

INFLUENCE OF SOCIAL NETWORK SITES ON STUDENTS' PRODUCTIVITY IN PUBLIC SECONDARY SCHOOLS IN JOS NORTH LOCAL GOVERNMENT AREA OF PLATEAU STATE

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Abstract

The Study Examined The Influence Of Social Network Sites On Students' Productivity In Public Secondary Schools In Jos North Local Government Area Of Plateau State. Descriptive Survey Research Design Was Used. The Population Comprised 1,524 Students In Public Secondary Schools While The Sample Size Comprised 120 Students From 26 Selected Schools Using The Simple Random Sampling Technique. Two Research Questions guided The Study. Students' Social Network And Productivity Questionnaire (ssnpq) Was Used As Instrument For Data Collection And Data Was Analyzed using simple Percentage. The Findings Of The Study Revealed That Facebook, Whatsapp, Youtube And Instagram Were The Social Network Sites Mostly Accessed By Students In Public Secondary Schools. However, It Was Found Out That The Use Of social Network Sites Had A Higher Influence On Students' Productivity Level. Based On The Findings, It Was Recommended That students Who Are Heavy Users Of Social Network Sites Should Moderate The Use Of These Sites To Avoid Addiction And Enhance Academic Balance, Use Of Public And Private Libraries Should Be Encouraged And parents should discourage The Inappropriate Use Of Social Media Networks Among Their Children To Curb Distraction And Their Enhance Productivity Level.

Keywords: Addiction, Productivity, Social Network.

Introduction

It Is Generally Believed That Any County That Does Not Handle The Education Of Its Citizenry Well, Does So At The Detriment Of Its Future Generation (akudolu, 2013). In Recent Times There Has Been Growing Concern Over The Falling Standard Of Education In Nigeria Especially In Jos North, Lga Of Plateau State (afangideh&oluwuo, 2011). This Is Premised On The Consistent Low Performances Of Students In Public Secondary Schools. Education Improves **the Standard Of Peoples Living**. Standard Of Living Refers To The Extent To Which An Individual Is Able To Maintain Itself With The Basic Needs Of Life; These Needs Include Food, Shelter And Clothing. Similarly, (akarowhe, 2017) Was Of The View That Standard Of Living Is The Level Of Quality Of Life People In A Particular Society Are Enjoying, Which Is Not Only Affected By Their Level Of Income But The Quality And Quantity Of Goods And Services Made Available To Them. Despite These Vital Roles Played By Education, Evidences From Literature Showed That Students Do Not Achieve As Expected In Various Subjects In Public Examinations as (olusegun, 2022) report From National Examination Council (neco) That 57.3% Of Candidates Who Took The Senior School Certificate Examination (ssce) In 2022, Passed Compared With 61.6% In 2021, These Number Indicate A Decline In Performance. Abiodun (2022) Blamed Students And Their Parents For The Failure In Examinations. According To Her, Students No Longer Read Their Books Instead They Are

On Their Phones Playing Games Or Chatting With Friends, This Breeds Laziness And Procrastination To Their Studies. Nowadays, Students Prefer And Dedicate More Time To Playing, Partying And Fun Filled Activities Than To Read And Prepare For Exams Or Their Future Aspiration. Many Students Start Reading A Few Days Before Examinations And This Can Only Lead To Poor Grades And Failure.

Productivity Level Of Students Involves The Effort A Student Put Into Academics, This Is Usually Measured By Evaluating How Well They Perform In Their Grades (anderson, 2015). Productive Learning Is Learning On The Basis Of Productive Activity In Social Situations, Learning On The Basis Of Experience And Being Able To Achieve Something Important Both For Oneself And One's Environment. Productivity Can Be Influenced By Attendance, Study Time And Concentration. Productivity Is Vital Thus, It Enables An Economy To Produce And Consume Increasingly More Goods And Services For The Same Amount Of Work. Productivity Is A Measure Of How Efficiently A Person Completes A Task, It Makes The Student Feel More Connected To The Task At Hand Or Task Ahead.

Social Network Is The Latest Technological Explosion In The World Of Information; It Is An Online Platform Or Site That Focuses On Building And Reflecting On Social Relation Among People, Who Share Common Interest Or Activities. According To (adomi&ejirefe, 2012), Social Networking Refers To Activities, Practices And Behaviour Among Communities Of People Who Gather Online To Share Information, Knowledge And Opinion Using Interactive Media. The Interactive Media Are Web-based Applications That Make It Possible To Create And Easily Transmit Content In Forms Of Text, Pictures, Videos And Audios. Social Networks Are A Group Of Internet Based Application That Build On The Ideological And Technological Foundation Of Web 2.0, And That Allow The Creation And Exchange Of User-generated Content. Social Network Site Allow Users To Share Activities, Event, Ideas And Interests Within Their Individual Network. These Websites Likewhatsapp, Facebook, Youtube And Instagramgain Popularity Due To Their Easy Access And Are Becoming Increasingly Dangerous As They Create Modes To Students To Procrastinate While Trying To Complete Tasks And Assignment.

The Growing Incidence Of Students Using The Internet Not Necessarily For Academic Purposes But For Antisocial Activities Is Increasing At An Alarming Rate. They Use These Websites For Pornography, Blackmail, Racketeering, Fraud Among Others. Social Network Sites Have Proven To Be Universally Addictive For Secondary School Students Who Tend To Spend Considerable Amounts Of Their Time Maintaining Social Connections, Getting New Acquaintances And A Broad Base Of Friends During Their Years Of Study. These, However Has Reduce The Amount Of Time They Spend With Their Books Which Is Aimed At Successful Completion Of Their Studies. In Nigeria, There Are So Many Factors Influencing Students' Productivity Level. In Recent Times, With The Emergence Of Digital Technologies, Studying Among Young People Is Said To Be On The Decline Due To Their Interest In Social Networks, Games, Videos, Music, And So On. While This Has Remained The Trend, There Is Growing Concern That Social Network Is Killing The Study Habit And Productivity Level Of Secondary School Students In Jos North Lga Of Plateau State. The Amount Of Time Students Devote In Social Networkshas Eaten Deep Into Their Study Time Thus, There Is Barely Little Or No Time Left For Meaningful Engagement With Their Study Culture.

Statement Of The Problem

Students' Grim Productivity Is Worrisome To Teachers, Parents And School Administrators. This Is Attributable To Their Negative Attitudes Towards Their Academics And Spending Undue Time In The Usage Of Social Networks Which Results In Poor Reading Habits And Under Performance In Academics. Students Are Distracted By Persistent Use Of Social Network Sites. Thus, They Become Passive Readers Who Prefer To Sit Back And To Be Entertained Instead

Of Studying, They Prefer To Spend The Whole Day Playing Games And Chatting With Friends. Social Network Sites Encourage Negative Behaviour Among Students Like Catching Up With Unknown Friends Who In Turn Expose Them To Frauds Via E-commerce Banking And misuse Of Drugs. Social Network Sites Have Also Become The Easiest Point Of Access To Pornography And Other Obscenities Which Affect Students' Productivity Level In School. Some students, who use the social media for academic purposes, do so because they rely on its information accessibility to provide direct lifting of answers for their assignments. If this unwholesome trend is not checked, students' productivity level in school subjects will continue to dwindle. Hence, this study investigated the influence of social network sites on students' productivity in public secondary schools in Jos North Local Government Area of Plateau State.

Objectives Of The Study

The Purpose Of This Study Is To Examine The Influence Of Social Network Sites On Students' Productivity In Public Secondary Schools In Jos North Local Government Area Of Plateau State. These Includes:

1. To Find Out The Predominant Social Network Sites Students Use In Public Secondary Schools In Jos North Local Government Area Of Plateau State.
2. To Examine How The Frequency In The Use Of Social Network Sites Affects Students' Productivity Levels In Public Secondary Schools In Jos North Local Government Area Of Plateau State.

Research Questions

The Following Research Questions Guided The Study:

1. What Are The Social Network Sites Students Predominantly Use In Public Secondary Schools In Jos North Local Government Area Of Plateau State.?
2. To What Extent Does Frequency In The Use Of Social Network Sites Affect Students' Productivity Level In Public Secondary Schools In Jos North Local Government Area Of Plateau State?

Conceptualization

Social Network And Sites

Social Media Network Refers To Activities, Practices And Behaviour Among Communities Of People Who Gather Online To Share Information, Knowledge And Opinion Using Interactive Media. (Anjugu, 2013) Describe Social Network As A Group Of Internet-based Application That Allows The Creation And Exchange Of Users' Generated Content. Social Network Is Fast Becoming A Trendy Means Of Public Communication And Interpersonal Ways Of Interacting With Each Other Globally. The Conventional Way Of Meeting Each Other Is Long Over And Presently, The World Meets At Social Network Sites (Daluba & Maxwell, 2013). What Distinguishes Social Media From The Conventional Means Of Communication Is Their Interactive Nature Which Allows The Audience To Participate From Any Part Of The World. Similarly, (Kojo, 2018) Refers To Social Network Technology As A Web Based And Mobile Application That Allow Individuals And Organizations To Create, Engage And Share New User Generated On Existing Content, In Digital Environments Through Multi-way Communication. Social Network Is An Online Technology Platform That Helps To Connect People Together. It Facilitates The Creation And Sharing Of Information, Ideas And Interest Among Groups.

Social Network Sites (SNS) Is A 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 (Ezeah, 2013). Social Networksites Provide Tools By Which

People Can Communicate, Share Information And Create New Relationship Among Users. It Includes A Variety Of Web-based Tools And Services That Are Designed To Promote Community Development Through Collaboration And Information Sharing .it Has Become A Way Of Life For Many People Especially Students. (ochogwu&agbum, 2018). These Mobile Devices Make It Easier For Users To Access Social Media Networks Without Any Stress. The Examples Of These Social Network Applications Are Facebook, Twitter, Youtube, Whatsapp, Instagram Among Others. Social Network Applications Offer Compressive Sources Of Online Content Of The Network. It Is The Latest Technological Explosion In The World Of Information; It Is An Online Platform Or Site That Focuses On Building And Reflecting On Social Relation Among People, Who Share Common Interest Or Activities.

These Tools Provide Opportunities For Individual Expression As Well As Interactions With Other Users. When Users Communicate Through These Websites, They Use Things Like Instant Message (im) And Chatting As Well As Status Or Twitter To Talk To Friends And Express Themselves. Today, The Increase In Use Of Social Networks Has Become An International Phenomenon. It Has Become A Way Of Life For Many People Especially Students In Secondary Schools All Over The Globe. These Network Often Requires Computers Or Mobile Devices Such As Smart Phones, Ipad, Laptop With Internet Access To Share Information Online. These Mobile Devices Make It Easier For Users To Access Social Networks Without Any Stress. The Examples Of These Social Network Applications Are Facebook, Twitter, Youtube, Whatsapp, Instagram Among Others. Social Media Applications Offer Compressive Sources Of Online Content Of The Network. One Of These Popular Social Networks Is The Facebook.

(ogbe, 2014) Asserts That Facebook Is One Of The Two Most Frequented Websites In The Entire Internet Which Has Over 800 Million Active Users. Whatsapp Is Also A Useful Tool Of Connecting People With Common Interest And Shared Concerns. Again, Over 450 Million Active Users Of Whatsapp Are Recorded Monthly With Over 10 Million Messages Shared Daily By Users. It Is A Free Down Load Application For Smart Phones That Uses The Internet To Send Messages, Images, Audio And Video. Many Studies Have Been Conducted By Different Scholars On The Negative Effect Of Learners' Engagement On These Social Networks. However, Those Who Spend More Time On Social Networks May Have Difficulties Balancing Their Online Activities And Their Academic Preparation. This Has Been A Problem To Most Students In Secondary Schools Which Affects Their Productivity Level.

Student Productivity

School Is A Primary Setting For Academic And Social Experience. To Be Able To Hit Your Targets, Everyone Needs To Be Productive. Productivity Is The Measure Of The Efforts Students Make Towards Accomplishing Their Academic Goals. Student Productivity Is The Effort And Ability Of A Student To Perform Efficiently In Their Studies. It Involves How Well They Manage Their Time, Their Ability To Prioritize And Their Overall Input Into Achieving Academic Success. As A Student, It Is Essential To Look Out For Ways To Be Productive And This Can Be Achieved By Focusing On The Things That Helps You Meet Your Goals, This Is A Way Of Moving To The Next Stage Of Life. Exceling In Education Can Be Attributed To Many Factors Aside From A Student's Personal Efforts And Circumstances. The Quality Of Learning Is An Important Factor Thus It Is Like A Garbage In, Garbage Out Which The Output Depends On The Input. If Educational Institutions Aim Only To Produce Excellent Students, They Must Invest A High Quality Learning And Other Things That Will Lead To Good Academic Performance, This Will In Turn Give Students All The Necessary Tools Needed To Make Good Grades.

Productivity For Students Is Measured By Assessing Their Academic Performance As Stated By (olusegun, 2022) Above. It Is The Cumulative Effect Of Students' Hard Work In Assignments, Projects And Studying For Examination. Productivity Measures How Well Students Study For

Examination, How They Participate Actively In Class And How They Go The Extra Mile In Assignments. A Mastery Of The Study Material Is A Demonstration Of Knowledge Learned And How Well Information Is Retained Is A Yardstick Of Evaluating How Productive A Student Can Be. However, According To (mushtaq, 2012), Students Can Increase Their Productivity By The Following:

- **Set Up Short-term Academic Goal:** To Increase Productivity Level, Write Down Your Goals Before The Beginning Of Every School Session.
- **Draft A Study Timetable:** Creating A Study Timetable And Sticking To It Will Increase Productivity Levels In A Student.
- **Eliminate All Distractions:** This Is One Way Of Being Productive In Your Study Time And Environment.
- **Reduce Screen Time:** This Can Be Easily Achieved By Switching Off Or Silencing Phones While Studying.
- **Practice Compartmentalization During Study:** This Is Dividing Study Materials Into Sections, This Will Increase Productivity Levels
- **Join A Study Group:** Being A Part Of A Study Group Motivates Students By Making Them Accountable In Understanding The Study Material
- **Engage In Group Collaboration:** Group Class Activities Will Help Develop A Competitive Spirit Among Peers.
- **Get Enough Sleep:** Getting Enough Sleep And Having Occasional Naps Helps Productivity In Students.

Influence Of Social Network Sites On Students' Productivity

Social Network Sites Have Taken An Appreciable Time From Students' Routine Schedules. The Question Is Whether It Has Had Adverse Effects On Their Productivity Levels. Technologies Have Transformed The Lives Of Individuals In Many Positive Ways. But The Negative Impact Of These Innovations In Social And Educational Pursuits Appears To Over-weigh Its Positives. This Is In Line With The Fact That There Is Hardly Anything Invented By Man, No Matter Its Level Of Perfection That Is Without Some Flaws. Advancement In Technologies Has Eased The Processes Of Academic Research. Findings Also Reveal That, Students Show Very Much Interest In Using Social Networks, Which In Turn Affects Education Severely. The Negatives Of These Social Network Use on Students And Education In General Appears To Supersede The Positives. Social Network Has Lowered The Standard Of Education In Nigeria. It Has Grabbed The Attention And Concentration Of Students And Diverts Them Toward Non Educational, Unethical And Inappropriate Actions Such As Examination Malpractice (arno, 2012). It Has Made Students So Lazy That They Hardly Resort To Extensive Study Before Sitting For Any Examination. Instead Of Studying Very Hard To Write And Pass Examinations, Students Now Cultivate The Habit Of Cheating Through Browsing On Their Mobile Handset While In Examination Halls. Secondary School Students' Productivity Level In Jos North Lga Of Plateau State Is Perturbing. Concentration In Classrooms During Lesson Periods Is Now A Thing Of The Past Among Students. While Classes Are Being Held, Students Lose More Than Fifty Percent Concentration To Chatting On Social Networks Such As Facebook, Twitter, Whatsapp, Instrgram, Bbm, 2go, Among Others. Social Network Sites Brought About Loss Of Concentration Among Students, Thereby Creating One Problem Or The Other In Their Educational Pursuits And Performance. (folorunso, 2010) Communication Skills, Language Usage And Creative Writing Have Declined Among Students, As The New Technologies Have Reduced Their Communication Skills. Also, Students Hardly Speak Good English These Days. They Mostly Use Slang Or Shortened Forms Of Words In Writing As A Result Of Complete Reliance On Computer Grammar And Spell Check Features.

The Emergence Of These Social Networks Has Eased The Processes Of Research By Providing Unlimited Access To Information On Virtually All Spheres Of Human Endeavors. But Looking At The Quality Of Information Available On The Internet, One Can Agree With The Fact That Most Of The Information Accessed On Social Networksare Fabricated. Not All Of The Information Collated On The Social Networks Is Accurate And Factual. This Is Because Anybody Who Has Access To The Internet Can Write And Share Information Of All Sorts, Regardless Of Their Quality (adomi&ejirefe, 2012). The Dependence Of Students On Social Networks For The Sourcing Or Gathering Of Materials For Academic Researches Has Degraded The Value Of Most Academic Works Undertaken By Students. Today, Students Are Fond Of Plagiarism. One Can Access, Copy And Use Other Persons' Worksana Assignments Without Acknowledgement. Today, Students Show Very Much Interest In Using Social Networks, Which In Turn Affects Education Severely (gross, 2014).

Methodology

The Study Adopted Descriptive Survey Design. (obilor, 2018) Posits That Descriptive Survey Attempts To Describe, Explain And Interpret Conditions Of The Present The Way They Are. Thus, It Describes 'what Is' By Recording, Analyzing And Interpreting Conditions That Exist. The Population Is 1,524 Students In Senior Secondary Schools In Jos North Lga Of Plateau State. The Sample Size Comprised 120 Students From 26 Schools Randomly Selected Schools Using The Simple Random Sampling Technique And Taro Yamane Method For Obtaining The Sample Size From The Given Population. The Instrument Used For Data Collection Is Students' Social Networking And Productivity Questionnaire (ssnpq). It Comprisedtwo Sections: Sections A, Was For Collection Of Information On Personal Data Of Students While Section B Consisted Of 17 Items That Elicited Responses From The Students With Options Of Strongly Agree (sa) Agree (a) Disagree (d) And Strongly Disagree (sd) Respectively. Data Collected From The Sample Were Analyzed Using Simple Percentage.

Results

1. **Research Question One:** What Are The Social Network Sites Students Predominantly Use In Public Secondary Schools In Jos North Local Government Area Of Plateau State?

Table 1: Types Of Social Network Sites Mostly Used By Students

Items	Frequency	
percentage %		
Facebook	108	90
WhatsApp	87	72.5
Youtube	97	80.8
Myspace	14	11.7
Twitter	49	40.8
Yahoo Messenger	30	25
Instagram	62	51.7

From Table 1 It Was Observed That Out Of 120 Respondents 108 Representing 90% Of The Students Statedthat The Social Network Site They Mostly Use Was Facebook. Meanwhile, 72.5% Of The Students Resorted To The Use Of Whatsapp, While 80.8% Indicated, They Used Youtube And 51.7% Of The Students Used Instagram. From The Trend Of The Responses It Can Be Concluded That Facebook, Whatsapp, Youtube And Instagram Were The Social Network Sites Mostly Accessed By Students In Public Secondary Schools.

1. Research Question Two: To What Extent Does Frequency In The Use Of Social Network Sites Affect Students' Level Of Productivity In Public Secondary Schools In Jos North Local Government Area Of Plateau State?

Table 2

Frequency Of Theuse Of Social Network Sites On Students' Level Of Productivity

Items %	Frequency	Percentage
Constant use of social network sites, takes away the time for studying.	93	77.5
I read fewer books because I am occupied with social network sites.	79	65.8
The act of social network interferes with my studies and assignments.	71	59.2
Social networking caused constant procrastination of my studies rather than learning.	54	45
My poor writing skills are as a result of code-switching (using of slangs) while USING social network (examples tru – “through”, tym - “time”).	80	66.7
Most of the time I cram my work rather than read them as a result of social network distraction.	81	67.5
I visit social media more than my books	36	68.4
I get distracted by social media when am in class	81	87.2
I do not have much time for extensive reading	49	57.4
Use of social network has greatly improved my writing skill	50	72.1

In Table 2, The Responses To The *Use Of Social Network Sites And Students' Level Of Productivity* Shows That More Than Half 77.5% Of The Respondents Stated That Constant Use Of Social Network Sites Take Away The Time For Reading, Whereas 65.8% Of The Respondents Read Fewer Books Because There Are Occupied With Social Network. Meanwhile, 59.2% Of The Respondents' Stated That The Act Of Social Networking Interferes With Their Studies And Assignment And 45% Of The Respondents Stated That Use Of Social Network Caused Constant Procrastination Of Their Studies Rather Than Learning. Byimplication, Frequency Of Use Of Social Network Sites Affected Students' Level Of Productivity To A Large Extent.

Discussion

The Result Of The Finding Revealed That Facebook, Whatsapp, Youtube And Instagram Were The Social Network Sites Mostly Accessed By Students In Public Secondary Schools. Thus, Facebook Ranked 90%, Whatsapp 72.5%, Youtube 80% And Instagram 51.7% Respectively. This Means That The Higher The Involvement In The Use Of Social Network Sites, The Higher The Addiction And Influence As Supported By (ogbe, 2014) That Facebook, Whatsapp, Youtube And Instagram Were The Most Frequented Used Websites In The Entire Internet Which Had Over 800 Million Active Users. Also, The Use Of These Social Network Sites Had Higher Influence On The Productivity Level Of Secondary School Students As Reflected In The Above Statistics Which Supports The Observation By (kojo, 2018) That, Many Students Could Not Go For Two – Three Hours Without Checking And Updating Their Profiles On These Social Networks Even To The Detriment Of Their Studying Activities. This Has Been A Problem To Most Students In Secondary Schools Which Affects Their Productivity Levels. Hence, There Is A Higher Influence Between The Frequency In The Use Of Social Network And Students' Level Of Productivity.(ezeji, 2018) Revealed That Social Network Sites Rate Of Usage Among Students Was Very High And This Usage Negatively Affected Students' Revision Daily As Well As Submission And Carrying Out Assignments.however, Students' Who Are Heavy Users Of These Social Network Sites In Nigeria Are distracted In Their Academic Life And Thus Affected In Their Concentration During Classes And Examinations.

Conclusion

Being Productive Is Considered Crucial Across All Sections Of Life For Successful Coping With The Complexities And Challenges That Comes With The Rapidly Changing World. Hence, Students' Productivity Level Is Strongly Influenced By Social Network Sites. New Digital Technology Like Mobilephones, Video Entertainment, Television Channels And The Rapid Growth Of Various Websites Are Affecting The General Productivity Levels Of Students. Students Spend More Time Surfing The Internet, Playing Phone Games, Sending Nonstop Smss Among Others Tend To Be The Norm, Just For Entertainment And Fun. Most Students Spent One To Three Hours On The Internet Doing Emails, Movie Reviews, Reading Comic Strips, Tiktok Among Others. A Very Few Portions Of The Students Hardly Surf The Internet For Academic Purposes And Their Habits On These Social Network Sites Are So Perturbing To Both Parents, Teachers And School Administrators.

However, This Study Would Go A Long Way In Curbing The Over Bearing Influence And Use Of These Social Network Sites On Students Productivity By Looking At Ways Through Which These Electronic Means Can Be Incorporated Into Their Daily Academic Activities In Order To Help Improve Studying Abilities Among Youths Especially Those In Public Secondary Schools.

Recommendations

The Following Recommendations Were Made For The Study:

1. Students Who Are Heavy Users Of Social Network Sites Should Moderate The Use Of These Sites To Avoid Addiction And Enhance Academic Balance.
2. Public And Private Libraries Should Strive To Create A Conducive Learning Environment So As To Make Students Feel At Home And Comfortable.
3. Parents Should Encourage Studying By Buying Books As Gifts For Their Children To Motivate Them And Enhance Their Productivity.

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