

WOLKITE UNIVERSITY
COLLEGE OF SOCIAL SCIENCES AND HUMANITIES
DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

A RESEARCH FOCUS ON: ASSESSING THE IMPACT OF SOCIAL MEDIA ON THE STUDENTS' ACADEMIC PERFORMANCE :THE CASE OF FIRST AND SECOND YEAR ENGLISH MAJOR STUDENTS OF WOLKITE UNIVERSITY

A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF BACHELOR OF ARTS IN ENGLISH LANGUAGE AND LITERATURE

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ABSTRACT

The aims of the study was to analyze the impact of social media on the students' academic performance in the case of first and second year English language and literature students of Wolkite University. To achieve this, descriptive research method was used. Subjects were drown from Wolkie University first and second year English language and literature students using comprehensive non - random sampling techniques. Both quantitative and qualitative research methods were used for this study to the reliability and validity of the research. Research findings showed that great number of first and second year English language and literature students of Wolkite University, had access to the internet. To this end, the researcher recommended that sites should be created for educational purposes as well. This is to create a balance between social networking and academic activities of students to avoid setbacks in the academic performance of the students.

CHAPTER ONE

1. Introduction

1.1 Background of the Study

Social media is the best one for people used to share their idea, to meet new friends and to reconnect with old friends (Chinaka, L.N.(2006). Social media offer new and varied way to communicate via the internet whether through their personal computer or their mobile phone. Example of social media includes face book, what sap, lmo, viver, E-mail and yahoo etc.

The evolution of social media has cut across all factors of society with its positive and negative impacts. According to Baron, S.J (2002), social media has transformed and impacted on communication, learning, research and education in general. Among the vast variety of online tools which are available for communication, social media have become the most modern and attractive tools for connecting people throughout the world (Aghazamani; 2010). With social media it is easy to communicate with your classmate, discuss class assignment and even to your lecture, watch videos, make comment on your friend page etc,. This study focused on the impact of using social media on student's academic performance in the case of Wolkite University English language and literature students.

Social media technology (SMT) is web-based and mobile applications that allow individuals and organizations to create, engage, share new user, generated or existing content, in digital environments through multi way communication (Davis etal,2012). Social media is the collection of online communication. Channels dedicated to community based input, interactional content sharing and collaboration. Web sites and applications dedicated to forums, micro blogging, social networking and social creation the different type of social media. Most of the time, social media defined as the reaction that exists between networks of people. In the last ten years, the online world has changed dramatically. Thanks to the invention of social media. Young men and women now exchange ideas, feeling, personal information's pictures and videos at a truly astonishing rate. Some of those young men and women who mostly use social media are University students (lto et al, 2009).According to lot et al (2009), since the young men and women are using social media for the purpose of entertainment, they do not emphasis on their academic Performance.

1.2 Statement of the problem

Currently social Media is used by many people to connect with their friends and relatives around the globe.(Aghazamani,20l0);and the use of social media has grown so fast that it is even attracting the attention of university students, they are so engrosses in the sites that they have almost completely forget about their academic performance. University students are

considered victims of the social media more than any group of people as they negatively impact their academic performance.(Pasic & hargittai,2009).

Students easily get attempted to use the various social media when trying to option leering materials online in most cases, the students need up spending almost their time. On the social media and forget about the course materials they organically intend look for.

Furthermore, Basque et al (2009) claim that students tend to participate in such website activities while doing their homework. So that it may have negative effect on their academic performances by interrupting them from the learning process. Therefore, it is becoming difficult to ignore the fact that there may be a direct correlation between use of social media and students' academic performance that area shown at university. Since the problem is related new, the researcher believed that several attempts to be made for an idea of answering this question. As well as, there is no research conducted yet on this topic in Wolkite University under the study and those research conducted in developed countries on this area has awareness consequently, the researcher was indebted to conduct research on the impact of social media on the student's academic achievement in the case of first and second year English major students of Wolkite University to fill those gaps using this research question

1.3 Research questions

The following questions were leading questions of the study

1. Does the use of social media have any impact on student's academic performance?
2. What are the benefits they drive from using social media?
3. What is the relationship between using social media and student's academic performance?

1.4 Objectives of the study

1.4.1 General Objective

This research was conducted with the general objective of assessing the impact of using social media on students' academic performance; the case of first and second year English language and literature students of wolkite university.

1.4 2 Specific Objectives

The following were the specific objectives of the study

1. To examine the impacts of social media on students' academic performance
2. To find out the relationship between using social media and students' academic performance
3. To identify the benefits obtained from using the social media

1.5 Significance of the study

The researcher expected that this study would give the following contributions. It provides awareness for impact of social media on students 'academic performance. It gives information for another researcher who likes to undertake further research on the same topic. It helps to create awareness on students about the purpose of using social media.

1.6 Scope of the study

The scope of this study was delimited to assess the impact of using social media students 'on academic performance in wolkite university first and second year English language and literature students.

1.7 Limitation of the study

There were two main limitations that the researcher faced while conducting this research. The first limitation was shortage of time. So, in this case the researcher could not got more sources related with his topic. And the other problem wss shortage of finance because of this the researcher could not broaden his scope.

1.8 Organization of the study

This study was organized in to five chapters. Chapter one deals with introductory part which consists of background of the study, statement of the problem, objective of the study(general and specific objectives), significance of the study, limitation of the study, scope of the study, and organization of the study. The second chapter states the review of related literature. Chapter three presents the research design and methodology. Chapter four deals with data analysis and interpretation, Chapter five states about research findings, conclusion, recommendation and suggestion.

CHAPTER TWO

Review of Related Literature

2.1 Definitions of social media

Social media is the online platforms and locations that provide away to people to participate in conversation for individuals. It is away to connect and share content with friends and likeminded people. For business, it is away to tap in to what people are saying about your brand your product and your service participation in the conversation (Davis et al, 2012). According to (Ahn20l l) the common definition of social media is the relation that exists between networks of people in which peoples interact through it. This used to share interest, contents, opinions; insights, experience, perspective and media the selves.

2.2 Social media and students learning achievement

The use of social media in academic course work can increase the learning achieved by an individual student- students who participate in course work that utilize social media demonstrate an increase in overall university when compared with students who do not participate in social media(Junco,20l2b;Junco etal;201l),social media using within the academic setting not only increases ‘university, but also facilitates peer feedback on assignments and through full students reflections on course content because of the ability for students to openly communicate with each other and develop strong relationship among peers (Amold and paulus,201O;etal,

2.3 Challenges for social media use

Through social media can increase students learning through students interactions; challenge arise when social media are incorporated in to an academic course. The assumption that students are familiar with and agreeable to using certain type of social media can course educators to in advertently fail to provide the resources or encouragement necessary to support student usage and learning (l to etal,2009).Arnold and phallus (2010) found that even when social media is used for educational purpose students incorporate the technology in to their lives in a way that may different from the intentions of the course instructor. for example, off topic or non-academic discussions occur on social media because of its primery design as social networking tool (Lin et al:2013) sionssion social media can also negatively impact students at university as well as the amount of time students send preparing or class (Annetta etal :2009):Junco,20l2b). One explanation for this impact is that social media provides too much stimulation and therefore can distract students from completing their course work (hurt et al;2012; pateraetal. 2008).

Another reason for this may be that students who spend more time on social media may have difficulty balancing their online activities and their academic preparation.

2.4 Students perception of social media

Recent literature by martinet Aleman and wart man (2009 (2009 sought to Bette understand the campus culture of social media through the sccnl of university students. These researchers examined university students through and perceptions of social media use through an ethnographic study, where they found students use

2.5 Academic performance

Academic performance refers to how students deal with their studies and how they complete different assignment to them by their teachers. The popular of the social networking sites enlarged briskly in the cast span. This is most likely due to the reason that every person used it extensively to get world wide access. These social networking sites such as face book lmo, viber, what sap, and yahoo-etc.

Have become furious craze for everyone this day Students are paying more attention these social networking activities rather than utilizing this time for theist studies and this surely affects their academic performance. Larose et al. (2001) proposed that students users affected by the internet usage. The misuse of these sites on daily basis has many destructive effects on the physical and mental health of students making them sluggish and unenthusiastic to build interaction with the people in real life.

2.6 Social media and academic performance

Recent literature found that leisurely internet use is strongly corrected with weekend academic performance (Kubey,Lavin and Barrows,2001).The researchers found that student who spent five times more hours online reported school work problem. In the kubey et al (2001) studies, 10- l5% of the student participants felt their internet visit was out of control. Although this study did not mention social media specifically, the researchers did mention that the captive social opportunities of the intemet appeared to be the culprit of the school work problems (ibid,2001). In addition Vanden Bogart (2006) discovered that excessive social media use was found among university students.

2.7 impact of social media usage

Given the high -volume usage of SNS an obvious and popular concern among facility administrator, and parents in the wades pared a notion that students spend far too much time on non-academic activities related to the internet and social media. Countless articles in popular newspapers, periodicals, and blogs have raised these very some concerns (Bart, 2009; in gram, 2011, Ajalvo,2Ol I ;SchLrlten.2009).

2.7.1 Positive impact

2.7.1.1 Sharing and collecting information

The social media net working in general and social media in a particular offers significant advantages. For example sharing and collecting information, searching for job and for communication.

2.7.1.2 Communication and entertainment

People around the world can now quickly communicate with each other through the face book using arranges of applications: chatting, wall post, and helps to download some books. Above all it helps users to form new on this site (Ellison, Seinfeld and Lampe, 2007; witty and melaglin2007).

2.7.2 Negative impact

2.7 .2.1 Academic performance problem

Beside the benefits of social media use, negative impacts of its use have also been identified including impaired academic performance, low grand's and social dysfunction. For example a number of studies have reported the way in which social media using impairs students' lives. Schere, (1997) found that 13%o of his respondents reported difficulties in their academic work and professional performance due to their social media use.

CHAPTER THREE

3. Research Design and Methodology

The main purpose of this study was assessing the impact of using social media on students' academic performance in the case of first and second year English language and literature students of wolkite University.

3.1 Design of the study

The design of this study was descriptive form of research. The main benefit of descriptive research design is the fact that is uses both quantitative and qualitative data in order to find the solution to whatever is being studied. It is used to obtain information concerning the current 'status of phenomena to exit with respect to variables or conditions in satiation. The main goal of this type of research design is to describe the data and characteristics about what is being studied, (Rice (2006).

Since descriptive research design used to describe characteristics and behavior of population or phenomena being studied, the research used this form of research design to describe the impact of using social media on students' academic performance: the case of first and second year English language and literature students of wolkite University. (Buyer, N. (2000)

The researcher used both quantitative and qualitative research methods to analyze the data which gathered from students by using questionnaire and interview. The researcher used the table and percentage to analyze close ended questions and open ended questions. The researcher used qualitative method to analyze interview questions by using words. (Rice (2006)

3.2 Sample and Sampling techniques

The subjects of this study were first and second year English language and literature students. There were about 40 students in the 2011 academic year. From 40 students 32 of them were females. And the 8 were males. for this study, the researcher took all 40 students because they were small in number and easy to manage to the study, the researcher used comprehensive non -random sampling techniques. Why the reached used such type of technique was because to consider the whole population under the study. So comprehensive non- random sampling could use in the study without taking sample from the population.

3.3 Data gathering instruments

Questionnaire and interview were the instruments that the researcher used to gather information to the study. These instruments were used to collect relevant information from the students about the impact of using social media on student's academic performance of first and second year English language and literature students of wolkite University.

3.3.1 Questionnaire

The questionnaire included the scale of yes/no, agree, disagree, strongly disagree and strongly agree were used. It helps the researcher to gain the amount of data with in short period of time regarding on the impact of using social media on students' academic performance. The questionnaire was developed based on the review of related literature and administers for all 40 first and second year English language and literature students who were the subject of the study. The questionnaire had eight close ended and two open ended items which could help to identify the impact of using social media on students' academic performance.

3.3.2 Interview

The researcher used structured interview for students to get additional information about the impact of using social media on students' academic performance. The researcher prepared four Structured interview question from the review of related literature and these questions were distributed to three English language and literature students.

3.4 Data Collection Procedure

In this research some important steps were taken to the reliability and validity of instruments. First the data collection instrument was developed. Next, all the items of the questionnaire was under the disposal of experts' opinion. then, the researcher's advisor was consulted the researcher, and the tools valuable comment and feedback in line with this, ambiguous items and difficult words were modified to suit the purpose of the study to obtain more accurate response, the researcher was provide brief orientation to the participants the reason why the study is conducted and how the Questionnaire was distributed to the target group and returned soon.

3.5 Methods of data analysis

First, the data was gathered through questionnaire and analysis quantitatively. That it was tabulated and expressed in terms of frequency of response and percentage. Next, the data that was gathered from interview was analyzed qualitatively along with reference to the relevant of scientific literature.

CHAPTER FOUR

4. Data Presentation and Analysis

The purpose of this study was to determine the impacts of using social media on students' academic performance ‘on the case of wolkite university first and second year English language and literature student. this chapter is concerned with the presentation and analysts of data gathered through the use of questionnaire and interview. Forty(40) copies of questionnaire were distributed to the respondents. These questionnaires contained nine (9) close -ended questions and (3) open ended questions and the interview question contained four (4) questions.

4.1 Analysis of questionnaire

Table 1: Students response whether they use social media or not

No	Item	Alternatives	No of respondents	percentage(%)
1	Do you use social media site?	Yes	25	62.5%
		No	15	37.5%
		Total	40	100%

As seen from the above table, 62.5% of the respondents responded that they did use social media and 37.5% of the respondents responded that they didn't use social media.

So, depending on respondents response the researcher concluded that, more of the first and second year English language and literature students use social media.

Table 2: Response to online social media distraction

No	Item	Alternative	No of respondents	percentage(%)
2	Online social network distracts me from my studies	Strongly agree	3	7.5%
		Agree	16	40%
		disagree	14	35%
		Strongly disagree	7	17.5%
		Total	40	100%

As shown on the table,7.5% of the respondent said that on line social networks distract from their studies, and 40% of respondents agree on the online social media distract from their study.

However 35% of respondents disagree and 17% of the respondents strongly disagree on the online social media distract of their studies.

Generally, depending on the above table, the researcher concluded that most of the respondents did not agree on the online social media distract them their studies; the same to this respondents didn't distract from studies.

Table 3: The improvement in my grades since I engaged in to social media

No	Item	Alternative	No of respondents	percentage(%)
3	There is no improvement in my grades since become engaged into social networking sites?	Strongly agree	11	27.5%
		Agree	7	17.5%
		disagree	13	32.5%
		Strongly disagree	9	22.5%
		Total	40	100%

As indicates from the above table,27.5% of the respondents strongly agree on there is no important in their grade since they become engage in to social media and 17.5% of the respondents said that they agree on there is improvement in their grades since they become to social media.

On the other hand 32.5% and 22.5% response they disagree on there is no improving in their grade since they become engage into social media.

This data shows that, few of the respondents agree on there is no improvement in their grades since they become to engaged in to social media while most of the respondents didn't agree on there no improvement since their engaged in to social media.

Table 4: Exposure of student's to social media and their academic performance.

No	Item	Alternative	No of respondents	percentage(%)
4	Because I usually have unlimited access to social media , it affected my academic performance negatively	Strongly agree	8	20%
		Agree	15	37.5%
		Disagree	12	30%
		Strongly disagree	5	12.5%
		Total	40	100%

As seen from the table above, 20% of the respondents said that unlimited use of social media have affected their academic performance negatively, and 37.5%,of the respondents agree on the idea.

However, 30% and 12.5% of the few respondents disagree on the unlimited use of social media negative effect.

Generally, depending on this, the researcher concluded that most of the respondents show that the uses of unlimited social media have affected their academic performance negatively.

Table 5: Academic discussion on social media

No	Item	Alternative	No of respondents	Percentage (%)
5	I engage in academic discussion on social media and this has improved my academic performance?	Strongly agree	8	20%
		Agree	18	45%
		Disagree	7	17.5%
		Strongly disagree	7	17.5%
		Total	40	100%

As shown in the above table, 20% of respondents strongly agree on they make academic discussion of social media and improved their academic performance, and 45% of the respondents agree on the use of their engaged in academic performance.

On the other hand, 17.5% and 17.5% of the respondents disagree on the idea that they engage in academic discussion on social media and improved their academic performance.

So, the researcher can conclude, students make academic discussion on the social media and they can improve their academic performance

Table 6: The use of social media and students 'academic performances

No	Item	Alternative	No of respondents	percentage(%)
6	The use of social media has helped me to improve my grades?	Strongly agree	9	22.5%
		Agree	6	15%
		Disagree	18	45%
		Strongly disagree	7	17.5%
		Total	40	100%

As the above table shows ,17.5%% of the respondents strongly agree that the use of intemet helped their improvement of grades and 45% of the respondents also agree on the important of internet to the improvement of grades. The same to this 22.5%and 15% of few respondents said the use of internet is not important for help their improve grades.
So, the researcher concluded that, the use of internet has helped to improve student' grades'

Table 7: material got from blogging site to complement in class

No	Item	Alternative	No of respondents	percentage(%)
7	I use materials got from blogging sites to complement what I have been thought in class?	Strongly agree	6	15%
		Agree	13	32.5%
		Disagree	14	35%
		Strongly disagree	7	17.5%
		Total	40	100%

As we can see from the above table,15% of the respondents said that they use materials that get from blogging sites to complement what they have been thought in class, and 32.5% of the respondents agree on the use of material that they got from blogging sites to complement what they have been thought in the class.

The same to this 35% and 17.5% of the respondents said that they did not use any material that get from blogging sites to complement what they have been thought in class.

So, the researcher can conclude that, almost the students did not use materials they got from blogging site to implement what they have been thought in the class.

Table 8: Academic performance in using social media

No	Item	alternative	No of respondents	percentage(%)
8	I will not perform in my academics even if stop using social media?	Strongly agree	5	12.5%
		Agree	11	27.5%
		disagree	14	35%
		Strongly disagree	10	25%
		Total	40	100%

As seen from the above table,12.5% of the respondents said that they do not perform well in the academics even if they stop use of social media and also 27.5%% of respondents agree on the same argument.

On the other hand, 35% and 25% of the respondents disagree on this idea. In general, the use of social media can not affects student's academic performance if they don't stop using social media they perform their academic performance well

Table 9: Students response on balance of their social media usage and academic performance

No	Item	Alternative	No of respondents	Percentage (%)
9	I could not balance my social media usage and academic performance	Strongly agree	12	30 %
		Agree	20	50%
		Disagree	4	10%
		Strongly disagree	4	10%
		Total	40	100%

As seen from the above table, 30% of the respondents strongly agree on they could not balance their social media usage and academic performance and 50% of the respondents said that they agree on they could not balance their social media usage and academic performance.

On the other hand, 10% of the respondents responded that they disagree on they could not balance their social media usage and academic performance and 10% of the respondents responded that they strongly disagree on they could not balance their social media usage and academic performance.

So depending on this, the researcher concluded that majority of students agree that they could not balance their social media usage and academic performance.

Table 1o: Students response on spending more time on social media than focusing on academic activities

No	Item	Alternative	No of respondents	Percentage (%)

10	I spend more of my time on using social media than focusing on my academic activities	Strongly agree	18	45%
		Agree	13	32.5%
		Disagree	5	12.5%
		Strongly disagree	4	10%
		Total	40	100%

As indicated from the above table, 45% of the respondents said that they strongly agree on they spend more of their time on social media than focusing on academic activities and 32.5% of the respondents responded that they agree on they spend more of their time on using social media than focusing on academic activities.

On the other hand, 12.5% of the respondents said that they disagree on they spend more of their time on using social media than academic activities and 10% of the respondents responded that they strongly disagree on they spend more of their time on using social media than focusing on academic activities.

So depending on this, the researcher conclude that majority of the students agree that they spend more of their time on using social media than focusing on academic activities.

4.2 Analysis of student response to the open ended questionnaire

Table 1: impacts of using social media on academic performance

No	Item	Alternative	No of respondents	percentage(%)
1	Do you think social media has an	Yes	28	70%

	impact on your academic performance?	No	12	30%
		Total	40	100%

As we see from the above table,70% of respondents responded that the use of social media has negative effect of academic performance, where as 30%of the respondents replied that the use of social media has no negative impact on academic performance.
To gather more information, respondents were asked to mention their reasons and the give some explanations.
The first reason they mentioned is losing time and spending money.
Another reason is that social media develop academic performance on their goals. Based on the discussion, the researcher can conclude that using social media can affect student's academic performance negatively.

Table 3: Purpose of social media

No	Item	Alternative	No of respondents	percentage(%)
2	For what purpose do you use social media sites?	To information	21	52.5%
		To knowledge	8	20%
		To entertainment	11	27.5%
		Total	40	100%

As shown in the above table, 52% of the respondents said that the purpose of social media site ins to inform, and 20% of the respondents said the purpose of social media sites is to get knowledge. and 27.5% of respondents said entertainment purpose with regarding to the respondents respond that, purpose of using social media as to get information sharing idea friends, to acquire knowledge, get information about the world to get new information about day events, to entertain by different films and listen music.

These findings led the researcher to concluded that the students do not use social media for academic purpose, and this leads them their academic performance failure.

4.3 Analysis of data from interview

In this section the analysis and finding of the data from interview on three English language and literature students.

l. What is the impact of social media on academic performance?

To this interview question, all respondent replied that are many social media which have own impacts on students' academic performance.

2. What are the major impacts of using social media on academic performance?

From the interview, majority students responded that lost the time is the major one. The respondents use this social media, and it makes students to forget academic activities because they use it for entertainment and, to get information rather than for their academic activities. As well as it is the cause of wasting time.

3. How much time do you spend to use social media sites?

To this interview question, majority students replied that they spend five hours in a day on chatting or other social media.

4 What is the student's attitude towards using social media?

To this interview question, most respondents replied that they have positive attitude toward social media use. Bu their positive attitude is not to the purpose of academic activities. They are interested using social media for entertainment purpose, and to information gathering approach.

CHAPTER FIVE

5. Summary, research findings, conclusion and recommendation

5.1 SUMMARY

The main objective of this study was to find out the impact of social media on students' academic performance in the case of first and second year English language and literature students of Wolkite University. Following the analysis and presentation of data, this chapter presented the summary of findings, conclusion and recommendation. Descriptive research design was adopted using the questionnaire for gathering of data' and structure interview as adopted to get further information about the impact of using social media on students' academic performance in the case of first and second year English language and literature students of wolkite university.

5.2 The research findings showed that;

Almost first and second year English language and literature students of wolkite University are aware of the social media and had access to various social networking sites.

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- ✓ First and second year English and literature students of wolkite University are often online in various social networking activities
- ✓ A great amount of time is spent on social media than in academic activities by first and second year English language and literature students of wolkite university.
- ✓ Due to a great number of time spent on social media activates, the academic performance of first and second year English language and literature students of wolkite University suffer setbacks which could lead to a poor performance in the students' academics and therefore, fail to create a balance between the social midi and academic activities.

5.3 Conclusions

This study has demonstrated that first and second year English language and literature students of wolkite University are aware of the social media and had access to them. This finding indicated that first and second year English language and literature students were influenced to a great extent by the social media negatively because their attention is focused on social media while their academic activities are neglected and left to suffer. Also first and second year English language and literature students were failed to create balance between their use of social media and academic activities and this created their low performance on their academic activities. In addition, first and second year English language and literature students were pass most of their time on social media than academic activities and this made them weak in their time management and academic activities.

In general, depending on this, the researcher concluded that students score low grades, lose their time and get false information because of social media usage. Therefore, social media has direct and indirect impacts on first and second year English language and literature students' academic performance.

5.4 Recommendations

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

- ✓ Social networking sites should be expanded and new pages should be created to enhance academic activities to avoid setbacks in the student's academic performance.
- ✓ The students should create a balance between chatting and academic activities. More direction should be directed to research.
- ✓ There should be a degree in the number of time spent by students when suffering the net.
- ✓ The impact of social media on the academic performance of students should focus on the positive side than on the negative side to achieve balance
- ✓ To be effective, students should use social media properly in a planned way.
- ✓ Even though social media is a good way to communicate, at this time it is becoming a big problem on students' academic performance. Thus, the researcher recommended that awareness creation training on " how to use social media for academic purpose" should be given for students.

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APPENDIX I

WOLKITE UNIVERSITY

COLLEGE OF SOCIAL SCIENCE AND HUMANITIES

Department of English language and literature

Questionnaire for students

Dear students:

The purpose of this questionnaire is to gather information about the impact of using social media on students, academic performance among second year English language and literature students of Wolkite University. it is believed that the data obtained from the respondents were provide sufficient information or the research being conducted. The questions contain yes /no, agree' disagree, strongly disagree agree items so by choosing your answer circle the letter.

Note: I request you to share your genuine response'

1 Do you use social media site? A. Yes B, No

2 Online social media distract me from my studies? A. Strongly agree B. Agree C. Disagree D. Strongly disagree

3. There is no improvement in my grades since I become engaged in to social networking sites? A. Strongly agree B. Agree C. Disagree D. Strongly disagree 4. l usually have unlimited access to social media affected my academic performance negatively? A. Strongly agree B. Agree C. Disagree D. Strongly disagre

5. I engage in academic discussion social media and this has improved my acade mic performance? A.Strongly agree B. Agree C.Disagre D.Strongly disagree

6. The use of internet for has helped me improve my grades? A. Strongly agree B. Agree C. Disagree D. Strongly disagree

7. I use materials got from blogging sites to complement what I have been tough in class? A. Strongly agree B. Agree C. Disagree D. Strongly disagree

8. I will not perform well in my academic even if I stop using social media? A. Strongly agree B. Agree C. Disagree D. Strongly disagree

9. I could not balance my social media usage and academic performance? A. Strongly agree B. Agree C. Disagree D. Strongly disagree

10. I spend more of my time on using social media than focusing on my academic activities? A. Strongly agree B. Agree C. Disagree D. Strongly disagree

Dear student: Please give your responses for the following open ended questions by giving explanation to the question

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1. Do you think using social media has /have on impact on your academic performance? How?
2. For what purpose do you use social media?

APPENDIX II
Interviews for students

l. What is the impact of social media on students' academic performance?
2. What are major impacts of using social media in academic performance?
3. How much time do you spend to use social media sites?
4. What is your attitude towards social networking sites?