

## INFLUENCE OF SOCIAL MEDIA ADDICTION ON LEARNING AMONG STUDENTS OF FEDERAL UNIVERSITY KASHERE GOMBE STATE, NIGERIA

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### Abstract

This research work investigated social network/media addiction and its impediments to learning among students of Federal University of Kashere. The three research objectives, three questions and one research hypothesis guided the study. The research used 300 level students as the sample size and population of the study. Both descriptive and inferential statistics were used to interpret data. Self-designed questionnaire and variable controlled questionnaire with reliability coefficient of 0.82 and 0.79 respectively were used to measure the extent of addiction of social network/media. It was discovered that the Facebook and WhatsApp social network/media are the most frequently used and most addicted; and there is significant gender difference in the social/network/media addiction as shown t-test independent sample analysis; where the P value (0.00) is less than alpha (0.05). The students' social media addictive behaviours includes; frequent use of handset/cell phones at roads, in classrooms during lectures, in laboratories, in libraries, in mosques and churches, in personal and commercial cars, in banks at home, play grounds and to some extent in toilets. Students do chat invariably even when they are walking or about to cross roads. It is recommended that universities ICTs should provide restricted internet accessibility to students for the purpose of research only.

**Keywords:** Electronic Addiction, Social Media, and Learning

### Introduction

Clocks are now striking faster in the minds of highly committed people as proclaimed some social network/media users not knowing they are the ones consuming their times pricelessly. It was revealed that the average Mega Bite of Data usage/consumption level/rate for students per day should averagely be 66-70 MB; and the time to be spent on social networking media among students shall be 70 minutes out of which 40 minutes should be allocated to night chatting before sleep. The frequency shall not be more than 4 times per day. This is with the exception of the project students or when the students are given assignments where they need to Google information from the internet network provided by the ICT or private/personal Google internet accessibility for information browsing.

### Concept of Social Media Addiction

When most people think about 'addiction', they probably think of 'chemical' addiction like alcoholism or cigarette smoking. However there is now growing movement that views behaviours as potentially addictive. Including the behavior that does not involve the ingestion of a psychoactive substance like alcohol, heroin, or nicotine. These include behaviours as diverse as gambling, overeating, sex, exercise, videogames playing, love and **electronic/Social networking/media** use, Griffiths (2010). Addictive

behaviour is a repetitive habit pattern that increases the risk of disease and/or associated personal (stress) or social problems. Addictive behaviours are often experienced subjectively as ‘loss of control’- the behaviour contrives to occur despite volitional attempt to abstain from it or its moderate use. These habit patterns are typically characterized by immediate gratification (short-term reward). Often coupled with delayed deleterious effects (long-term cost). Attempts to change an addictive behaviour (via treatment or self-initiation) are typically marked with high relapse rate. Griffiths (2010) identified six (6) components model of addictive behaviour such as ‘Salience’ which refers to how important the behaviour becomes to the individual. Addictive behaviours becomes the most important activity for a person, so that even when they are not doing it they are thinking about it. ‘Mood Modification’ refers to the experience people report when they carry out their addictive behaviours. ‘Tolerance’ refers to increase in amount of activity that is required to achieve the same effect. ‘Withdrawal Symptoms’, refers to the unpleasant feelings and physical effects that occur when the addictive behaviour is suddenly discontinued or reduced. ‘Conflict’, refers to the people with addictive behaviours develop conflicts with the people around them, often causing great social misery. And lastly ‘relapse’, which refers to the tendency for the repeated reversions to earlier pattern of a particular activity to recur and for even the most extreme patterns typical of the height of the addiction to be quickly restored after many years of abstinence or control. Therefore, social networking/media addiction is operationally termed as uncontrollable, frequent and repetitive use of social networking/media irrespective of time, condition and commitment to drive instant pleasure which if not done may result in stress. Andreassen and Pallesen, (2014), found that the symptoms of social media addiction can be manifested in mood, cognition, physical and emotional reactions, and interpersonal psychological problems.

Social media addiction can be viewed as one form of internet addiction, where individuals exhibit a compulsion to use social media to excess. Griffiths (2000); asserted that individuals with social media addiction are often overly concerned about social media and are driven by an uncontrollable urge to prolonged use social media. Andreassen and Pallesen, (2014) found in their studies that the symptoms of social media addiction can be manifested in mood, cognition, physical and emotional reactions, and interpersonal psychological problems. Many studies on social media usage and mental health have shown that the prolonged use of social media such as Facebook is positively associated with mental health problems such as stress, anxiety and depression and negatively associated with long-term wellbeing Hou et. al. (2019).

### **Concept of Social Networking & Media**

Social media is defined as forms of electronic communication such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). The types of social media includes, social review sites, image sharing sites, video hosting sides, community blogs, discussions sites and sharing community networks. Also the social networking includes Facebook, LinkedIn, and Google+. Microblogging comprises Twitter, Tumblr; Photo sharing includes Instagram, Badoo, Skype, Snapchat, Palmchat, Facebook Messenger, Pinterest, WhatsApp; and Video sharing comprises YouTube, Facebook Live, Periscope, WhatsApp and Vimeo (Oxford, 2017).

### **Statement of the Problem**

Causes of students’ academic failure are investigated which may include students’ poor reading attitudes, laziness, poverty, examination misconducts right from the secondary schools level of education and so on and so forth. Use of social media among university students is becoming prevalent to the extent they lose control or go out of their consciousness when they are on it. This aroused the researcher’s interest to select the topic Psychogenesis of stress attributed to social network/media among students of Federal University of Kashere. This is aimed to investigate whether or not students are addicted to social network/media and

the extent to which the social media may serve as a psychogenesis of stress among students of Federal University of Kashere. And also how stress caused by social network/media addiction may affect students' academic performance and their learning curiosities.

### **Objectives of the Study**

- 1) To assess the most addicted to, and used social media among students of Federal University Kashere.
- 2) To determine the extent of addiction of social media among students of Federal University Kashere.
- 3) To determine gender difference in the extent of addiction of social media among students of Federal University Kashere.

### **Research Questions**

- 1) What is the most addicted to, and used social networking/media among students of Federal University Kashere?
- 2) What is the extent of addiction of social networking/media among students of Federal University Kashere?

### **Research Hypothesis**

- 1) There is no significant gender difference in the extent of addiction of social networking/media among students of Federal University Kashere.

### **Research Methodology**

The research is a survey in which 300 level students were used as the population of the study. Selfdesigned questionnaire and variable controlled questionnaire validated by expert with reliability coefficient of 0.82 and 0.79 respectively were used to measure the extent of addiction of social network/media using test retest technique was used. Total of 250 questionnaires were randomly distributed to 300 level students of Federal University Kashere, irrespective of age or department, this is because 300 level student are within border of academic success and failure and at the same time became adapted to their learning environment Kashere community at large, this in also in order to get notion of extraneous variable that may interrupt in to the research process. The range as 'don't use', 'Not addicted', 'Mildly addicted' and 'Highly addicted' was used to measure the extent of addiction of social networking/media. The techniques used in assessment was amount of Mega Bite MB of data used per day and number of hours spent per day on social network as well of number and the types of friend a student of on social networking. The types of social networking students used determine the purpose by which they use the social networking/media. For example Google+ educative/learning purpose, Facebook and WhatsApp chatting and business, YouTube pleasure driving mostly, Twitter and Instagram sharing ideas, spreading news, sending pictures and text messaging; Badoo, Skype and YouTube video and film watching etc. Although the purpose can be multiple by using one, two, three or more social networking/media to attain all the desires and gratifications.

Addiction variable controlled Questionnaire was designed to determine the state and level of addiction on the use of social networking/media among students of federal university of Kashere. The first determinant of addiction extent is the use of Mega Bite (MB) Data subscription per day. Secondly, the time spent patronizing social networking/media per day. Thirdly, the frequency on the use of social media per day for their own gratifications. It was revealed that the average Mega Bite of Data usage/consumption level/rate for students per day should averagely be 66-70 MB; and the time to be spent on social media among

students shall be 70 minutes out of which 40 minutes should be allocated to night chatting before sleep. The frequency shall not be more than 4 times per day. This is with the exception of the project students or when the students are given assignments where they need to Google information from the internet network provided by the ICT or private/personal Google internet accessibility for information browsing.

**Results**

**RQ1:** What is the most addicted and used social media among students of Federal University of Kashere?

**Table 1: Descriptive analysis on the Most addicted and used social media among students of Federal University of Kashere.**

Category	Frequency	Percentage
Facebook	218	29.06
Google +	112	14.93
Messenger	77	10.26
WhatsApp	211	28.13
YouTube	16	2.13
Twitter	56	7.46
Instagram	42	5.60
Skype	2	0.26
Badoo	7	0.93
Tumbir	0.0	0.0
Palmchat	8	1.06
Pinterest	0.0	0.0
Periscope	1	0.13
Vimeo	0.0	0.0
Linkedin	0.0	0.0
<b>Total</b>	<b>750</b>	<b>100</b>

Table 1 shows that the use of Facebook as a social media is the most frequently, widely used and addicted social networking/media among students of Federal University of Kashere with a frequency of 218 with 29.06%; followed by WhatsApp with frequency of 211 and 28.13%; YouTube with frequency of 16 and 2.13%; Google+ with frequency of 112 and 14.93%; Messenger with frequency of 77 and 10.26%; Twitter with frequency 56 and 7.46%; Instagram with frequency of 42 and 5.60%; Palmchat with frequency of 8 and 1.06%; Skype with frequency of 2 and 0.26%; Badoo with frequency of 7 and 0.93%; Periscope with frequency of 1 and 0.13%. The rest of social networking/media have zero frequency and zero percentage that is the rest of social networking/media are patronized by the students of Federal university, Kashere. The table also indicates that, most of the students patronize three or more social media which they might be used or addicted to one, two, three or more social media. The respondents ticked more than three used social media where the first ticked three social networking/media were counted.

**Table 2: Description of the extent of addiction on social networking/media among students of Federal University of Kashere**

**RQ2:** What is the level of addiction of social media among students of Federal University of Kashere?

Category	Frequency	Percentage
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Don't use	0.0	0.0
Not addicted	47	18.8
Mildly addicted	138	55.2
Highly addicted	65	26
<b>Total</b>	<b>250</b>	<b>100</b>

Table 2 shows that none of the students is free from social media use. This may be as a result that the ICT give room for them for social network/media use. Hence handsets are mostly used by the students to check their results and other academic information. 47 students with 18.8% are not addicted to social media. 138 students with 55.5% are highly addicted to social media. 65 students with 26% are highly addicted to social network/media. Thus, it is observed in the university that some students chat electronically during lecturers, practical activities and even in the library or other learning centres. The observation validate this research questions.

**HO1:** There is no significant gender difference in the extent of addiction of social media among students of Federal University, Kashere.

**Table 3: t-test independent sample analysis on the gender difference in the extent of addiction of social networking/media among students of Federal University of Kashere.**

Variables	N	Mean	SD	Reference
<b>Male</b>	110	17.96	2.041	Sig.
			.000	
<b>Female</b>	93	18.04	.841	

*Alpha value 0.05*

Table 3 shows that the *P-value 0.00* is less than 0.05 alpha level of significance the research null hypothesis is rejected and consequently the alternate hypothesis is accepted which says, there is significant gender difference in the level of addiction of social networking/media among students of Federal University of Kashere with which the research question has been answered. Thus, the t-test shows that female students are more addicted to social networking than male students, even though the difference is very slight as shown their Mean.

### Discussion of the Findings

This Finding revealed that, Social networking/media addiction is the one of the psychogenesis of **stress** and it impedes learning among students of Federal University, Kashere. Facebook and WhatsApp are the most frequently used and most addicted social networking/media among students of Federal University of

Kashere which agrees with the finding of Hou et. al. (2019), where they found that Facebook is positively associated with mental health problems such as stress, anxiety and depression and negatively associated with long-term well-being. Social networking/media addiction is associated with other psychological and emotional imbalances among students of Federal University of Kashere, especially when the students have no Data subscription, enough phone charges, poor internet network, failure of social network friends to respond immediately, etc. the behaviour of social network/media addicted person includes internet chatting during lectures in the classroom. In laboratories, in libraries, in lecturers' offices, in university mosques and prayer grounds, in private or commercial cars, when walking, holding of double phone batteries, holding power bank, plugging phone charges on request in commercial cars, sitting nearby ICT centres, putting ear piece invariably, uncontrolled thinking and lack of general attention; with agrees with the findings of Andreassen and Pallesen, (2014) where they found that the symptoms of social media addiction can be manifested in mood, cognition, physical and emotional reactions, and interpersonal psychological problems.

### Conclusions

It is concluded that the use of Facebook as a social media is the most frequently, widely used and addicted social networking/media among students of Federal University of Kashere with a frequency of 218 with 29.06%; followed by WhatsApp with frequency of 211 and 28.13%; YouTube with frequency of 16 and 2.13%; Google+ with frequency of 112 and 14.93%; Messenger with frequency of 77 and 10.26%; Twitter with frequency 56 and 7.46%; Instagram with frequency of 42 and 5.60%; Palmchat with frequency of 8 and 1.06%; Skype with frequency of 2 and 0.26%; Badoo with frequency of 7 and 0.93%; Periscope with frequency of 1 and 0.13%. And there is significant difference in gender on using social media in Federal university, Kashere.

### Recommendations

- 1) ICTs should provide restricted internet accessibility to students for the purpose of research only.
- 2) Psychotherapeutic counselling should be provided to the students who are addicted to social networking/media as it may distort, distract and impede the students' academic performances.

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