SOCIAL MEDIA AND PROMOTION OF LEARNING AMONG NCE PART-TIME STUDENTS OF FEDERAL COLLEGE OF EDUCATION KANO

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ABSTRACT

The study is on the social media and promotion of learning among part time NCE students of Federal College of Education Kano. The objectives were to find out various social networking platforms used by part time NCE students of Federal College of Education Kano and to determine the frequency of social media platform utilization by part-time NCE students of Federal College of Education Kano. The study adopted descriptive survey research design. The instrument used for the data collection was social media and promotion of learning questionnaire. The data collected was analyzed using descriptive statistics. Findings revealed among others that part-time NCE students of Federal College of Education, Kano were using Whatsapp, Facebook, Twitter, Youtube, Histagram Messenger, Snapchart Messenger, Palm chart Messenger and Linkedin Messenger social media platforms. Also the students visit social media daily and use them for more than 2 hours daily. The study therefore recommended among others that, the students should be encouraged to explore other social media platforms available and that educational institutions should consider the financial and policy commitments involved in adopting social media for learning purposes.

Key words: Social media, FCE, Kano, Part-time, NCE students

Introduction

Globally, the rapid growth of information and communication technology has made significant impact on students' lives and the increasing significance of its use in education has been noted by teachers, educators and educational institutions worldwide. In Thailand, the National Education Act (1999), which is currently in operation, officially emphasizes the importance of technology by stating that learners shall have the right to develop their capability for utilization of educational technologies as soon as feasible so that they shall have sufficient knowledge and skills in using these technologies for acquiring knowledge themselves on a continuous lifelong basis.

Just like radio or television stations, social media site spread everywhere in Nigeria and are bound to be sprouting as technologies continue to improve. However, the problem lies in the fact that the purposes for which the users use the new media are still

obscured. This is what Folorunso, Vincent, Adekoya and Adewale (2010), perceived when they argued generally that, "in Africa, social media networking site is becoming widely spread than it has ever been before and it tends to be majorly accepted by youths. Yet, the widespread adoption by users of these site is not clear, as it appears that people's perceptions of this technology differ.

Kaplan (2010), identified a number of positive impacts of the social media networking. On a positive note, social media has increased students' quality of collaboration, it teaches student's skills they will need to survive in the business world, academics etc., the students will develop more familiarities with the computer and other electronic devices with increased focus on technology in education and the world of work. Similarly, Kaplan (2010) further observes that the social media may have some other negative implications. Many students rely on the accessibility of information on the media thus reducing their focus on learning and retention of information. The social media affects student's concentration on multiple tasks, due to distraction by YouTube for instance. However, social media are fast becoming very popular means of both interpersonal and public communication in Nigeria and the world at large.

Social media are modern interactive communication channels through which people connect to one another, share idea, experiences, pictures, massages and information of common interest. What distinguishes the social media from the conventional means of communication is their interactive nature which allows the audience to participate more actively from any part of the world. McQuail (2010), differentiates the social media from the traditional mass media when he noted that "traditional mass communication was essentially one-directional while the forms of communication were essentially interactive". This interactive aura of the new media confers an unprecedented popularity on them.

Some scholars were of the view that over the years that social networking among students has become more and more popular and it is a way to make connection not only on campus, but with friends outside school. Also, it is a way that helps many students feel as though they belong to a community(Junco, Habergrt and Lokan 2010). Social media platforms among students of higher education deeply feature cognitive benefits attached to the use of social media in some various domains of learning such as technological skill, communication skill and learning creativity which are all important in human life.

Also, Nelson Laired and Kuh (2005) reported that students who use information technology for academic have a higher likelihood of contributing and participating in active academic collaboration with other students. This collaboration indicates that as engagement with technology increases, engagement with academics also increases, promoting a deeper and course content as well (Mehdinezhed, 2011). By participating in a group of learner, students contents which increase the achievement of popular learning outcomes, such as critical thinking and individual student development.

Users of social media can create their own profiles for the website or use an app

which is designed and maintained by social media organization and this facilitates the development of online social network by connecting users' profiles with those of other students and groups. Social media help to create highly interactive platforms through which students and communities share, co-create, discuss and modify users generated contents. They introduce substantial and pervasive changes to communication, education, business organization, communities and individuals.

Nevertheless, the driving factors for the adoption of social media are the progressively ubiquitous access, convenience, functionality and flexibility of social technologies which address the constraints being faced previously by many students of various levels of higher institution in accessing information. Financial challenges to buy relevant textbooks for academic needs is a difficult task. However, social media have been able to bridge the gap in terms of distance learning, keeping students abreast of educational opportunities elsewhere and creating possibilities for further studies. All these have assisted part – time students of Federal College of Education, Kano in conformity with the support drawn from social constructivist techniques that strongly improved students' construction of understanding and promoted students' interaction. It is on these bases that this study seeks to examine social media and promotion of learning among NCE Part–time students of Federal College of Education, Kano.

Objectives of the Study
This study has the following objectives;
1. To find out various social networking platforms used by NCE Part-time students of Federal College of Education, Kano.
2. To determine the frequency of utilization of social media platforms by NCE students of Federal College of Education, Kano.

Research Questions
This study sought to answer the following questions:
1- What social network platforms are being used by NCE Part-time students of Federal College of Education Kano?
2- What frequency of use is being made of social media platform by NCE Part-time students of Federal College of Education, Kano?

Methodology
Research Design
The research design adopted for this study is the descriptive survey which involves a study of a representation of the entire population. This design permits the investigation of the current status of a phenomenon from the respondents in their natural settings who would supply the required information and to whom the information is generalized (Osuala, 2001). This design was therefore, considered appropriate for use in the present study because it will give information required for the study.

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Population of the Study
Based on the data obtained from the registration office of Coordinator/Director Sandwich Programme, Federal College of Education, Kano, the population of study is the entire 2014/2015 admitted (100 and 200 levels) students totalling 2, 347. The population of the study comprises students from the school of Arts and Social Science, School of Educational Curriculum Planning and Evaluation, School of Languages, School of Sciences and School of Vocational and Technical Education.

Sample Size and Sampling Techniques
Proportionate stratified sampling technique was used for selection in this study. This sampling techniques involved the division of the target population into departmental groups, containing members who shared similar characteristics. Hence, the departments/schools used for the study included, school of Arts and social science, with a total of 58 population, school of education and curriculum planning, a total of 175, school of languages a total of 1, 319, school of sciences a total of 321 and school of vocational and technical education, a total of 262. All sum up to 2, 347.

However, according to Research Advisor (2006)'s sample table, a population of 2, 500 requires sample size of 333. Based on this view, the sample for this study is 331 out of 2, 347 registered students both NCE 1 and 2 part time students, Federal College of Education, Kano.

Data Analysis
Research question one: what are the various social media platforms used by part time NCE student,s Federal College of Education Kano?

Table 1: The various social media platforms used by part – time NCE students of Federal College of Education, Kano.

Statements	Responses	Frequency	Percent
I use Whatsapp social networking platform for connecting to my department and level group	Agree	283	85.5
	Undecided	7	2.1
	Disagree	41	12.4
	Total	331	100.0
I use Facebook social networking platform to stay connected to various groups that are related to my course of studies and connecting with my loved ones.	Agree	284	85.8
	Undecided	7	2.1
	Disagree	40	12.1
	Total	331	100.0
I use Twitter social networking platform to keep myself informed about current information.	Agree	278	84.0
	Undecided	7	2.1
	Disagree	46	13.9
	Total	331	100.0
I use Youtube social networking platform channel to watch educational videos that help me in my course of study.	Agree	254	76.7
	Undecided	7	2.1
	Disagree	70	21.2
	Total	331	100.0
I use Histagram social networking platform to connect with my loved ones and some education contents.	Agree	241	72.8
	Undecided	61	18.4
	Disagree	29	8.8
	Total	331	100.0
I use Snapchart messenger social networking platform to connect to my loved ones	Agree	30	9.1
	Undecided	48	14.5
	Disagree	253	76.4
	Total	331	100
I use Palm chart messenger social networking platform to stay connected with people around the world.	Agree	47	14.2
	Undecided	97	29.3
	Disagree	187	56.5
	Total	331	100.0
I use LinkedIn messenger social networking platform to stay updated with my carrier development and opportunities.	Agree	212	64.0
	Undecided	24	7.3
	Disagree	95	28.7
	Total	331	100.0

Source: Researchers field work (2017)

Table 1 above revealed that 283 (85.5%) stated they use Whatsapp, while 7 (2.1%) and 41 (12.4%) showed there were undecided and disagreed respectively. Also, a total number of 284 (85.8%) respondents preferred using Facebook, 7 (2.1%) were undecided and 40 (12.1%) disagreed to preference of Facebook. A total number of 278 (84.0%) respondents stated that they preferred using Twitter, while 7 (2.1%) and 46 (13.9%)

showed they were undecided and disagreed respectively. In addition to that a total number of 254 (76.7%) respondents preferred using Youtube, 7 (2.1%) were undecided and 70 (21.2%) disagreed to prefer Youtube. Also, total number of 241 (72.8%) respondents preferred Histagram messenger, 61 (18.4%) undecided and 29 (8.8%) disagreed to prefer Histagram messenger as well a total number of 30 (9.1%) respondents prefer using Snapchart messenger, 48 (14.5%) undecided and 253 (76.4%) disagreed to prefer Snapchart messenger. While a total number of 47 (14.2%) respondents preferred using Palm chart messenger, 97 (29.3%) undecided and 187 (56.5%) disagreed to prefer Palm chart messenger. Also, a total number of 212 (64.0%) respondents preferred using LinkIn messenger, 24 (7.3%) were undecided and 95 (28.7%) disagreed to preference ofLinkIn messenger.

Based on this analysis, it is established that Whatsapp, Facebook, Twitter, Youtube, Histagram messenger, Snapchart messenger, Palm chart messenger and LinkIn messenger social medias were being used by part time NCE students Federal College of Education Kano.

Research Question two: What frequency of use is being made of social media platform by NCE part time students, Federal College of Education, Kano?

Table 2: Frequency of use of social media platforms by part – time NCE students, Federal College of Education, Kano

Statements	Responses	Frequency	Percent
I spend less than 1 hour per day while on social media	Agree	54	16.3
	Undecided	83	25.1
	Disagree	194	58.6
	Total	331	100
I spend relatively more than 2 hours while on social media daily.	Agree	275	83.1
	Undecided	10	3.0
	Disagree	46	13.9
	Total	331	100
I hardly visit social media platforms daily.	Agree	26	7.9
	Undecided	38	11.4
	Disagree	267	80.7
	Total	331	100.0
I only visit social media sites occasionally	Agree	32	9.7
	Undecided	46	13.9
	Disagree	253	76.4
	Total	331	100
I do not go on social media at all.	Agree	31	9.4
	Undecided	48	14.5
	Disagree	252	76.1
	Total	331	100.0

Source: Researchers field work (2017)

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Table 2 above revealed that 54 (16.3%) spent less than 1 hour on social media daily, while 83 (25.1%) and 194 (58.6%) showed they were undecided and disagreed respectively. Also, a total number of 275 (83.1%) respondents spent relatively more than 2 hours daily, 10 (3.0%) were undecided and 46 (13.9%) disagreed to spending relatively more than 2 hours per day. Also, a total number of 26 (7.9%) respondents agreed that they hardly visited social media daily, 38 (11.4%) were undecided and 267 (80.7%) disagreed to hardly visiting social media platforms daily while a total number 32 (9.7%) respondents did visit social media sites occasionally 46 (13.9%) were undecided and 253 (76.4%) disagreed to visit social media sites occasionally. Similarly, a total number of 31 (9.4%) respondents did not go on social media, 48 (14.5%) were undecided, and 252 (76.1%) disagreed to not going on social media at all.

Based on the analysis, it is established that part time NCE students of Federal College of Education Kano make the use of social media and the frequency of utilization of social media among part time NCE students of Federal College of Education Kano, include using social media for relatively more than 2 hours per day, use some media and visit social media daily.

Discussion of Findings
The finding of the research is aimed at finding out the social media and promotion of learning among Part – time NCE students, Federal College of Education Kano.
Therefore, the discussion was based on the research questions.
In research question one, research findings revealed that part time NCE students Federal College of Education Kano made use Whatsapp, Facebook, Twitter, Youtube, Histagram messenger, Snapchart messenger, Palm chart messenger and LinkIn messenger social media platforms. The finding agreed with the finding of Davis (2012), who stated that Social Media Technology (SMT) are web based and mobile applications that allow individuals and organizations to create, engage and share new user generated or existing contents in digital environments through multi – way communication. Various social media platforms on mobile and web applications include facebook, twitter, YouTube, WhatsApp and others as indicated in the study. Students choose the kind of media they use for various reasons and for gratification. These various forms of social media platforms are being used by Part – time NCE students, Federal College of Education Kano in order to promote and increase their learning intake through students' interactions.

The finding contrasts with the study of McLaughlin (2008) who stated that, social media is negatively associated with academic activities of students. He found a poor effect and influence when the media is over used in such a way that does not academically promote/improve learning or its process.
However, the researcher is of the opinion that it is reasonable for students to engage in

social media but the government, schools and other stakeholders in the system should encourage hard work by rewarding successful students through scholarship scheme and other incentives in order to safeguard the use of social media platforms and adopt synchronous communication programmes including internet and forums.

In research question two the research findings revealed that, part time NCE students Federal College of Education Kano utilized the following time frame on social media: more than 2 hours daily, use and visit social media daily. This finding agreed with the finding of Ode (2014) who confirmed that majority of the students are always active online and this was made possible by the sophisticated handheld devices that are connected to the internet 24 hours a day.

However, this study was in contrary to Rithika and Selvarge (2013) that revealed that issue of time on social media network has been one of the most controversial issues as many researchers have given various views on the subject. Students who spend more time on social media may have difficulty in balancing their online activities and their academic performance.

The researcher agreed with the finding of Ode (2014) who stated that majority of the students are always active online as a result of the sophisticated handheld devices that are connected to the internet 24 hours a day. Yet, the students could still be controlled so as to be more productive in their academic activities because instead of reading their books, students spend their time chatting and making friends via the social media and this will in no doubt definitely have negative effect on their academic performance because, when you do not read, there is no way you can perform well.

Conclusion
Based on the data collected and its analysis so far, the researcher concluded that:
1. Part time NCE students Federal College of Education Kano are using Whatsapp, Facebook, Twitter, Youtube, Histagram messenger, Snapchart messenger, Palm chart messenger and LinkIn messenger social media platforms
2. Part time NCE students, Federal College of Education Kano utilize the following time frame on social media: more than 2 hours daily, use and visit social media daily

In view of the findings from the study, it is obvious social media networking on various platforms have become powerful educational tool without which students hardly learn effectively.

Government at all levels, schools and other stake holders in the system therefore only need to come up with policies that will enhance their use for promoting teaching and learning among students of tertiary institutions. Thus, it is the positive view of the researcher that, if the recommendations put forward below implemented, there will be positive increase in using social media platforms in promotion of learning among Part – time NCE Students of Federal College of Education, Kano.

Recommendations:
The following recommendations are put forward on based on the findings of the study

1. Students should be encouraged to explore other social media platforms available, for each of the platforms actually has a specific purpose and benefits that one can drive from it.
2. The students should be cautious so as not to be carried away by the distractions encountered through social media at the detriment of their studies.

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