

## INFLUENCE OF SOCIAL NETWORKING SITES ON STUDY HABITS OF UNDERGRADUATE STUDENTS IN KATSINA STATE, NIGERIA

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### Abstract

This study examined the influence of social networking sites (SNSs) on study habits among university undergraduate students of Katsina State, Nigeria. The study adopted descriptive survey design using questionnaire with correlation coefficient (r) of 0.81 to solicit the data from the respondents. Three universities from Katsina state formed the population of the study with a sample size of 369 participants drawn using proportionate sampling technique. Four objectives, three research questions and one hypothesis guided the research work. Descriptive and inferential statistics were used to answer the research questions and Pearson Moment Product Correlation was used to test the hypothesis. The study revealed that Facebook, WhatsApp and TikTok were the most popular SNSs used by university undergraduate students in Katsina state. The study also revealed that the frequencies of using SNSs among university undergraduate students are very higher which resulted in strong negative influence on the study habits patterns among the students. Finally, the study revealed that there is significant relationship between utilization of SNSs and study habits patterns of the students. The study concluded that students are over using the SNSs and it is negatively affecting their study habits. Therefore, it is recommended that teachers should be guiding students on proper usage and timing of SNSs so as to improve on their study habit. It is also recommended that teachers, curriculum planners and all other stakeholders should design a proper integration strategies of these SNSs in the university curriculum.

**Keywords:** Social networking sites (SNSs), Study habit, Undergraduate

### Introduction

Nowadays, the use of the Internet for social networking is a popular method among youngsters. The use of collaborative technologies and Social Networking Site leads to instant online community in which people communicate rapidly and conveniently with each other. A web site that provides a social community for people interested in a particular subject or interest together. Members create their own online profile with data, pictures, and any other information. They communicate with each other by voice, chat, instant message, videoconferencing, and the service typically provides a way for members to connect by making connections through individuals is known as Social networking. Obadara & Olaopa, (2018) defined Social networking sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system.

The nature and nomenclature of these connections may vary from site to site.

Social network sites are those web-based services that allow individuals to construct a public or semipublic profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (Madhavan, 2007).

There are many web sites dedicated to the Social Networking, some popular websites are: Facebook, WhatsApp, Instagram, Twitter, Youtube, Tiktok, Snap chat, Imo, Telegram, LinkedIn, Badoo, Myspace, Spotify, and Pinterest that are commonly used by people. These websites are also known as communities network sites. Social networking websites function like an online community of internet users. Depending on the website in question, many of these online community members share common interests in hobbies, discussion and the like.

Social Networking Sites are very important communication development in the current world of modern technology however it is assumed by many that SNSs is posing a threat to the studies, cultural and moral attitudes of many students (Obadara & Olaopa, 2018). Study habits are mainly external factors that facilitate the study process such as sound study routines that include how often a student engage in studying sessions, review the material, self-evaluate, rehearse, explaining the material, and studying in a conducive environment (Crede, 2008). Cardelle-Elawar and Nevein (2003) consider study habit as the application of an individual's intelligence, emotions, and activities towards the acquisition of knowledge and skills to accomplish an assignment. Logically, effective study habit is contingent on keen intellectual competence, stable emotions, and relevant activities deliberately directed to construct knowledge and develop skills so as to attain a goal. Furthermore, Crede and Kuncel (2008) add that review of material, self-testing and rehearsal of learned material are constituents of study habit.

Due to perceived negative influence of SNSs, some countries and organizations banned the use of SNSs in schools. According to Ezejie and Ezejie (2018), SNSs become a key tool for provoking thought, dialogue around particular social issues. Following this pervasive presence and hence the potential for influence, many corporate bodies invest time and money in creating social network sites (SNS), while others go to great lengths to block their employees' access to these sites. For example, US military, banned soldiers from accessing MySpace SNS, the Canadian government prohibited employees from Facebook and the US congress proposed legislation to ban youths from accessing SNS in schools and libraries. This was apparently based on the belief that their interaction with these media impacted negatively on their times in those locations associated with study. There has been considerable anxiety that social media distracts from education and reduces the social skills of young people.

Palani (2012) opined that, effective reading is important avenue of effective learning, and reading is interrelated with the total educational process, hence, educational success requires successful reading habit. Study conducted by Kalpidou, Costin and Morris (2011) revealed that the relationship between social networking sites and grades reveals that college students who utilize Facebook spend less time on studying and have lower grades than students who do not use the popular social networking sites. Ndaku (2013) opined that the use of social networking among students has reached high levels and has affected their study time, poor grammar and wrong spellings when socializing on social networks as well as diverting their attention from their studies. Mensah and Nizam (2016) discovered that students spend much of their study-time on social networks than in their academic undertakings and it has affected their Grade Point Average (GPA).

The undergraduate students studying in the universities of Katsina state are not exempted from the expected distractions in their studies due to their addiction to these SNSs. Most of the studies in this area were conducted in Europe and other Asian countries with very few conducted in Africa and Nigeria in

specific. Therefore, this study sought to find out the influence of these SNSs on the study habits of university undergraduate students in Katsina State, Nigeria.

### **Objectives of the study**

This study aimed at finding out the influence of Social Networking Sites (SNSs) on the study habits of undergraduate students in Katsina State, Nigeria.

This study was guided by the following objectives:

1. To find out the types of Social Networking Sites popularly used by university undergraduate students of Katsina State.
2. To examine the level of utilization of SNSs among university undergraduate students of Katsina State universities.
3. To investigate the study habits pattern among university undergraduate students of Katsina State.
4. To examine the relationship between SNSs utilization and study habits of undergraduate students in Katsina State universities.

### **Research Questions**

1. What are the types of Social Networking Sites popularly used by university undergraduate students in Katsina State?
2. What is the frequency of Social Networking Sites utilization among university undergraduate students of Katsina State?
3. What are the patterns of study habits among university undergraduate students of Katsina state?

### **Hypothesis**

1. There is no significant relationship between Social Networking Sites utilisation and study habits among university undergraduate students in Katsina State.

### **Methodology**

Descriptive survey design was used for this study. The population of the study consists of the three (3) existing universities in Katsina state; Federal University Dutsin-Ma, Umar Musa Yar'adua University and Al-Qalam University, the first university is owned by Federal government, the second university is owned by Katsina state government and the last one is privately owned university in Nigeria. A sample of three hundred and sixty nine (369) students was drawn proportionately and simple random sampling was used in selecting the participants from each university. The study adopted questionnaire from the work of Obadara and Olaopa, (2018). The questionnaire was tagged "Social Media Utilization and Study Habit Questionnaire (SMUSHQ)" with correlation coefficient ( $r$ ) of 0.79. Consequently, the questionnaire was revalidated by the researchers and obtained the correlation coefficient ( $r$ ) of 0.81. The questionnaire has two sections; section "A" solicited information on the respondents' demographic information while section "B" implored responses from the students on the variables of the study. Descriptive statistics using frequency counts and simple percentage were used to answer the research questions, while inferential statistic of Pearson's Product Moment Correlation coefficient was employed to test the hypothesis of the study at 0.05 level of significance.

### **Results**

The results of the study are presented based on the research questions answered and the hypothesis tested at 0.05 level of significance.

**Research Question One:** What are the types of SNSs popularly used by undergraduate students in Katsina State Universities?

**Table 1: The most popular Social Networking Sites used the students**

Social	Always		Often		Usually		Rarely	Never	
	F	%	F	%	F	%	%	F	%
<b>Networking Sites</b>									
Facebook	186	50.4	105	28.5	15	4.1	13.8	12	3.3
WhatsApp	166	45	89	24.1	63	17.1	9.8	15	4.1
YouTube	33	8.9	133	36	49	13.3	11.1	113	30.6
Instagram	94	25.5	70	19	45	12.2	35.8	28	7.6
E-mail	16	4.3	139	37.7	99	26.8	15.7	57	15.4
Telegram	69	18.7	46	12.5	34	9.2	36	87	23.6
Twitter	27	7.3	80	21.7	56	15.2	35.2	76	20.6
TikTok	121	32.8	93	25.2	36	9.8	22.5	36	9.8
LinkedIn	13	3.5	12	3.3	14	3.8	40.9	179	48.5
Myspace	11	3	33	8.9	32	8.7	25.2	200	54.2

Table 1 shows the types of SNSs popularly used by undergraduate students in Katsina State Universities. The participants were asked to report on types of Social Networking Sites they popularly used and the frequency of the usage. The students generally prefer Facebook 186 (50.4%), then WhatsApp 166 (45%), followed by TikTok 121 (32.8%), Instagram 94 (25.5%), Telegram 69 (18.7%), YouTube 33 (8.9%), Twitter 27 (7.3%), E-mail 16 (4.3%), LinkedIn 13 (3.5%), and the least was Myspace with 11 (3%). Facebook, WhatsApp and TikTok are the most popular Social Networking Sites used by university undergraduate students in Katsina State Universities. The table shows that university undergraduate students in Katsina State were using multiple Social Networking Sites platforms for different social networking purposes.

**Research Question Two:** What is the level of social media utilization among university undergraduate students of Katsina state?

**Table 2: Level of Social Networking Sites (SNSs) Utilization among the students**

Mean	SNSs	Always		Often		Usually		Rarely		Never		Std. Dev	
		F	%	F	%	F	%	F	%	F	%		
	Facebook	186	50.4	105	28.5	15	4.1	51	13.8	12	3.3	3.7106	1.17729
	WhatsApp	166	45	89	24.1	63	17.1	36	9.8	15	4.1	3.5379	1.17430
	YouTube	33	8.9	133	36	49	13.3	41	11.1	113	30.6	3.1843	1.42328
	Instagram	94	25.5	70	19	45	12.2	132	35.8	28	7.6	3.1103	1.35607
	E-mail	16	4.3	139	37.7	99	26.8	58	15.7	57	15.4	1.3027	1.15273
	Telegram	69	18.7	46	12.5	34	9.2	133	36	87	23.6	2.3333	1.43898
	Twitter	27	7.3	80	21.7	56	15.2	130	35.2	76	20.6	1.4011	1.23649
	TikTok	121	32.8	93	25.2	36	9.8	83	22.5	36	9.8	3.5122	1.39506
	LinkedIn	13	3.5	12	3.3	14	3.8	151	40.9	179	48.5	1.2764	.94668
	Myspace	11	3	33	8.9	32	8.7	93	25.2	200	54.2	1.1870	1.10593

Average mean score = 2.4556

Table 2 shows the level of utilization of Social Networking Sites among university undergraduate students in Katsina State Universities. The table revealed that items 1- 4 and item 8 with mean scores of 3.7106, 3.5379, 3.1843, 3.1103 and 3.5122 respectively indicates high level of SNSs utilization, while items 5 – 7 and items 9 – 10 with mean scores of 1.3027, 2.3333, 1.4011, 1.2764 and 1.1870 respectively shows low level of SNSs utilization.

**Research Question Three:** What are the patterns of study habits among university undergraduate students of Katsina state?

**Table 3: Study habit patterns among university undergraduate students of Katsina state**

Study Habit	Mean	Std. Dev	Decision
I prefer to study on my phones connected with internet	2.1789	.9031	Disagreed
I start reading mostly immediately semester work starts	2.2493	.9255	Disagreed
I take note from library books	2.3293	.6639	Disagreed
I prepare special notes for examination	2.2046	.9130	Disagreed
I underline important points while I am studying	2.8997	.7322	Agreed
I distribute my time equally for all courses	2.2168	.8383	Disagreed
I consult with my friends to learn difficult portions	2.6369	.7720	Agreed
I have definite times to go to bed and to get up in the morning	2.7263	.5882	Agreed
My extra reading activities help me in my studies	2.7913	.4069	Agreed
I study a lot on some days and not all on other days	2.7967	.8037	Agreed
I look over and edit notes after the class is over	2.4851	.7769	Agreed
I try to predict questions that can be asked for the next exam	2.1030	.4547	Disagreed
I read topics before it is taught in the class	2.3794	.7851	Disagreed
I study the portion taught in the class on the same day	2.1870	.3904	Disagreed

I try to remember the portion taught in the class when I am at home	1.9322	.8263	Disagreed
I review at the end of each week what I have studied during the week	2.1870	.3904	Disagreed
I generally do assignment before going to school	2.6260	.4845	Agreed
<b>Average Mean</b>	<b>2.4076</b>		

Table 3 shows the pattern of study habit among university undergraduate students of Katsina state. From the table, it is discovered that the university undergraduate students of Katsina state exhibited low study habit evident from the mean scores of items 1 – 4, 6, and items 12 – 16 with respective mean scores of 2.1789, 2.2493, 2.3293, 2.2046, 2.2168, 2.1030, 2.3794, 2.1870, 1.9322 and 2.1870. The table equally revealed that the university undergraduate students of Katsina state exhibited high level of study habit evident from the mean scores of items 5, 7 -11 and item 17 with mean scores of 2.8997, 2.6369, 2.7263, 2.7913, 2.7967, 2.4851 and 2.6260 respectively. In general, an average mean score of 2.4076 indicates a low level of study habit among university undergraduate students of Katsina state.

**Hypothesis Testing**

**H01:** There is no significant relationship between Social Networking Sites utilization and study habits among university undergraduate students in Katsina State.

	Mean	Std. Dev	Study habit	Utilization of
		.3048		

**Table 4: Relationship between Students’ study habit and SNSs Utilization**

				SNSs
Study habit	Pearson Correlation	2.4664	1	.564*
	Sig. (2-tailed)			.089
	N		369	369
Utilization of SNSs	Pearson Correlation		.564*	1
	Sig. (2-tailed)	3.0656	.7949	.089
	N		369	369

**\* Correlation is significant at 0.05 level (2-tailed).**

Table 4 shows the relationship between Social Networking Sites utilization and study habits of university undergraduate students in Katsina State. The table revealed the Pearson coefficient correlation (r) =.564 (p<0.05) which means that there is significant relationship between SNSs utilization and study habits among university undergraduate students in Katsina State. Therefore, the hypothesis which stated that

there is no significant relationship between SNSs utilization and study habits among university undergraduate students in Katsina State should be rejected and accept the alternate hypothesis that there is significant positive relationship between SNSs utilization and study habits among university undergraduate students in Katsina State.

### **Discussion of the Findings**

Based on the data collected and analyzed, the finding of this research revealed that the most popular SNSs used by the university undergraduate students in Katsina State are Facebook and WhatsApp. This finding is in line with the findings of Chris (2015) and Obadara and Olaopa, (2018) who discovered that Facebook is the most popularly SNSs used by students in their respective studies. Facebook is known for its popularity in the world because of its accessibility among youth and students of tertiary institutions. News Agency Newspoll observed that 99% of teenagers aged 16 to 17 years use social networks and 78 percent of children aged 8-9 visit sites like Facebook, young people spend up to 7 hours a day on them.

There is high level of utilization of Social Networking Sites among university undergraduate students of Katsina State. The study revealed that the university undergraduate students of Katsina State have high level of patronage to one or more SNSs available for them. This is in line with the findings of Chris (2015), Obadara & Olaopa, (2018) and Omeodu and Daniel (2021) who reported a similar high level of SNSs utilizations among their respondents in their respective studies. It is physically evident that students currently engage themselves in over using some SNSs to the extent that it's becoming addiction to some of them.

The study discovered that the university undergraduate students of Katsina State have poor pattern of study habits. This is due to the fact that most of them engaged their precious time in surfing internet and visiting different SNSs during and after school hours. It's very clear that wasting so much quality time on SNSs can affects their study habit negatively. This finding is in line with the findings of Chris (2015), Olutola, Olatoye and Olatoye (2016), and Omeodu and Daniel (2021) who reported a similar poor levels of study habits among our students. The study in also in line with finding of Obadara and Olaopa, (2018) which discovered that there was a relatively low study habit pattern of undergraduate students of Tai Solarin University of Education as a result of high SNSs utilization. This also corroborates with the findings of Ayodele and Adebisi (2013) who reported that efficient study habits produces positive academic performance while inefficient study habits lead to academic failure and that study habits are students' ways of studying whether systematic, efficient or inefficient.

This study also revealed that that there is significant relationship between SNSs utilization and study habits among university undergraduate students in Katsina State. It means that students who carefully utilize available SNSs appropriately will tend to have a high level of study habit, while a careless and inappropriate SNSs utilization leads to poor study habits among our students. This finding is also in line with the finding of Chris (2015), Olutola, Olatoye and Olatoye (2016), Obadara and Olaopa, (2018) and Omeodu and Daniel (2021). These findings contradicts the findings of Wang, Chen and Liang (2011) on effect of social media on college students. They reported that social media use is negatively associated with academic performance.

### **Conclusion**

This study examined the influence of social networking sites (SNSs) on study habits among university undergraduate students of Katsina State, Nigeria. The study revealed that university students use one or more SNSs frequently and the most popularly used are Facebook, WhatsApp and TikTok. The study also revealed that the frequencies of using SNSs among university undergraduate students are very higher and

it is affecting their study habit negatively because they are spending their quality time in visiting different SNSs in a time that they supposed to be using for their academic activities to improve their study habits. The study also revealed that there is significant relationship between utilization of SNSs and study habits patterns of the students. This is because an appropriate use of SNSs help an individual to develop a very good pattern of study habits and the inappropriate use of the SNSs will lead to poor study habits among students.

### Recommendations

Based on the findings of this study, the following recommendations were made:

1. It is recommended that teachers should continuously be guiding students on proper usage and timing of SNSs so as to improve on their study habit.
2. Institutions should be organizing special orientations and seminars for students on the prospects and challenges of using of Social Networking Sites.
3. It is also recommended that teachers, curriculum planners and all other stakeholders should design a proper integration strategies of these SNSs in the university curriculum.

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