Media Use and Perceived Academic Performance of Students in Public Universities in Osun State

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Post-field presentation in the Department of Information Management, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, Nigeria

In partial fulfillment of the Requirements for the Award of Master of Science (M.Sc) Degree in Office & Information Management

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Certification

This is to certify that Olumuyiwa Emmanuel OJO with matriculation number LCU/PG/001572 carried out this research work titled "**Media Use and Perceived Academic Performance of Students in Public Universities in Osun State, Nigeria"** in the Department of Information Management, Faculty of Communication and Information Sciences, Lead City University, Ibadan, Oyo State, for the award of Master's Degree (M.Sc.) in Office and Information Management and that this has not been previously submitted.

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Dedication

This research work is dedicated to almighty God.

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Acknowledgement

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Abstract

Perceived academic performance is a vital determinant of success in individual's placement whether in academic institutions or workplace. The importance of academic performance in public universities in Osun State remains a top priority for educators, trainers, parents, guardians, counselors and others. However, preliminary investigations revealed that perceived academic performance of the students in public higher institutions is perceived to be on the decline with the majority of students performing below expectations during their studies. This is evidenced by poor performance in continuous assessment, examinations, and low Grade Point Average (GPA) in courses of study in these institutions. Hence, this study investigated media use and perceived academic performance of students in public universities in Osun State. Cross-sectional survey research design was adopted. Population consists of 38,385 students of the public institutions with a sample size of 381 students determined through Raosoft sample size determinant. Multi stage random sampling technique was used to select students in the selected institutions. A validated questionnaire was used to collect data. Data collected was analyzed using descriptive and inferential statistics. Findings revealed that MU had significant influence on all measures of PAP; self efficacy $R^2 = 0.124$, $F(1,343)= 39.753$, $p= 0.000$, Learning Behaviour $R^2 = 0.104$, $F(1,343)= 39.753$, $p= 0.000$, Academic attitude $R^2 = 0.185$, $F(2,342)= 39.933$, $p= 0.000$. This study concluded that MU significantly influences PAP. The study recommended that, students are to employ the right use of media as it will improve and aid their academic goals at all time.

Keywords: Perceived Academic Performance, Media Use, Public Universities, Student, Osun State

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Abbreviations

MU	-	Media Use
PAP	-	Perceived Academic Performance
SM	-	Social Media
PM	-	Print Media

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