20-25 years. The table further reveals that 140 (35 %) of the respondents fall within the age of 26-30. Furthermore, 40 (10 %) of the respondents fall between the age of 31-40, and 20 respondents constituting 5 % were 41 years and above. The implication of this data in table 3 is that there is a higher percent of younger people than aged among amongst the sample. This is understandable because postgraduate programmes in Nigeria have been taken over by young people as a result of non-employability. Consequently, this sample size represents the active users of social media especially in relation to academic usage and performance.

Educational Qualification of Respondents		
Variables	Frequency	Percentage
PGD	76	19%
Masters	324	81%
Total	400	100%

SCHEME 4: Educational Qualification of Respondents

Source: Field Survey, 2018

The data in table 4 above shows that 76 respondents making up 19 % of the total respondents are PhD students while the remaining 324 respondents (81 %) are Masters students. There is a higher number of masters and PhD students than postgraduate diploma students. The implication is that the higher degree people are likely to be more aggressive in the usage of social networking sites to advance their academic potentials.

Psychographic Data

Whether respondents are postgraduate students of the University of Ibadan?		
Variables	Frequency	Percentage
Yes	400	100%
No	0	0%
Total	400	100%

SCHEME 5: Whether respondents are postgraduate students of the University of Ibadan?

Source: Field Survey, 2018

Table 6 reveals that the 400 respondents to the questionnaires distributed which constitute 100 % are all postgraduate students of the University of Ibadan. The table revealed that all the students sampled are postgraduate and therefore, there is no infiltration into the sample size. The consequence of this is that every possible avenue for a purposive sample are realised.

How long have respondents been postgraduate students in the University of Ibadan?		
Variables	Frequency	Percentage
1 year	236	59%
2 year	120	30%
3 year	44	11%
4 year and above	0	0%
Total	400	100%

SCHEME 6: How long have respondents been postgraduate students in the University of Ibadan?

Source: Field Survey, 2018

Table 7 investigates the number of years respondents have spent on their postgraduate programme. While 236 students or 59 % have spent one year, 120 students which constitutes 30 % have spent two years. Furthermore, 44 (11 %) respondents have been on the postgraduate programme for three years and none of them have been on it for four years and above. Of the total sample, more freshmen are in the highest category of those registered in the programme. It would appear therefore that students who are registered for postgraduate studies in the University of Ibadan make rapid progress with their work. It could well be that their use of social media sites help them to acquire enough information and easily too-thus helping them to make quick progress.

Whether respondents use social networking sites		
Variables	Frequency	Percentage
Yes	400	100%
No	0	0%
Sometimes	0	0%
Never	0	0%
Total	400	100%

SCHEME 7: Whether respondents use social networking sites

Source: Field Survey, 2018

The question seeks to find out whether the respondents use Social Networking sites. From the table above, all the respondents are agreed that they use Social Networking sites. The implication of this value is that the respondents are sensitive to Social media usage and depend on it for information, and especially that related to their studies.

Benefits derived from using social networking sites		
Variables	Frequency	Percentage
Full information on Subjects	84	21%
Entertainment	80	20%
To while away time	66	16,5%
For research and education	170	42,5%
Total	400	100%

SCHEME 8: Benefits derived from using social networking sites

Source: Field Survey, 2018

This question attempts to find out if there are benefits derived from using social networking sites. 84 respondents which is 21 % are agreed that they use it for seeking and obtaining information on subjects, especially in their areas of discipline. 20 % of the total figure value use social networking sites for entertainment, while 16,5 % use it for leisure. 42,5 % however, use it solely for research and education. The preponderant view therefore is that social networking sites is informative and helps scholarship. If we add the first 21 % to the 42,5 %, it will become obvious that the dominant use of social networking sites is for information and learning. No wonder then that postgraduate students use it frequently.

How often respondents visit social networking sites		
Variables	Frequency	Percentage
Often	208	52%
Not often	124	31%
Sometimes	68	17%
Not at all	0	0%
Total	400	100%

SCHEME 9: *How often respondents visit social networking sites*

Source: Field Survey, 2018

This part of the study deals with the frequency of use of these social networking sites. 52 % agreed that they use the sites often, while 31 % said “not often” 17 % use the sites sometimes. From this result it is clear that there is a high frequency of the use of these sites. This perhaps explains why many postgraduate students are hooked on the sites.

How many hours respondents spend on social networking sites daily		
Variables	Frequency	Percentage
0 - 2 hours	56	14%
3 - 6 hours	224	56%
6 - 12 hours	80	20%
12 - 24 hours	40	10%
Total	400	100%

SCHEME 10: *How many hours respondents spend on social networking sites daily*

Source: Field Survey, 2018

This deals with the amount of time spent on each site daily. From this result, 14 % spend 0-2 hours daily, 56 % spend between 3-6 hours, 20 % spend 6-12 hours daily, while 10 % spend between 12-24 hours. The implication of this result is that a majority of the respondents spend between 3-6 hours daily. This is perhaps accounted for by fact that the sampled population, which is postgraduate students, have several other compelling things to deal with. However, the fact that they spend amount of time shows that they really believe in social networking sites and are obviously serving gains from it. The other categories of respondents obviously must either be using the sites for business or are completely idle. However, we cannot conclude that this is the position unless we verify it further.

Whether respondents agree that one can be addicted to social networking sites

Variables	Frequency	Percentage
Agree	316	79%
Disagree	40	10%
Sometimes	40	10%
Never	4	1%
Total	400	100%

SCHEME 11: Whether respondents agree that one can be addicted to social networking sites

Source: Field Survey, 2018

This question deals with the possibility of addiction to social networking sites. The result shows that 79 % are in agreement that there is addiction to social networking sites. 10 % are in disagreement on this, another 10 % is unsure while 1 % argue that they can never be addicted. The implication of this, again is that those who use these sites and benefit from it can get addicted. The other values are very negligible.

Whether social networking sites make engaging in intellectual discourse with colleagues easy

Variables	Frequency	Percentage
Yes	272	68%
No	88	22%
Sometimes	28	7%
Never	12	3%
Total	400	100%

SCHEME 12: Whether social networking sites make engaging in intellectual discourse with colleagues easy

Source: Field Survey, 2018

This question seeks to find out whether social networking sites makes engaging with colleagues easy. The result is that 68 % think so, 22 % are not agreed on this, 7 % agreed that sometimes, this is possible while 3 % said never. The result has shown that many postgraduate students interact easily with contemporaries using this site. The reason is not just because of the conveniences of use, but because, in this information age, so much is available in these sites to create a common meeting point for both scholarly and entertainment.

Do respondents study their books with the aid of sites

Variables	Frequency	Percentage
Yes	300	75%
No	20	5%
Sometimes	50	12,5%
Never	30	7,5%
Total	400	100%

SCHEME 13: Do respondents study their books with the aid of sites

Source: Field Survey, 2018

The result shows that 75 % believe this happens, 5 % are not agreed on this while 12,5 % say that sometimes they study using the social networking sites. Interestingly, 7,5 % say they never study with the aid of social networking sites. From the above results, it is pretty obvious that the consistency of high values we have received from the use and adoption of social networking sites is informed by the fact that many postgraduate students study side by side using social networking sites. This goes to confirm that postgraduate students are truly dependent on social networking sites because of the associated benefits they derive from it.

Whether social networking sites influence respondent's academic performance		
Variables	Frequency	Percentage
Yes	288	72%
No	32	8%
Sometimes	80	20%
Never	0	0%
Total	400	100%

SCHEME 14: Whether social networking sites influence respondent's academic performance

Source: Field Survey, 2018

This question seeks to find out whether social networking sites influence academic performance. The result showed that 72 % of the respondents are agreed that social networking sites influence academic performance, while 8 % do not share that viewpoint. However, 20 % of respondents believe that social networking sites sometimes influence academic performances. With the above result, it would seem that postgraduate students who engage in the use of social networking sites actually believe that they are helped by using them and conversely, their academic performances too. The fact that a tiny fraction of 8 % disagreeing, seems to even further buttress this dominant position.

Whether it is fun chatting with Facebook and Twitter		
Variables	Frequency	Percentage
Yes	280	70%
No	20	5%
Sometimes	98	24,5%
Never	2	0,5%
Total	400	100%

SCHEME 15: Whether it is fun chatting with Facebook and Twitter

Source: Field Survey, 2018

This seeks to find out whether it is fun chatting on these social networking sites. It's obvious that this question doesn't seem to measure the value of academic relevance or dependence on social media. Rather, it seeks to explore its entertainment value. The result shows that 70 % believe that it is fun chatting on these sites. 5 % do not think so while 24,5 % are not sure. The implication of this is that apart from the academic value of these sites, there is also an entertainment which is reflected in the figures above. Consequently, social networking sites serve multiple purposes for their users -depending on the peculiar need of the user.

Whether respondents are better equipped as postgraduate students to use social networking sites		
Variables	Frequency	Percentage
Yes	288	72%
No	32	8%
Not Sure	80	20%
Maybe	0	0%
Total	400	100%

SCHEME 16: Whether respondents are better equipped as postgraduate students to use social networking sites

Source: Field Survey, 2018

This seeks to find out whether respondents, as Postgraduate Students, are better equipped to use social networking sites. The result presents us with very interesting data. 72 % are agreed that the post graduate students are very well equipped to use these social sites while 20 % are not sure. An insignificant 8 % are convinced that not all postgraduate students are equipped to use these sites. This result shows that from interaction with fellow students, some are not Information compliant and are also timid and uninformed when it comes to deploying New Media tools and scholarship.

Whether exposure to social networking sites has helped respondents academic work		
Variables	Frequency	Percentage
Very much	288	72%
Not Sure	32	8%
A bit	80	20%
Not at all	0	0%
Total	400	100%

SCHEME 17: Whether exposure to social networking sites has helped respondents academic work

Source: Field Survey, 2018

This question probes into the aid that these sites provide for Postgraduate Students. It is obvious from the table presented that these social networking sites have actually helped many Postgraduate Students. 72 % are agreed that these sites are very helpful while 20 % are not agreed and the balance of 8 % are not sure. If we read this result in tandem with previous results, we cannot but arrive at the conclusion that these social networking sites have been quite helpful. However, 20 % is also a significant value and cannot be ignored easily. It could represent the actual value of those who are not technologically savvy to use these sites and perhaps, those who could, but have no access. In all, 72 % is very significant in realising our conclusion that social networking sites aid studies for Postgraduate Students.

Whether respondents think they would have benefited less without social networking sites		
Variables	Frequency	Percentage
Yes	248	62%
No	132	33%
Not Sure	20	5%
Maybe	0	0%
Total	400	100%

SCHEME 18: Whether respondents think they would have benefited less without social networking sites

Source: Field Survey, 2018

This final question seeks to know whether respondents would have benefited less without social networking sites. 62 % are agreed, 33 % are definite that they would not have benefited less, while 5 % are not sure. This result is as previous values. 62 % is a very significant value arguing that without social networking sites they would not have benefited immensely. Those who argue against this position are perhaps, the lot already accounted for as not being tech savvy and perhaps without access. The balance of 5 % are very much undecided which shows that they too, are perhaps, not adequate or full beneficiaries of this medium. It is safe to conclude then that with Social Networking sites, most postgraduate students have to obtain optimum academic benefits.

5. Discussion of Findings

From the foregoing, it has come to the fore in this study that postgraduate students of the University of Ibadan, Nigeria, utilise social networking sites especially Facebook and Twitter. Although Facebook and Twitter are entertainment platforms, postgraduate students study side by side using social networking sites. They are also apt in educating their users. Students spend time on Facebook and Twitter. 56 % of respondents agree that they spend between 3-6 hours on either Facebook or Twitter daily. The educational function of these social networking sites transcends their entertainment functions. This stems from the fact that networking is the encoding and decoding of symbols. These symbols, whether in pictures, characters (words) or videos, are ideas and information. However, addiction to social networking sites ought to be curtailed as this study reveals that up to 316 (79 %) respondents of the 400 people sampled, are addicted to Facebook and Twitter. These social networking sites have positively affected the academic performance of postgraduate students of the University of Ibadan, Nigeria. Furthermore, the majority (62 %) of the respondents in the study agree that they would have benefitted less in their academic studies with the absence of social networking sites. In other words, the non-utility of Facebook and Twitter would have had an adverse and negative effect on their academic performance.

6. Conclusion

It is apparent that the utility of social networking sites-especially Facebook and Twitter would help students in their academic studies. Virtual communities are created by students and academic issues discussed in these group chats. Conclusively, with the findings in this study, undergraduate students could also emulate postgraduate students of the University of Ibadan, Nigeria, in utilising Facebook and Twitter in their academic works. We also recommend that students in other institutions of higher learning in Nigeria and abroad should channel the use of *Facebook*, *Twitter* among other social networking sites into improving their academic performance, by creating study groups on these social media platforms.

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