



**RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND EFFECTIVE LEARNING
CULTURE OF STUDENTS IN PEACOCK COLLEGE OF EDUCATION, JALINGO**

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Abstract

The paper investigates the Relationship between social media usage and effective learning culture of students in Peacock College of Education, Jalingo. Two objectives and two hypotheses were formulated for the study. Correlational Survey design was used for the study and a population sample of fifty seven (57) NCE II students out of the total population of seventy five were used. Data was collected using a self-developed instrument titled, Social Media and Effective Learning Culture Questionnaire (SMELCQ) which was duly validated by experts in Test and Measurement and Guidance and Counselling and the reliability of the instrument was found using test-retest method of reliability. Pearson Product Moment Correlations coefficient (r-correlate) and independent t. Test were used for hypotheses testing. The results of the study revealed that positive relationship exists between social media usage and effective learning culture of students and Male and Female students do not differ significantly in the utilization of social media. The paper concludes that social media usage has positive relationship with Students effective Learning culture. Students most often use the Social media for different aspects of learning. Also, both male and female adequately utilize the social media for effective learning in the college. The paper further recommends that Governments, College proprietors and parents should encourage their wards and citizens in the use of information technology for effective learning, parents, Governments and College Proprietors should use smart phone or laptop as a means of motivating hard work among students in order to increase the utilization of social media among male and female students.

Keyword: *Social Media, Effective Learning, Usage, Relationship, Peacock College of Education*

Introduction

Acquisition of relevant information enables learners have modification of behaviour to solve problems related to their areas of study. Mamman (2008, Murack, 1970) defined learning as relatively permanent change in behaviour which occurs as a result of training, practice and experience. Oladele (1994), Opined that learning is the process where someone or a learner benefits from his past experience. Learning is described by experts as a process that begins right from conception to the day we die. In our daily human interaction with ourselves and the environment people are faced with new tasks and different challenges that affect and change peoples lives. Learning is therefore, the process by which behaviour or the potentiality for behaviour is modified as a result of experience. It refers to both the acquisition of totally new response and the change in the frequency of an action that is already in the Child's repertoire.

The process of mechanism of learning cannot be observed directly, instead the evidence that learning had taken place can be interred from the change may manifest in behaviour which is seen as gains or having survival or adaptive values to the individual.

Mamman (2008), reviewed the definitions of learning based on three noticeable elements.

Relatively permanent

It implies a change in behaviour

The change must be as a result of training, practice and experience.

On the other hand, social media is in the middle of most people lives. Social media influences how people live, how people work and now more than ever, how people learn. Thomas (2018), revealed that more and more teachers and professors are in incorporating social media into their classrooms to engage students and support their educational development, whether online or in person. Social media is shaping and influencing how students learn and interact today. Social media refers to a computer – based technology that facilitates the sharing of ideas, thoughts and information through the building of virtual networks and communities (Thomas, 20018). Users engage in social media via computer, table or Smartphone, web-based software or web-application often utilizing it for learning and messaging social network tools afford students and institutions with multiple opportunities to improve learning methods through these networks, students can incorporate social media plugins that enable sharing and in traction (Sani, Emmanuel , & Abdulkadir, 2018). Furthermore, students can benefit from online tutorials and resources that are shared through

social networks. There is valuable knowledge to be gained through social media such as the rapid adoption of social network sites by teenagers in the United States and in many other countries around the world raised some important question, Kalra and manani (2013), argued that excessive use of these sites not only have long lasting effect on psyche of students but also affects the physical, mental and social aspect of life. The researchers further added that sometimes these sites also affect the academic achievement of the students.

Neelamalar and Chitra (2009), state the members of social sites can easily form groups called communities and share their opinions among themselves through discussions thread, forums and polls. The finding of the researchers revealed that 95% of members of social networking sites spend varying amount of time from less than an hour of five hours every day, in social networking sites. Also 95% of the youth find the social networking sites as a platform for reconnecting with lost friends. Maintaining existing relationship and sharing knowledge, ideas and opinions. Kelb (2012), reported that adolescents who patronize social networking sites are important medium for self expression, communication with friends and peer feedback. The researchers further offered that 22% of teenagers log on to their favourite social networking sites more than ten times a day.

Analytics and insights on various topics or issues for study purpose. It is also a medium where students can establish beneficial connections for their careers. As an educational institution, it is crucial to be active in many areas of academics. The use of social media in education provides students with the ability to get more useful information to connect with learning groups and other educational systems and make education convenient (Japhet 2016).

Effective learning culture refers to the collection of organizational conventions, values, practices and processes. These conventions encourage students and employees and organizations develop knowledge and competence (Thomas 2018). An organization with a learning culture encourages continuous learning and believes that systems influence each other. Since constant learning elevates an individual's as a worker and as a person, it opens opportunities for the establishment to transform continuously for the better.

Thomas (2018), unveils the benefits of a learning culture for students and staff.

- Increase efficiency and productivity

- Increase students satisfaction

- An improvement mindset among students.

- A develop sense of ownership and accountability.

- A culture of knowledge inquiry and sharing.

- An enhance ability for students to adopt to change.

Therefore, for learning to be effective in an organization, the knowledge that is encouraged must be revealed to the areas of specialization. More so students in an organization should be working together rather than learning individually. Shared learning enables institutions to increase their staff and students quicker and solve problems more efficiency.

Having laid the study background, the study therefore aimed at investigating the Relationship between social media usage and effective learning culture of students in Peacock College of Education, Jalingo.

Statement of the problem:

Nigeria as a developing nation, who has the will and resources both human and material to be compete with its counterparts of the developed nations, but unfortunately, the dream could end up a mirage if care is not taken. It has been observed with interest that most of the rural located schools are still deficient of electricity which supports the use of computer technology in schools, this has rendered students from this location of the country disadvantaged in terms of computer education, which constitutes the problem of the study. Personal experience also revealed that most of the rural schools lack the basic facilities to support the teaching and learning of secondary school subjects which include computer studies, this, has also rendered most of them incapacitated to explore computer related resources within their domains in their next level of education, which also constitutes the problem of the study. Lack of accessibility of computer resources affects students performance in both Computer Based Test (CBT) conducted annually by the Joint Admission and Matriculation Board (JAMB) and Teachers Registration Council Examinations (TRCN) for NCE and B.Ed holders. This deters those students and candidates from exploring quantum of information in the social media. The deficiency will go a long way to limit students performance, restrict them from learning in a developed schools and control their healthy interaction with significant others on academic related issues.

Objectives of the study

The study has the following objectives

- To find out the Relationship between social media usage and Effective Learning culture of Students in Peacock College of Education, Jalingo
- To determine whether difference exists between male and female students in the utilization of Social Media in Peacock College of Education, Jalingo.

Research Hypotheses

H0. There is no significant Relationship between social media usage and effective learning culture of students in Peacock College of Education, Jalingo

H0₂. Male and Female Students do not differ significantly in the utilization of Social Media in Peacock College of Education, Jalingo

Method

Research Design the study adopted correlational survey design. Because the researchers seek to understand what kind of relationship naturally occurring variables have with one another. The research sought to figure out if two variables are related and in what way (social media usage and effective learning culture) (Sani, Emmanuel & Abdulkadir 2018).

Population of the study- the population of the study comprised of the entire population of students in Peacock College of Education Jalingo, from NCE 1 to 3. The college has the total of five hundred and twenty (520) students, cutting across three (3) levels. (Information and Human Resource Unit, 2019).

Sample and Sampling Techniques- the study sample has taken from the students of Peacock College of Education Jalingo who are currently in NCE II which comprised of both male and female students under the guidance of Krejcie and Morgan's table (1970), and considered the accurate sample. The total population of NCE 2 students in the college was seventy five (75) the table stated that for population of seventy five (75) sixty five (65) students be taken as sample for the study. Therefore, the total of sixty five (65) population sample was considered for the study. Also simple random sampling technique was used to select the population sample of sixty five (65) NCE II students, using hat and draw approach. The researchers used different pieces of paper with an indication of A and B, written in all the pieces of paper and placed them in all the pieces and placed them in an open container, thereby allowing students of NCE II to pick. Those students that picked "A" alphabet were automatically selected and served as the sample for the study. Sixty five (65) students picked "A" alphabet as the required number needed for the study, while ten (10) contained the "B" alphabet. The exercise was conducted during the students lecture period of EDU 221 (Special Education) on the 20th July, 2019. Some of the respondents who picked "A" were absent during the administration of the instrument. Therefore, Eight (8) respondents were not considered for the administration of the instrument.

Instrumentation – The instrument for data collection was the questionnaire titled: social Media and Effective Learning Culture Questionnaire (SMELQ). The instrument was divided into three sections, section A, dealt with the Bio-data of

the respondents which had two items, section B comprised of social media usage and effective leaning culture, which had seven (7) items and section C comprised of Gender and social media utilization, which had seven (7) items. Instrument was validated by two (2) experts in the Department of Educational Foundations, with specialty in Test, Measurement and Evaluation and Educational Guidance and Counseling. The experts were Senior Lecturer and Associated Professor respectively. Suggestions and observation were made and necessary adjustments have been made to satisfy the corrections made in order to collect the right data for the study. Also, reliability of the instrument was found using test-retest approach. Twenty (20) copies of the corrected instrument were used for students of NCE 3 of the same college, but outside the sample population. Retest was conducted between the interval of two weeks and the data of the administered questionnaires were analyzed using Pearson Product Moment Coefficient (r correlate) and the coefficient value of 0.76 was found, which has rendered the instrument reliable for research purpose. Kolo (2003), revealed that a coefficient value of 0.5 and above is regarded as statistically significant for research purpose in education. Therefore, the instrument was subjected for data collection using the sample respondents on the 20th August, 2019

Procedure for Data Collection – Procedure for data collection started with the researchers meeting the respondents in their general class of EDU 221 (Special Education). The lead researcher introduced the co-researchers and unveiled the motive of meeting them, students of NCE II were randomly selected using hat and draw approach of simple random sampling technique, were given the questionnaires to fill. Wait and take approach was used by giving the respondents thirty (30) minutes to fill and returned the questionnaires.

Procedure for data Analysis – Data generated through Social Media and Effective Learning Culture Questionnaire was analyzed using Pearson Product Moment Correlation Coefficient and independent t. Test for testing of the two hypotheses formulated. r. correlate was used to test hypothesis I and Independent t. Test was used to test hypothesis 2, respectively.

Results

Hypothesis I, There is no Significant Relationship Between Social Media Usage and Effective Learning Culture of Students.

CORRELATIONS

		SOCIAL MEDIA	EFFECTIVE LEARNING
SOCIAL	Pearson correlation	.056	1
MEDIA	Sig (2.tailed)	.678 57	1

EFFECTIVE LEARNING	Pearson correlation	.056
N	N Sig (2.tailed)	.678 57

Pearson correlation is 0.056

Correlation Coefficient is significant at (.056) as the correlation value is greater than the table value, on the basis of the data the null hypothesis stands rejected. Social media usage has positive relationship with students learning culture.

Hypothesis 2, Male and Female Students do not differ Significantly in the Utilization of Social Media.

Independent t. Test Statistics for difference between Male and Female Students.

GENDER	N	DF	MEAN	STD DEVIATION	STD ERROR	T. CAL
MALE	26	55	19.6923	2.46202	.48284	.003
FEMALE	31		21.2903	8.73763	.56933	

Field survey, 2019

Test Statistics is not significant at (0.003) which is less than the table value of (0.05), which means that on the basis of the data, the null hypothesis stands retained. Therefore, male and female students do not differ significantly in the utilization of social media.

Discussion of finding

The first finding of the study revealed that positive relationship exists between social media usage and effective learning culture of students. This shows that students learn through the use of social media to browse for useful and educative materials, related to their academic pursuit. Also interact academically with their fellow course mates and teachers on issues related to their academics which has helped in the actualization of the present finding. The finding is in line with that of Rowland (2008), who revealed that social media is one of the biggest inventions of technology which is now most popular and widely used and enables discussion among its participants. The researcher further affirmed that the use of social media has become comprehensive and currently. The finding is in support of that of Martinez-Aleman and wart man (2019), who revealed that members of faculty use social networking within an article the classrooms to connect with students. The researcher further revealed that there are many advantages for universities and colleges that can be gained by connecting in the

students through the social media. It is used to increase social relations and thinking as well as building a communication among students. The finding collaborates that of Kelb (2012), who reported that adolescents who patronize social networking are important medium for self expression, communication with friends and peer feedback.

Second finding of the study revealed that male and female students do not differ significantly in the utilization of social media. The finding indicates that both male and female students make proper utilization of social media to develop their academic competence as well as other forms of learning. The analysis of data shows that all the respondents selected use were fully engaged in social media. This has contributed the study finding. The finding corroborates that of Ademola (2016), which revealed that significant difference does not exist in the use of social media by male and female students of Tertiary Institutions. The finding is not in accord with that of Kocal and Wazman (2011), which revealed that significant difference was found in the use of social media networks between male and female students. Female students used social media networks more on academic purpose than the males counterpart. The finding also tallies with that of Ezeji and Ezeji (2018), which revealed that social media usage, has significant impact on academic lecture among male and female students. The finding shows that male and female students have equal utilization of social media. The present finding also corroborates that of Kelb (2012), which revealed that students irrespective of gender affiliation make proper utilization of social media to develop social interaction and communication skills.

Conclusions

Based on the study findings, the following conclusions were made. Positive relationship exists between social media usage and effective learning culture of students in Peacock College of Education, Jalingo. Also Male and female students do not differ significantly in the utilization of social media in Peacock College of education, Jalingo. This means both male and female students make use of social media for different learning purposes.

Recommendations

Based on the findings and conclusions of the study, the following recommendations were made.

- Government and College proprietors should encourage the use of Information and Communication Technology among students through

making adequate provision of ICT facilities to aid social media usage for effective learning.

- Parents, Governments and College proprietors should use social media Gadgets which includes laptop, computers and smart phones as useful medium to reward excellent performance among students of colleges of Education, in order to develop their learning culture.

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