

Social Media Use, School Factors and Junior Secondary School Students' Academic Achievement in Business Studies in Southwest, Nigeria

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Certification

This is to certify that Adebimpe Adunni ODUNAYE with Matriculation Number LCU/PG/000581 carried out this research work titled **‘Social Media Use, School Factors and Junior Secondary School Students’ Academic Achievement in Business Studies in Southwest, Nigeria’** in the Department of Arts and Social Science Education, Faculty of Education, Lead City University, Ibadan. Oyo State, Nigeria for the award of Doctor of Philosophy Degree (PhD) in Business Education and that this has not been previously submitted.

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Dedication

This work is dedicated to God Almighty and all Business Educators.

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“Even though the above mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work”

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Abstract

Students' Academic Achievement has been a great concern to the stakeholders of Business Education especially with the use of Social Media in Junior Secondary Schools. This Study investigated Social Media Use, School Factors and Junior Secondary School Students' Academic Achievement in Business Studies in SouthWest, Nigeria. So many people have worked on Influence of Social Media and School factors on Academic Achievement, but little has been done on the combined Influence of these factors. Three Research questions and four Hypotheses were postulated Achievement test and self structured questionnaire was used to elicit information. The data was analysed using Descriptive statistics to answer research questions and Multiple Regression was used to test hypotheses 1 and 2 while t-test was used to test hypotheses 3 and 4 at 0.05 significant level. Findings revealed that the overall level of Junior Secondary School Students Academic Achievement was low (38.9%), the prevalence and mostly used Social Media platform was TikTok ($\bar{x}=3.28$, $SD=0.98$). Availability of instructional resources indicated a prevailing trend towards low ($\bar{x}=2.03$, $SD=0.81$). Level of Adequacy of instructional materials was low as well ($\bar{x}=2.16$, $SD=0.90$). The result revealed that there was a combined significant influence of Social Media Use and School Factors (Adjusted $R^2=0.892$, $F_{(2,3268)}=13520$, $P<0.05$) and Relative influence of Social Media Use ($\beta=1.073$; $P<0.05$, School Factors ($\beta=0.132$; $P<0.05$). There is significant gender difference in the use of Social media (Male: $\bar{x}=3.124$, Female: $\bar{x}=3.280$, $P<0.05$). Also, there is significant gender difference in Academic Achievement, (Male: $\bar{x}= 2.690$, Female: $\bar{x}= 2.671$, $P<0.05$) both reflects substantial deviations from the test value of 0. It is concluded that Social Media Use and School Factors have positive contribution to students' Academic Achievement. It was recommended among others that Educators, Parents and Policy makers play a vital role in promoting responsible and healthy Social Media use among students.

Keywords: Social Media Use, School Factors, Junior Secondary School Students' Academic Achievement, Business Studies, Instructional Resources.

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List of Acronyms

Abbreviation	Meaning
Phd	Doctor of Philosophy
BECE	Basic Education Certificate Education
ICT	Information Communication Technology
NABE	National Association of Business Educators
GPA	Grade Point Average
WAEC	West Africa Examination Council
WASCE	West African School Certificate Examination
NAEP	National Assessment of Educational Progress
NGO	Non Governmental Organisation
NPE	National Policy on Education
SAT	Scholastic Aptitude Test

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