**AN ANALYSIS OF THE INFLUENCE OF SOCIAL MEDIA USAGE ON THE ACADEMIC PERFORMANCE OF UNDERGRADUATE STUDENTS IN NIGERIA.**

**OBJECTIVES OF THE STUDY**

1. To identify the most popular social media platforms among Nigerian undergraduates and the frequency of usage.
2. To determine the effects of social media usage on academic performance.
3. To investigate the impact of social media on interpersonal relationships among undergraduates.
4. To explore the behavior patterns of Nigerian undergraduates on social media, including the types of content they engage with and the amount of time spent on social media platforms.
5. To suggest ways to increase responsible social media usage among Nigerian undergraduates, to make recommendations for further research on the influence of social media usage on Nigerian undergraduates

**COVER LETTER**

**Faculty of Business and Media**

**Department of Mass Communication**

**Selinus University, Italy**

**12th July, 2024.**

**Dear Respondent,**

I am a PhD student, in the Department of Mass Communication, SELINUS UNIVERSITY, Italy. I have embarked on a study titled: An analysis of the influence of social media usage on the academic performance of undergraduate students in Nigeria.

The study is an academic activity performed for the award of PhD in Mass Communication. I solicit for your candid opinion in responding to the questionnaire. Views expressed will be held in confidence and used only for the purpose of this study.

Yours faithfully,

**SURVEY QUESTIONAIRE**

The Survey Questionnaire is expected to be completed by final year students only.

Please indicate by ticking in the appropriate box provided. The purpose of this study is to examine the influence of Social Media on the academic performance of students.

The items of the scale are given in the question form. You are requested to read each question carefully and give response by putting a tick [√] mark only, on that option which you find most appropriate and true in your case. There is no right / wrong answer.

Example: I use Social Media sites for sharing pictures:

Always [ ] Often [ ] Sometimes [ ] Rarely [ ] Never [ ]

Please do not leave any questions unattempted. Your responses will be used for research purpose only, and will be kept confidential.

**SECTION A**

**DEMOGRAPHIC INFORMATION**

1. Sex: (a) Male ( ) (b) Female ( )

2. Age: (a) 15 – 20 years ( ) (b) 20 – 25 years ( ) (c) 25 – 30 years ( ) (d) 30-35

3. Marital Status: (a) Married ( ) (b) Single ( )

4. Name of Department:……………………………………

**SECTION B**

5 Using social media has no negative impact on my academic success.

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

6 I don’t spend the majority of my time on social media

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ]

7 Are you enhancing your learning experience by using social media?

Strongly Agree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

8 I will develop my learning and communication skills by using social media.

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

9 Do you find social media more accessible for your academic related activities?

Strongly Disagree [ ] Disagree] ] Neutral [ ] Agree [ ] Strongly Agree [ ]

10 Do you find social media a substitute for textbooks?

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

11 Do you find social media very affordable?

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree [ ]

12 Using social media to mitigate book loss and harm is beneficial.

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree

13 Which device do you mostly use to access your social media site?

Phones [ ] Laptop [ ] Desk Top [ ] Tablet [ ]

14 Which social media platform do you use the most?

Whatsapp [ ] LinkedIn [ ] Facebook [ ] Instagram [ ]

15 Which of the following social media website do you have an account with?

Facebook [ ] Twitter [ ] Instagram [ ] LinkedIn [ ] YouTube [ ]

16 How many social media do you use?

1-2 [ ] 2-3 [ ] 3-4 [ ] 4 -5 [ ]

17 Do you think social media makes learning easy and convenient?

Agree [ ] Disagree [ ] neither [ ] somewhat agree [ ]

18 Should lecturers’ increases and encourage the use of social media in the classroom?

Agree [ ] Disagree [ ] neither [ ] somewhat agree [ ]

19 Does social media provide useful platform for academic work?

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree

20 Does social media help to develop communication skills?

Strongly Disagree [ ] Disagree [ ] Neutral [ ] Agree [ ] Strongly Agree

21 How responsive are the teachers in online class?

Responsive [ ] Not responsive [ ] Neutral [ ] somewhat responsive [ ]

22 What are the main reasons you use social media chatting for study?

Writing [ ] blog [ ] Research [ ] other [ ]

23 Social Media provides useful platforms for academic group work

Agree [ ] Disagree [ ] Neither [ ] somewhat agree [ ]

24 Do you think teachers are friendly in Online Class?

Friendly [ ] not Friendly [ ] Neutral [ ] Some maybe Friendly [ ]

25 Do you find social media a barrier to learning?

If Yes Why --------------------------------------------------------------

If No Why ---------------------------------------------------------------

26 Does social media impact your group and academic skills on campus?

Strongly disagree [ ] Disagree [ ] Strongly Agree [ ] Agree [ ]

27 Does social media impact your academic performance negatively?

Strongly disagree [ ] Disagree [ ] Strongly Agree [ ] Agree [ ]

28 Which Social Media site do you use more often?

Whatsapp [ ] Instagram [ ] Facebook [ ] Twitter [ ]

29 How much time do you spend on Social Media site?

1-2hrs [ ] 2-3hrs [ ] 3-4hrs [ ] 4-5hrs [ ]

30 Which Social Media site do you use less often?

Whattsapp [ ] Instagram [ ] Facebook [ ] Twitter [ ]

31 How often do you use Social Media sites?

Always [ ] Once a day [ ] Once or twice a week [ ] whenever required [ ]

32 Does social media impact your academic performance positively?

Strongly Disagree [ ] Disagree [ ] Strongly Agree [ ] Agreed [ ]

**SECTION C**

33 Do you think that social media is the best way for teachers to stay in touch with students?

Yes [ ] No [ ] maybe [ ] Neutral [ ]

34 Do you think you will achieve better results if social media is integrated?

Yes, No, Maybe, Neutral

35 Is it possible for everyone to use social network for study purpose?

Yes [ ] No [ ] Maybe [ ] Neutral [ ]

36 Do you find social media effective and Efficient?

Yes [ ] No [ ] Maybe [ ] Neutral [ ]

37 Do you find social media usage very reliable?

Yes [ ] No [ ] Maybe [ ]

38 Does social media usage affect an effective reading culture?

Yes [ ] No [ ] Maybe [ ]

39 Do you need social medial to support your learning?

Yes [ ] No [ ]

40 Do you use Social Media site to solve your academic problems?

. YES ( ) NO ( )

41 Do you communicate with friends Via social networking sites or preparation of exam?

YES ( ) NO ( )

42 Do you use social media sites for collaborative learning?

YES ( ) NO ( )

43 Do you use social media to learn about your curricular aspects?

YES ( ) NO ( )

44 Do you use S.M Sites to seek help from your teachers?

YES ( ) NO ( )

45 Do you face difficulty in finding exact information for academics via social networking sites?

YES ( ) NO ( )

46 Do you usually postpone your academic work for spending more time on the social networking?

YES ( ) NO ( )