



**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF HUMANITIES, LANGUAGE STUDIES, JOURNALISM
& COMMUNICATION**

Social Media Use among Youth, Study of Tegbareid Polytechnic College;
Addis Ababa, Ethiopia

By
Ashebir Kassahun

A Thesis submitted to the Graduate School of Journalism and Communication
Presented in Partial Fulfillment of the Requirement for the Degree of Master of
Arts in Journalism and Communication

May, 2022

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ABSTRACT

Social media has been broadly utilized with high excitement among young youth around the world. In Ethiopia, a College student most of the time utilizing Social Media So was influence student's personal. Hence, this study is planned to identify out the Social Media usage among Youth a study of students of Tegbareid Polytechnic College Addis Ababa, Ethiopia. 148 respondents were selected as sample from the college and departments. Random sampling technique was employed for sample selection. Subsequently, the responses of 148 tegbaried polytechnic college students were collected and scored, coded and inserted into SPSS, and were analyzed using descriptive statistics analyzed using frequency tables, crosstabs, Pearson correlation and t-tests. The study confirmed that most of the respondents visit their social media sites using phones and spend between thirty minutes up to three hours per day. In addition the study revealed that the use of social media sites on the other hand had pressure to affect academic performance of the students negatively and that there was direct relationship between the use of social media sites and academic performance. Since the use of social media sites had affected the academic work of students negatively there is the urgent need for the introduction of students to the availability of reference books and other information resources or materials that can help them academically. The study recommends among others that, students with mobile phones having internet facility should be encouraged to use it to supplement their research in the library rather than the usual chatting with friends all the time. Students should be encouraged to limit the time they spend on their social media sites per day and advise them to rather substitute those hours to read reference books to improve academic performances. Instructors, trainers and students can use social media as teaching and learning tool to improve learning process.

Keywords: *Social media, youth, Academic performances, Internet use, Tegbareid*

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ACRONYMS

FM	furniture making
Web 2.0	websites
GPA	grade point average
IN	instant message

CHAPTER ONE

BACKGROUND OF THE STUDY

1.1. Introduction

Social Medias defined as internet based application where users create content, exchange or share it, bookmark it and networked at a prodigious rate Because of its ease of use, speed and reach. Social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Valetini C., 2018).

The online world has changed dramatically, thanks to the invention of social media; adults under 30 years exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Some finding shows that American teens use social media websites 45% are online almost constantly and 97 % use as social media platform, such as YouTube, Facebook, tiktok, insatgram or snapchat.

Tezci,E.and icen,M, 2017, share the same concept of social media, according to them the most commonly used social media instrument among the students are YouTube, Facebook, telegram ,whatsup, viber for the purpose of sharing documents, information and opinion, sharing photos as well as videos and enetertment,however the percentage of us adults who use social median increased form 5% in 2005 to 79% in 2019.even on global stage the speed of diffusion in striking :facebook surged from covering around 30 % of the world population.

Singh et al 2015, Social networking among college students has become more and more popular. It is a way to make connections, not only on campus, but with friends outside of school. Social networking is a means that help many people feel as though they belong to a community.

Communicating through the internet and social networking websites is quite different from communicating in person to person situation. When users communicate through these websites, they use things like instant message (IM) and chatting as well as status or Twitter updates to talk to friends and express themselves.

A review showed the social media use among youth impact on social life on university or college student of jimma, Ethiopia indicated Academic performance might affect adversely

because students are paying more attention towards social media, developing psychological disorders, addiction to user, social aspect of life, predict or influence student behavior, decreases students grade are the negative impacts Lisanu, 2020.

Generally, the aim of this study is to find out the impact of social media use among youth on their academic performance among students in tegbaried polytechnic college Addis Ababa, Ethiopia.

1.2 .Statement of the problem

The alarming increment of media innovation has had an awesome effect on people's every day communication strategies. The extending angle of utilize of social media by youth individuals nowadays cannot be overstated. In recent decades, social media networking has gotten to be increasingly prevalent among college students. It's a way to connected with companions' exterior of school as well as on campus.

Using Social Medias are a way to create individuals feel like they belong to a community because, it develops in ubiquity. Choney, 2010, MecMood & Taswir, 2013 believes that the use of technology such as internet is one of the most important factors that can influence educational performance of students positively or adversely.

According to Jahan N, 2019 said that utilize of social media is one of the most critical variables influencing students' scholarly performance emphatically or adversely. Numerous guardians are concerned that their understudies spend a parcel of time on Facebook and other social media locales and do not have sufficient time to look their exercisebook.

Most dad and mom felt that their kid's conduct and educational overall performance had modified due to the fact they spent alot of time on their Smartphone. College students frequently mentioned bad grades because of long-time period use of social media. This has led researcher to discover the connection among social media use and educational overall performance. This have a look at centered on the connection among the usage of social media and overall academic performance.

Many researchers have wrote a lot about Investigated the use of social media impact and academic performance focused on college students in different African countries and in the world.

For example, Choney 2010, San Miguel, 2009 Enriquez 2010,. The issues that existed in our context and location where in preceding research have been performed seem like similar;

however there are sizable variations in social attitudes, lifestyle and cognizance of technology. It became reason Necessary to conduct this study aimed at investigating the relationship between youth students' use of social media Impact on academic performance in tegbaried polytechnic college Addis Ababa Ethiopia.

1.3 Objectives of the Study

The general objective of the study is to identify the impact of social media use among youth on their academic performance in Addis Ababa tegbaried polytechnic college.

The specific objectives of the study will as follows:

- I. To realize Use of Social Media and its Impact on Academic Performance.
- II. How they use those sites and for what purpose.
- III. How long students spend time on social media.

1.4 Research Questions

- I. Does the use of social media sites have any impact on student's academic performance?
- II. What are the benefits they derive from using social media?
- III. How and why do student visit social media sites?
- IV. How long students spend time on social media?

1.5. Significance of the Study

This study is relevant for instructors, parents, students or trainers and college counselors. The study also helps college instructors see the impact of social media use among youth. To do so help raise awareness among youth about the potential impacts of social media.

The research also important for parents in that they know the potential impact Social media targets children. Therefore, it helps them control the use of their children Social media Research allowed students to be aware of the danger Use of social media. Excessive use of the site causes potential health hazards. Will happen it is related to helping students understand the diversity of social media. On the other hand, college counselors, instructors are also familiar with the impact of social media on students' Academic performance.

When they get information, they can advise their students in the right way Use of social media. It provided relevant material for other researchers who are interested in similar research.

1.6. Scope of the Study

The focus of this research was mainly on social media use among high achieving youth. A Study of Students of Tegbareid Polytechnic, Addis Ababa, Ethiopia, This Study Included Students From Tegbareid Polytechnic College. The study examined Impact of social media on academic performance. Addis Ababa Tegbareid Polytechnic College has 8 departments. These are automotive, construction, garment, Ict, drafting and survey, manufacturing, furniture making, electric city. Addis Ababa Tegbaried Poley Technical College is located in ledeta sub city near wabeshebele hotel.

1.7. Organization of the Study

This research report has been organized to comprise of the following five chapters. Chapter one-Introduction: begins with research background and discusses statement of the problem, basic research questions, objectives, organization of study, significance of the study, finally scope of the study and organization of the research report is presented. Chapter Two- Literature Review: These are definitions of social media, the concept of social media, theoretical, empirical studies and conceptual frame work is drawn from literature review. Chapter Three-Research Methodology:

This section discusses the research design and approach of the study, data source and method of data Collection. Sampling method and sample size also presented in this section, and then measurement of variables included in the research is mentioned. Finally, methods for data analysis are discussed, validity and reliability of the variables are measured, and then ethical considerations are explained in the section. Chapter Four - Data Analysis and Interpretation: The section discusses the respondents' profile, and then tests the reliability of individual constructs with Cronbach's Alpha. Data analysis is conducted through descriptive statistics t-test analysis. Hypothesis testing is performed by using SPSS. Chapter Five –Conclusion and Recommendation: In this section the main findings of the research is summarized and conclusions on major findings is presented. Recommendations are given based on the research findings and the limitation of the study is mentioned.

1.8. Limitations of the Study

This research was conducted in Tegbareid poly technic college Addis Ababa, Ethiopia.

Without challenge no activity, or if we don't know the meaning of challenge also we don't know the meaning of success. When the researcher tries to prepare the paper he was suffering from different challenges.

Problems which are suffered the researcher are Lack of sufficient information from the student, financial problem, some stuffs from college does not give full information.

Mostly work load from my job and time that makes me busy are limitations.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Definitions and characteristics of social media

Social Media is built from two distinct words; “Social” and “Media.” The word ‘social’ implies both the ‘needing of companionship’ as well as activities in which people meet each other for pleasure’. Media is defined as ‘the main means of mass communication and an ‘agency or means of doing something, Oxford University Press, 2012.

Social media established on the idealistic and technological foundations of Web 2.0 and defined as a set of Internet-based applications that enable the creation and sharing of user-generated content, is breakthrough for both businesses and individuals. Applications such as Twitter, Instagram, tiktok, viber, telegram, and facebook released in 2004 have a larger user base than the combined population of Europe and North America, with more than 2.85 billion people worldwide. YouTube processes more than 3 billion searches a month, making it the second largest search engine after.

According to Erich et al, 2008, social media includes blogs, internets, podcasts, video sharing, picture graph sharing, social networks, wikis, games, virtual worlds, micro blogging / presence applications, text messaging, video conferencing. These programs have been moreover supported with the useful resource of the usage of Taylor and Kent,2010, who opined that social media equipment embody interactive social networking web sites, further to blogs, podcasts, message boards, online movies and image albums, and mobile smartphone alerts. Moreover, social media are seen as user-friendly, inexpensive, scalable net- and mobile-based definitely era that allow for the sharing of user-generated materials.

The nature and constant evolution of new media make it challenging to describe and define. Social scientists have identified four specific categories of new media that share common qualities and likenesses: interpersonal communication media, interactive play media, information search media, and collective participatory media.

Interpersonal communication media encompasses the telephone (cell phones included) and email McQuail, 2005. These types of communication technologies are thought of as private and temporary. The relationships reinforced and established by use of such interpersonal communication are more important than the information communicated.

Interactive play media include computer and video games. Information search media encompass a broad spectrum such as the Internet and all the search engines and search tools.

Cell phones are becoming capable of similar functions and can be listed under this category. Finally, collective participatory media refer to how one can use the Internet for purposes such as swapping information, ideas and thoughts, and creating computer-mediated relationships (McQuail, 2005).

For the purpose of this study, new media will include computers, the Internet, and cell phones. Youth and New Media (Smith, 2010) found that 93% of teenagers, ranging in age from 12 to 17, are going online. This number has remained consistent since 2006. Older teens appear to go on the Internet more frequently than younger teens. Understanding an individual's technological environment is now a vital clue in understanding how that person uses the internet, connects with others and accesses information.

Among teens, the average person owns 3.5 gadgets out of the five: cell phones, mp3 players, computers, game consoles and portable gaming devices. (Pew of September of 2009, 75% of youths owned a cell phone).

The amount of cell phone use among different youth groups (race, ethnicity, gender) is fairly uniform. However, the ways in which females and males use cell phones varied. The computer is also the most frequently used media for adults to connect online (Lenhart et al, 2010). It is sometimes hard for teens and their parents to sort out who owns what technology in a household.

2.1.1. What is social media?

Social media could be a generally modern term that has advanced as a way to portray different stages for online communication. Generally, the term social media alludes to “any innovation that encourages the dispersal and sharing of data over the Internet (Robbins, 2014). More particularly, Kaplan and Heinlein characterize social media as a “group of Internet-based applications that construct on the ideological and mechanical establishments of Web 2.0, which permit the creation and trade of Client Produced Content”

(Kaplan and Heinlein, 2010); Web 2.0 shows the alteration to the Web that permitted clients to produce substance (talked about advance underneath).

Though their moderately later conception, there are bigger, more set up umbrellas beneath which the term social media may drop. One of the longest-standing and most examined of these umbrellas is data and communications innovation (ICT). Ict incorporates mediums like social media as well as those that don't have an intelligently group of onlookers, such as intuitively whiteboards and offline computer diversions where the group of onlookers is restricted to those physically in front of/using the medium at that time.

Another expansive umbrella beneath which social media drop is Web 2.0. A term to begin with created in 2004 Kaplan and Heinlein, Now and then called the participatory web (Law breaker, 2012), Web 2.0 emphasizes collaboration through an imaginative implies of generation where ability and information are conveyed, shared, and built upon Kaplan and Heinlein, 2010; Well-known illustrations of Web 2.0 incorporate blogs, gatherings, and wikis.

Sometime recently versatile applications (apps) were broadly utilized, social media were facilitated on Web 2.0 websites, which were frequently alluded to as social network (ing) destinations (or SNS) utilize a three-pronged definition to conceptualize social organize sites: web-based administrations that permit people to (1) build an open or semi-public profile inside a bounded framework,(2) verbalize a list of other clients with whom they share a association, and (3) see and navigate their list of associations and those made by others inside the framework. (Each of these prongs is crucial to permitting for communication between clients and has cleared the way for numerous of the more current highlights predominant in modern social media.

Be that as it may, since of the advancement of portable innovations and apps for versatile gadgets (phones, computers, and tablets), numerous clients not ought to visit an real site for social organizing, and instep utilize an app. A few social media, like Instagram and Snapchat are as it were facilitated on apps, in spite of the fact that substance may be seen on websites, whereas other social networking sites, like Facebook and Twitter, can be gotten to through either an app or website. Hence, I utilize the term social media to allude to both social organizing locales as well as versatile apps.

Since unused social media stages are discharged each day, social media can be troublesome to classify Kaplan and Heinlein, 2010 and can envelop numerous mediums (e.g., websites, video recreations, portable applications, blogs). Social media can be utilized for communicating through photographs, recordings, and/or content and sharing sourced data

with transcendentally companions and family (e.g., Facebook, Instagram, Snapchat) or with more proficient contacts e.g., LinkedIn, Academia.edu, Research Gate.

Social media can too be utilized for specialized assignments like blogging (content or photo) and composing, sharing photographs, recordings, drawings, and/or content (e.g., Vine, Snapchat, Instagram, Twitter), sharing sourced data and examining it Twitter, gaming e.g., Farmville, World of War craft, sparing and categorizing data to see afterward (Stash, Google+, Pinterest), etc. In any case, there's significant cover within the utilize of numerous of these social media

2.1.2.Social media in the classroom

Researchers have drawn nearer social media's utilize within the classroom in changing ways (e.g., through the hypothetical systems utilized, strategies utilized, disciplines inspected). Ranges in which social media with in classroom has been examined span from radiology and trade composing in higher instruction to basic and center school proficiency,

Moreover, indeed in spite of the fact that social media's utilize within the classroom has overwhelmingly been examined utilizing ethnographic strategies, a few researchers have too utilized other strategies such as activity investigate (Cochrane, 2014; Edwards G., 2011, movement hypothesis or talk examination (e.g., Greenhow and Gleason, 2012. Since of this broad variety, I chose a wide extend of articles centering on social media utilize inside the classroom to examine in this survey. Utilizing ethnographic strategies, a few researchers have moreover utilized other strategies such as activity investigates; Edwards-Groves, 2011,

In their writing audit of 43 articles looking at proficiency hones and social media, found that numerous researchers considering social media in schools looked at character improvement and expression, security issues, connections, and friending behaviors. Moreover, a few considers of instructive hones with social media center on online classrooms or higher instruction classrooms.

Other researchers conducting experimental considers centered on social media utilize in instruction inspected the items made e.g., Frame and Nelson, 2005; Lee, 2007 and the communicated characters that can be seen in these items, whereas still others centered on teacher/professor demeanors around social media within the classroom O'Byrne, 2009.

According to Murrell, 2014 and Shirky, 2008. Determinedly, blogs continue to be the foremost commonly examined shapes of social media within the classroom, maybe since they

closely reflect conventional classroom education hones, and as bounded writings, they may be less demanding to think about than a few of the education hones encompassing more open stages. Be that as it may, a few contend that blogs' obscuring of lines between formal and casual spaces can cause their possibilities for learning and meaning-making to be complicated.

As unused apps and social organizing locales proceed to pick up notoriety, more researchers are analyzing the potential benefits for utilizing other advances within the classroom past the conventional web journal.

Scholars are presently inquisitive about the instructive benefits of modern, profoundly intelligently innovations like Facebook and Twitter (Greenhow and Gleason, 2012). These more current stages can possibly give distinctive ranges for understudy collaboration, expression, and interaction.

2.1.3.Social media features

To way better get it the claims sketched out in this survey, it is critical to get it a few of the highlights of social media and their potential suggestions for instruction. An unmistakable include of social media is the hashtag (spoken to as #). Initially popularized on Twitter, hash tags are ways to classify posts (Greenhow and Gleason, 2012). Users can rummage around for posts by utilizing hashtags and see all of the posts that share that specific hashtag. In instruction, when understudies utilize hashtags to classify and seek for course-related posts,

Communication between understudies is traceable within those posts both within the classroom and online. This permits understudies to connected with each other and their posts in real-time, hence putting the understudies within the positions of co-authors as they lock in with each other's posts, including comments and hash tags of their possess.

Since understudies can utilize various hashtags on a single post (e.g., up to 30 on Instagram), they can code their posts for an assortment of purposes, which can flag participatory proficiency hones. The user-generated categorizations can moreover provide a few understanding into how understudies see their posts in connection to themselves (e.g., #lovable, #doesn't get it, #I actually made this) and to other posts.

Through highlights such as "likes" (e.g., thumbs up or hearts to appear back for a post), clients can donate speedy criticism to other clients and see the responses that their posts gather, as a result these are as a rule publically numbered/counted, both the blurb and the

watchers can see the notoriety of a post at a look. These sorts of participatory apparatuses (beside comments) permit clients to see how much consideration a post is accepting.

Moreover, commenting can permit for the post to gotten to be a multi-way communication between clients. Because of these sorts of affordances, social media can be utilized in schools to lock in understudies in potential intuitively communication – understudies at that point have channels to address their peers, adjust to and make guesses almost uncertainty in their posts, and make associations almost their thoughts and work, which a few researchers have found leads to “critical considering and significant learning and self-driven learners.

perfect as these claims sound, there are numerous key components that must be in put for them to happen (e.g., understudies must be hyper centered at the assignment at hand and curious about utilizing the social media for instructive purposes for them to be accomplished, instructors must actualize them with educational methodology, control elements must be moved). On the off chance that these criteria are not met, numerous contend that social media’s intuitively highlights can be more of a diversion than something that really encourages learning.

2.2. Social Media Usage in Ethiopia

Data distributed in Meta’s publicizing assets shows that the entire population of Ethiopia is assessed 119.3 million. Information appears that Ethiopia's population expanded 50.0% of Ethiopia's population are ladies, whereas 50.0% of the population male, 22.7% of the Ethiopian population live in urban centers, whereas 77.3% live in provincial regions (Approximately Ethiopia,2021).

In this case the researcher referred the age and sex that used social media on the located college. The normal age of the population in Ethiopia is 19.9 a long time ancient. For more settings, here is a diagram of the dispersion of Ethiopia's populace by age gather: 14.3% of Ethiopia's populace is to 4 a long time ancient, 20.3% of Ethiopia's populace is 5 to 5 a long time ancient. 12.11.3% of Ethiopia's populace is 13 to 17 a long time ancient, 14.5% of Ethiopia's populace is 18 to 24 a long time ancient, 15.5% of Ethiopia's populace is 25 to 34 a long time ancient, 10.0% of Ethiopia's populace is from 35 to 44 a long time ancient, 6.5% of Ethiopia's populace is 45 to 54 a long time ancient, 4.0% of Ethiopia's populace is 55 to 64 a long time ancient, 3.6% of Ethiopia's populace is 65 a long time of age or more seasoned.

There were 29.83 million Web clients in Ethiopia as of January 2022. The Web utilization rate in Ethiopia was 25.0% of the overall populace at the starting of 2022.

Examination shows that web clients in Ethiopia expanded by 731 thousand (2.5 percent) between 2021 and 2022. For viewpoint, these client figures uncover that 89.50 million individuals in Ethiopia did not utilize the web from begin of 2022, meaning that 75.0 percent of the populace remained offline at the starting of the year. In any case, issues relating to COVID19 proceed to affect inquire about into web appropriation, so genuine web client figures may be higher than these distributed numbers recommend. For the most recent bits of knowledge into web appropriation and utilize around the world, take after our normal Worldwide Stats hot reports.

Web clients in Ethiopia might have anticipated the taking after web association speeds at the begin of 2022: Median portable web association speed through cellular systems: 14.00 Mbps. Normal settled web association speed: 3.31 Mbps. Ookla's information uncovers that the middle versatile web association speed in Ethiopia expanded by 2.08 Mbps within the twelve months to the begin of 2022.

Meanwhile, information appears settled web association speeds in Ethiopia expanded by 0.58 Mbps (21.2 percent) amid the same period. There were 6.35 million social media clients in Ethiopia in January 2022. The number of social media clients in Ethiopia at the begin of 2022 was proportionate to 5.3 percent of the overall populace, but it's vital to note that social media clients may not speak to interesting individuals Facebook had 5.95 million clients in Ethiopia in early 2022.

Be that as it may, Meta made imperative changes to the way its promoting assets report group of onlookers comes to information at the conclusion of 2021 counting making noteworthy modifications to its base gathering of people information for Facebook so the figures appeared here are not specifically comparable with figures distributed in our past reports.

The company's changed gathering of people figures cruel that Facebook's advertisement reach in Ethiopia was identical to 5.0 percent of the whole populace at the begin of 2022. In any case, Facebook limits the utilize of its stage to individuals matured 13 and over, so it's moreover worth highlighting that 7.6 percent of the "eligible" gathering of people in Ethiopia employments Facebook in 2022.

For additional context, Facebook’s advertisement reach in Ethiopia was identical to 19.9 percent of the nearby web client base (notwithstanding of age) in January 2022.

At the beginning of 2022, 33.3 percent of Facebook’s advertisement group of onlookers in Ethiopia was female, whereas 66.7 percent was male. Numbers distributed in Meta’s publicizing instruments show that Instagram had 606.5 thousand clients in Ethiopia in early 2022.

Facebook users in Ethiopia in 2022

Data published in Meta’s promoting assets demonstrate that advertisements on Facebook Delivery person come to 1.02 million clients in Ethiopia in early 2022.

However, Meta made vital changes to the way its publicizing assets report group of onlookers comes to information at the conclusion of 2021 – counting making noteworthy corrections to its base group of onlooker’s information for Facebook Delivery person – so the figures appeared here are not straightforwardly comparable with figures distributed in our past reports.

The company’s revised audience numbers suggest that Facebook Messenger’s ad reach in Ethiopia was equivalent to 0.9 percent of the total population at the start of the year.

Facebook Messenger restricts the use of its platform to people aged 13 and above though, so it’s also worth highlighting that ads reach 1.3 percent of Facebook Messenger’s “eligible” audience in Ethiopia in 2022. For additional context, Facebook Messenger’s ad reach in Ethiopia is equivalent to 3.4 percent of the local internet user base (regardless of age).

At the start of 2022, 37.8 percent of Facebook Messenger’s ad audience in Ethiopia was female, while 62.2 percent was male. Figures published in LinkedIn’s advertising resources indicate that LinkedIn had 700.0 thousand “members” in Ethiopia in early 2022. (Digital, 2022)

As a result, these LinkedIn figures are not directly comparable with the figures for other social

Twitter users in Ethiopia in 2022

Numbers published in Twitter’s advertising resources indicate that Twitter had 34.0 thousand users in Ethiopia in early 2022. This figure means that Twitter’s ad reach in Ethiopia was equivalent to 0.03 percent of the total population at the time. However, Twitter

restricts the use of its platform to people aged 13 and above, so it may be helpful to know that 0.04 percent of the “eligible” audience in Ethiopia uses Twitter in 2022. For additional context, Twitter’s ad reach in Ethiopia was equivalent to 0.1 percent of the local internet user base (regardless of age) at the start of the year.

2.3. Relationships between Personality Traits and Social Media

As the pool of studies on ICT use grew, numerous pupils tested the have an impact on of character developments on Internet makes use of through utilizing the Five-Factor Model (or additionally referred to as the Big Five Model) (McCrae & Costa, 1997). The Big Five character elements are typically stated as applicable and legitimate dimensions of character in diverse fields of studies.

The 5character elements are extraversion, agreeableness, conscientiousness, neuroticism and openness. Extraversion method that of someone who possesses traits as approachable, sociable, friendly, lively, positive and energetic, while agreeableness shows someone with trustful, honest, tolerant, god-natured, forgiving and soft-hearted. High rating on conscientiousness shows someone as being responsible, efficient, organized, productive, thorough, achievement-oriented, and self-disciplined and well- informed.

Neuroticism pertains to annoying and upset, not able to manipulate anger and occasional self-esteem. Openness to revel in shows people, who are explorative or imaginative, creative, respect creative values, inclined to attempt new things, can without problems adapt to changes, and open to special thoughts or opinions Yoo & Gretzel, 2010.

In Malaysia, perception in God is visible as considerably crucial with inside the existence of human beings, accordingly the principle `Belief in God` turned into made precedence with inside the National Principles. Furthermore, there's an extended culture of equating generation with religious qualities. Hence, any other crucial characteristic which wishes to be considered is spirituality and religiousness, and its implication at the SM customers.

In fact, special cultures may also use specific employments of faith on the subject of generation, suggesting that a culturally particular knowledge must exist for such interactions. Early research of individuals` on-line sports observed the ones excessive in extraversion and

occasional in neuroticism had been now no longer as heavy Internet customers as their greater introverted, greater neurotic counterparts.

2.4. Theoretical reviews

According to the literature review sections, investigate is secured on two hypotheses: The Employments and Satisfaction hypothesis and the Connectivism hypothesis. As was already specified, social media offers today's youth an entry for excitement and communication and it is getting to be one of the most stages for getting to data and news.

This consider points to investigate the undergrad students' 26 discernment of utilizing social media on their scholarly execution and relate it to their genuine scholastic execution, the comes about will uncover whether they have control over their social media utilization or not. Employments and gratification approach recognizes the requirements and thought processes behind online media utilization.

The hypothesis was created within the early 1970's Employments and delight hypothesis recommends that social media clients have control over their media utilization and expect an dynamic part in deciphering and coordination media into their possess lives which they are mindful for choosing media to meet their wants and ought to accomplish delight.

This study aims to investigate to what degree do undergrad understudies utilizing social media in scholarly related purposes and whether it influences them emphatically or adversely. Connectivism learning approach emphasizes the part of social media setting in how learning happens and clarifies how Web advances have made unused openings for individuals to memorize and share data over the World Wide Web and among themselves (Siemens, 2005). The hypothesis was created by Stephen George Siemens 2013.

Connectives hypothesis recommends that understudies are empowered to look for some data on possess online and express what they discover which learning may dwell in non-human apparatuses. Connectivism suggests that utilize of innovation to assist people to be associated with information and data got to progress the learning handle not bad habit versa (Evans, 2014).

2.5. Empirical Study reviews

Investigate on student's recognitions with respect to the effect of social media on students' academic performance public preliminary schools in Addis Ababa, city Government.

Pertinent information of relevant data of study selected total of 232 members was chosen utilizing stratified sampling strategies. Surveys and in-depth meet were the rebellious utilized to gather information from understudies. Graphic insights the finding of Pearson's Product-Moment correlations appeared that there's a noteworthy direct relationship between level of social media utilization and students score ($r = -.576$, $p = .038$).

Based on the discoveries it is recommended that the users (students) of social media ought to be mindful of the negative and positive impact of social media on academic performance. David (2014), carried out an investigate on impact of social media on students' scholarly execution. It appears that 26 percent of respondents concurred that utilize social media influence their scholastics emphatically, 32 percent are not influenced in any way by utilize of these social media whereas 42 percent are influenced contrarily.

This infers that students' exercises on social media have impact on their scholarly execution. This ponder is related to the show ponder since the two ponders look for to discover out impacts of social media utilization on students' scholastic execution, both considers are clear studies investigate plan and utilized study survey to explore for data from the respondents. Students' academic life has moved to a different dimension since the introduction of these social media networks and several studies have affirmed that social media plays an important role on students in higher education including the study conducted by Wheeler, and Ortia,(2009).

In their study, they recognized four (4) major advantages of social media usage by students in higher education which included; enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities. Indeed, social media has contributed greatly to facilitating learning in the 21st century. It is shown that a greater percentage of students including those at the PhD level commonly use social media to ameliorate their studies (Khan, 2010)

Additionally, Rasheed, 2020 Social media use is positively association with student's engagement and student creativity in gradate research training, knowledge sharing behavior and positive association with research student engagement. Youths are constantly attempting to understand their world while, at the same time, attempting to escape it. There is an intricate web created by these different dependencies.

On the other hand, Davies and Cranston 2008, enumerated some of the risks associated with social media which included criminal activities such as identity theft and fake contacts which is prevalent today, sexual abuse or harassment and unsuitable advertising. On the same subject Pearson 2011, also mentioned cyber bullying, online harassment, sexting, face book depression, and privacy concerns as some of the challenges associated with social networking.

Most investigate exploring the impacts of social media on mental wellbeing have centered on the potential negative aspects. The study included 6,595 young people from the Joined together States concludes that those who spend more than 3 hours per day on social media may have the next hazard of mental wellbeing issues than those who do not.

But the degree to which social media really hurts mental wellbeing is far from being obviously true. A later audit, accessible as a preprint, found that most ponders exploring the interface between social media and mental wellbeing illustrates “weak” or “inconsistent” associations. Another audit found that whereas there may be a little negative affiliation between social media utilize and mental wellbeing, the connection is complex and depends on precisely how analysts characterize mental wellbeing and social media use. Meanwhile, other inquire about recommends that social media may indeed advantage mental wellbeing,

Academic performance speaks to the level of performance that a man ready to achieve specific targets of exercises in educational conditions, for particular in school, college, and university. On the other hand, Gibson, & Rankin 2015 defined academic performance as an intellectual objective in educational frameworks which can be characterized either through the size of learning picked up which can be called attention to by assessment, examination point, test scores, and GPA, or basic reasoning, self-adequacy, subjective improvement, and non-psychological advancement space.

Therefore, in the context of this writing, academic performance relates to the students’ performance results that demonstrate the degree to which he/she has achieved particular objectives that were the focal point of exercises in educational situations, particularly in university.

2.6. Influence of Social Media on Students’ Academic Performance

Utilizing social media to upgrade the learning prepare can take a number of shapes, target various aptitudes, and utilize distinctive apparatuses. College teachers propose that social

media can have a positive impact on interaction, engagement, information building, and sense of community. In any case there's moreover investigate that appears that these same tools can divert learners from their studies, and energize hesitation and superficial considering.

The taking after segment will display a few of the studies that tended to the relationship between social media and academic execution and learning. This review presents a depiction primarily on studies dealing with the foremost popular social networking instruments such as Facebook, instead of a comprehensive audit of all shapes of social media.

Researchers by large infer that social media is basically utilized by college students' to socialize instead of for academic interests. found out that college students' around the age of 20 with accounts on Facebook utilize these frameworks to keep in touch with ancient friends (96.0%), to keep in touch with my present companions (91.1%), to post/look at pictures (57.4%), to make modern friends (56.4%), and to find ancient friends (54.5%). But as it were 10.9 percent expressed that they utilized it "for academic purposes, and as it were 12.9 percent recorded their courses on their profiles. Similarly, a mixed-method approach to explore the relationship between online scholarly revelation (to be specific status upgrades approximately their scholastic encounters) and scholarly execution for 261 students with an normal age of 22 years.

Topical investigation of their posts shown that 14% of their commitments on Facebook were scholarly in nature. On the other hand, the larger part of understudies in Camilia, 2013 utilized social media for scholarly purposes. A few considers recommend that the time went through on social media takes absent from the time available for examining. part of social media on scholastic execution of 108 Saudi understudies. Study information uncovered that Twitter was the foremost prevalent social arrange taken after by Facebook.

The normal number of hours went through by understudies on social media was 25.3 hours. Sixty percent of the respondents acknowledged that over the top utilize of social media adversely affected their execution, and demonstrated that 10 hours per week of utilize would guarantee that their scholastic performance isn't contrarily impacted.

Similarly, Krischner and Karpinski (2010) noted that a few students don't have control on their social media whereas locked in in academic activities, which they spend more time on these systems than they do examining or sleeping. They point out that observational investigate recommends the negative affect of multi entrusting, or endeavoring to at the same time handle distinctive sources of data, on performance.

They emphasize that this leads to expanded think about time and an expanded number of botches on assignments. Junco 2013 looks at the relationship between Facebook actions, time taken for lesson arrangement and in general GPA for 1839 understudies. Hierarchical direct relapse investigations shown that time went through on Facebook was significantly adversely related with generally GPA, but as it were pitifully related to time spent on lesson preparation. Moreover, utilizing Facebook to look for data was a positive indicator of GPA whereas time went through on socializing was a negative indicator. Some thinks about dive more profound into the marvel of investing as well much time on social media and nearly depict it as a adapting component.

Those who did report a negative impact clarified social media as a strategy for guiltless lingering. The way investigation conducted by Michikyan, Subrahmanyam, 2015 specified prior, for illustration, decided that academic execution was an indicator of Facebook utilize instead of the inverse. Understudies with moo GPA are more active on Facebook than understudies with tall GPA; one of the reasons of this can be the truth that understudies, who are confronting scholastic or social issues turn to Facebook as a way of diversion from the troubles that they are confronting. consider almost the self-reported official working associated with scholastic delaying by conveying a thirty minutes survey on 212 college understudies, appeared that there's a relationship between social media utilize, procrastination and destitute scholastic execution, between 30 to 60 percent of college students expressed that they utilize social media to hesitate on their scholastic obligations and socialize or surf the web.

Exceptionally few think about have examined factors that might affect how, when, and to what degree understudies utilized social media. Krischner and Karpinski 2010 conducted an exploratory study think about to look at in case and how 102 undergrad and 117 graduate students in open US College utilized Facebook, and how this utilization related to hours of studying and GPA. The overview they utilized moreover evoked data almost students' possess perceptions on Facebook utilize. Facebook clients detailed lower GPA and less hours studying. Clients and nonusers did not be that as it may vary in terms of the sum of time they spent on the Web, but their considering methodologies contrasted. These comes about held in any case of understudy status (whether they were an undergrad or graduate) or their major (humanities, social sciences, restorative, STEM or trade). The study moreover, proposed that personality and hours went through working are related to Facebook use.

Boogart (2016) conducted considered in four colleges to explore the effect of Facebook on campus life at four higher instruction educate, analyzing the reactions of 3134 understudies. He found critical connections between times went through on Facebook, and several statistic factors. Females went through altogether more time on Facebook.

Students with a GPA of 2.99 or less detailed longer on Facebook than those with a higher GPA. Too, understudies who are in their to begin with and moment a long time of undergrad think about spend more time utilizing Facebook than those in their third year – the larger part of the third year understudies (nearly 70%) went through less than 30 minutes on day utilizing it.

Julia, 2015 underscored the significance of social and social factors in for instructive achievement inside higher instruction. They inspected the effect of the connectedness managed by social media apparatuses on the academic of students 20 within frantic disciplines of consider imaginative and non-creative – at the bachelor's level, 76 understudies taken part from the trade organization and administration teach which is considered as non-creative and 78 understudies taken an interest from the mechanical design building teach which is considered as imaginative.

The homes of about consider suggested that near social ties inside the arrange of their teach made a difference understudies within the non-creative teach perform superior. The same was not genuine for the imaginative discipline in which the relationship between social ties and execution was conversely proportional.

Many considers proposed a more positive potential for social media, but moreover the variation of how understudies connecting and seen these apparatuses. The relationship within the Nigerian setting. The reactions of 536 students to an overview revealed that 97% of understudies utilized social media systems. Facebook was the foremost prevalent social arrange location, taken after by “2go” and YouTube. The larger part of understudies (91%) went through less than 4 hours a day on social systems. A quarter of the students detailed that they accepted that social media affected their scholarly performance emphatically, 32% demonstrated that it affected it adversely; the rest in spite of the fact that it had no impact. Approximately 75% of the understudies detailed that they utilized it for scholastic assignments.

The potential of social media to create students' self-directed learning abilities since they donate understudies a stage to explore subjects and accumulate data through getting to existing information on the internet or interacting with like-minded understudies to helpfully

trade thoughts and construct knowledge through casual and formal exercises. In any case note that small is known approximately how these casual learning openings are tackled and about the characteristics of the understudies who lock in in these exercises. To look at these relationships, they conducted three considers to examine scholastic information trade via Studio VZ, an proportionate to Facebook on 774 clients of Studio VZ understudies. The test consisted of 498 ladies and 276 men between 19 and 29 a long time, which may be a normal age range for German understudies. Examination uncovered that one fifth of understudies utilized this social media instrument to construct knowledge. Be that as it may, the lion's share, particularly first year recruit, utilized it for social purposes such as organizing and getting situated to the college environment. The analysts concluded that information trade and social capacities for utilizing social systems ought to be respected as interwoven instead of commonly exclusive.

Ethnographic approach to look at the effect of social media on significant learning and academic techniques. To do that they examined the Facebook postings of understudies and teaches selected in an Data Systems course inside the South African setting. The comes about of the think about appeared that 165 members posted 154 divider posts, 121 discussion board posts, and 139 posts to the administrator's inbox over two semesters. Rambe concluded that Facebook constituted a collaborative "safe" "third space" that encouraged understudy expression, the improvement of learning communities, and empowered information development. On the other hand, Rambe recommended that postings fell brief of showing more profound levels of conceptual engagement and learning.

In any case, a few of the over considers imply that it isn't the time you spend on social media or the Internet that may be related to a low GPA but there can be a few underlying variables such as the exercises that you just lock in in amid that time and how you manage your considering time, etc. A number of the over studio also appear that the impact might contrast concurring to the students' scholastic statues and the academic teach Bogart, 2016.

Effects of social media on students' Academic performance:

According to Metropolitan school of business and management 2013, there is no doubt that social networking communities are here to stay because since the last decade, the popularity of the social networking sites has increased rapidly. In many ways, social media has led to positive changes in the way people share information and communicate.

This is not to say that there are no negative sides to the use of social media, in fact the negative effects outweigh the positive ones. With most social media platforms having well over 200 million users, there is no doubt that students are actively engaged in these networking sites. It has been proven that students who are actively engaged in social media networking sites perform more poorly than other students who are not. It is easier to get distracted by the various social media networking sites. Business education students are more likely to be faced with the temptation of surfing the web, chatting with friends and visiting the various social and media websites rather than focus on getting their school work done in time. For a business education student, the negative effects of social media networking sites on academic performance include:

1. Decrease in productivity: Social media networking sites decrease productivity as so many students end up spending the better part of their study hours checking those sites. Rather than get their assignments done, they spend the whole time either tweeting or posting messages on facebook. There is bound to be a reduction in students focus of attention when they are studying and at the same time trying to get involved in activities on these social sites. This often time causes a drastic reduction in their academic performance.

2. Encourages Poor Grammar usage Not only does the active involvement in the social sites encourage the poor use of grammar but also spellings, as students mostly use slang or shortened forms of words. Using twitter as an example, twitter limits its users to the use of 140 characters. Therefore users will have no other option than to abbreviate their words as much as they can, just to enable their thoughts fit into the 140 character provision. “There is, after all, only so much information that can be obtained in 140 characters. While the option to dig deeper may be present through embedded links in Tweets, for example, there may be little reward in pursuing those connections for students.” As a result of the excessive use of abbreviated words and slang by students on social networks, they start to rely on the computer grammar and spell checkers on their devices. This results in the reduction of their command over English language and also their writing skills (David, 2014).

3. Reduction in research capabilities: Learning and research capabilities have experienced drastic low reduction as a result of students relying more on the information accessible easily on these social networking sites and web in general.

4. Addiction: Constant visitation to social sites can become very addictive and this is not a good thing because it is sure to affect one’s academic performance. A greater part of

students' time is spent on the social sites and they do not even have time for themselves let alone their studies. Being addicted to social sites will turn students mind from important things like studies to trivial ones and this will tell on their grades as they are most likely to experience a drastic drop in their grades. And it will certainly lead to bad academic performance.

5. Reduction in real human contact: Students spend so much time on social sites that they begin to spend little or no time at all socializing in person. As a result of this, students are not able to effectively communicate in person. It should be known that effective communication skills are key to success in the real world and employers are getting more and more dissatisfied with the communication skills of graduates due to this reason. Also, Olubiyi (2012) lamented that Nigerian students (business education students in particular) are so engrossed in the social media that they are almost 24 hours online. Even in classrooms and lecture theatres, the Obey observed that some students are always busy pinging, 2 going or Facebook king, while lectures are on. Times that ought to be channeled towards learning, academic research and innovating have been crushed by the passion for meeting new friends online, and most times they are busy discussing trivial issues.

Hence most students' academics suffer setback as a result of distraction from the social media. it was observed that the use of these sites also affects students' use of English and grammar. The students are used to short forms of writing words in their chat rooms; they forget and use the same in the classrooms. They use things like 4 in place of for, U in place of You, D in place of The etc. and this could affect their classroom assessment. Ibrahim (2012) posited that most students prefer being on the site than reading their books. Students are often being observed during school time in the various hiding places either discussing social networks or browsing with their phones

2.7. Benefits of Using Social Media

According to (Lauren F., 2014) Social media has changed the way we communicate nowadays. It's in our best intrigued to be educated almost all of the modern conceivable outcomes to oversee our online notoriety. The lines between proficient and individual are obscuring online and numerous times, we allude to our online nearness as our Individual Brand. Your Individual Brand can be both the individual and proficient YOU, Here are five benefits of using social media:

1. Build relationships: Social media isn't almost about brands interfacing with their clients. In reality, at its root, social media is around interfacing individuals to individuals. On the off chance that you've gone to a Social Move preparing session I've driven, chances are you've listened that nearly each single companion I have in San Francisco, I met through social media. From a proficient viewpoint, you'll be able develop your proficient arrange online massively by connecting with colleagues, guides, part models and other experts. In the event that you nurture those relationships, you have got an entirety modern organize to tap when you're trying to find openings or proficient guidance.

2. Share your expertise: Social media gives you an opportunity to conversation almost what you know and what you need to be known for. Sharing your ability will draw in potential proficient and individual associations. Learn how to display your proficient encounter, accomplishments and comes about and you may get increasingly openings to associate with like-minded people. If you share substance on subjects that you just know much approximately, you'll start to construct credibility. This doesn't as it were go for your online presence. If you live your individual brand and your activities reflect your online nearness, it approves simply can be trusted and those connections you're building will be that much more bona fide and valuable.

3. Increase your visibility: In case you spend time sharpening in on your mastery, reliably overseeing your social channels, at that point you've got the potential to enormously increment your deceivability and indeed ended up a thought-leader in your space. Good content gets shared, so in case you're reliably posting quality substance, the more individuals who share it, the more individuals see it. It's not close to pushing substance, in any case. You too got to be locks in with other people's substance. Taking after people and connection with them on social media will work to construct connections (we keep coming back to this one!) and will offer assistance to urge your title out there for individuals to turn to.

4. Educate yourself. There's a portion of clamor on the Net. Social media grants you to hone in on what you genuinely care around and what you truly want to examined. You will be able make records that clergyman substance from your favorite individuals, thought pioneers inside the space, or media outlets. You'll successfully learn around current events and things taking put near you.

5. Connect anytime: knowing to a few of you this may sound like a impediment. But, the advantage of being able to communicate and interface with anybody right away exceeds the potential negative. Social media can assist you interface some time recently, amid and after organizing occasions, a conference or a assembly. Individuals can get to know you earlier to

assembly you and be way better prepared to conversation in individual. I know I've met people in individual for the primary time after taking after them online for a whereas and we felt like long misplaced friends! Social media could be a arrive of modern opportunity. There are countless personal and proficient benefits of utilizing social media. With a small adore and care, ready to begin to construct and shape our individual brands into an epicenter of opportunity.

2.7.1. Social Media Addiction

Indeed with the plenty of benefits social media brings to the community as contended by Fridrichsen 2012 and La Sala 2013, it's vital to note that social media presents a harming impact to its user's well-being such as self-esteem and life fulfillment. In any case, analysts who explores risky social media utilize are incapable to come to agreement in characterizing these acts. Ever since the primary publicized writing surveys of experimental ponders related to social media compulsion in 2011, social media related investigate areas have seen an increment in pace and scope Specialists in brain research accepts that recognizing the source of enthusiastic and mental connection to social media is vital in examining social media habit. There are five unmistakable sorts of social media utilize right now which are assembly or communicating with individuals, looking for data, an instrument of diversion, an instrument in adapting and mail (Edwards, 2017).

Edwards 2017, found that the starting figure for social media enslavement is when individuals employments SNS as a medium to strengthen connections. With social media particularly, Facebook picking up impact among its clients, it has gotten to be a critical medium for peer-related communication and self-presentation. Facebook has since ended up a social outlet for a person's social behavior as well as its exercises being closely related to narcissism. In a psychologist's point of see, it's conceivable to talk particularly of 'Facebook Habit Disorder' ('SNS Enslavement Disorder') as individuals who employments SNS too much are closely related with compulsion indications such as neglection of individual life, idealism, mental distraction, disposition adjusting occurrences, powerless resilience levels and a propensity of concealing their addictive behavior.

Through carefully developed sentences, social media clients send different strategies to control their self-esteem on particular SNS by posting self-gratifying messages or posts which are created to abdicate a craved enthusiastic result or reaction Buss and Chiodo, 1991. The essential objective of the narcissist is to get reverence and commendation from their

group of onlookers within the shape of offers, likes, repines or thumbs ups as this can be a mental require for reaffirmation which is common in a social media narcissist. There has too been inquiring about which proposes that a person's tall engagement rate in social media is due to 'fear of missing out' FOMO can be characterized as 'a unavoidable uneasiness that others may well be having fulfilling encounters from which one is absent' moreover found that, higher level of FOMO is by and large related with higher levels of social media compulsion and engagement which is taken after by reduce common disposition, life fulfillment, prosperity, blended sentiments and improper utilize of SNS (e.g: when driving or amid addresses).

Moreover, a inquire about by Gil (2015) proposes that FOMO is the cause of social media enslavement which is measured utilizing the Web Habit Test (Youthful, 1998). This is often encourage backed by a ponder which employments 5280 social media clients from Spanish-speaking Latin American nations as subjects and establishes that FOMO predicts negative results of maladaptive SNS utilize (Oberst et al, 2017). Nomophobia, which is characterized as 'no versatile phone phobia', is the fear of not having your portable phone around. Monophobia seem lead to issues like frequently checking SNS on phones and sentiments of uneasiness when your versatile gadgets are not accessible (Bragazzi, 2014). The consistent uneasiness caused by monophobia causes an increment in inclination for online social interaction which is through social media which encourage reinforces the affiliation between monophobia and social media. In outline, SNS enslavement contributes to the etiology of addictions which combines social, mental and natural components (Griffiths, 2005; Shaffer et al, 2004)

2.7.2. Social Media Disorder

Social media clutter is characterized as compulsive online behaviors which emerge from over the top Web or social media utilize or more commonly known as social media compulsion Griffiths & Szabo, 2013. As a result of this broad utilize, a few analysts cautioned that the clients of social media are inclined to negative impact coming about from its utilize which may influence their individual, social and/or proficient lives. A few impacts of social media which were already found incorporates discouragement Andreessen 2016, self-esteem regard (Malik and Khan, 2015), and inconvenience with connections. In see of that, Regina, advertised a few clarity to these disarranges and foreshadowed that there are a few disarranges related with a social media: i) distraction, ii) resistance, iii) withdrawal, iv)

perseverance, v) relocation, vi) issues, vii) double dealing, Viii) elude and ix) strife. Each of these measurements is tried with three explanations.

2.8. The Relationship between Social Media and Academic Performance, Numerous analysts such as Choney 2010, San Miguel 2009 and Enriquez 2010 thinks about on students' utilize of the social media uncovered a negative impact of the utilize of social media on students' scholastic execution. The American Instructive Inquire about Affiliation conducted a investigate and pronounced at its yearly conference in San Diego California (2009), that social media clients think about less and create lower grades.

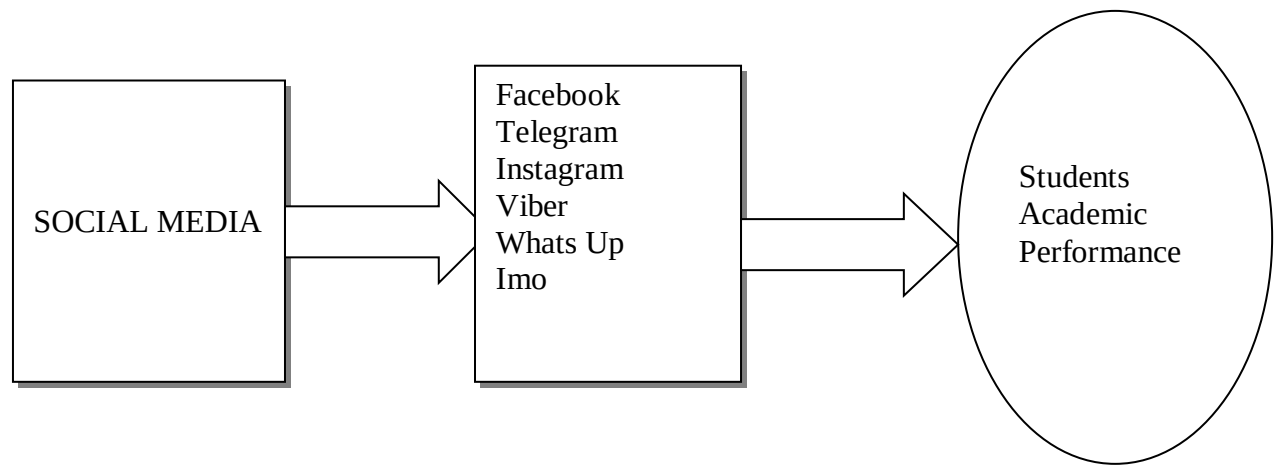
Moreover, a think about conducted Ohio Dominican College on college understudies who utilize social organize have essentially lower review point midpoints (GPAs) than those who don't. Jacobsen and Forste (2011), found a negative relationship between utilize of different media, counting portable phones, and self-reported GPA among to begin with year university understudies within the Joined together States. In Taiwan, Yen at el. 2009 distinguished an affiliation between portable phone utilize and respondents and report that respondents have permitted phone utilize to meddled scholarly exercises whether or not they have permitted phone utilize to meddled with vital social, scholastic and recreational exercises amid the past year.

A consider conducted at Whitmore school of Trade and Financial on one thousand, one hundred and twenty seven understudies concluded that there's no relationship between how much time is went through on social organizing and grades Martin, 2009 However, other ponders like Ahmed 2011, conducted on the same point uncovered no relationship between social media and students' scholarly execution. Once more, College of Unused Hampshire (2010) consider too uncovered that students' utilize of social media destinations don't influence grades.

2.8. Conceptual framework

In this conceptual framework, the researcher attempted to examine the social media usage among youth a study of students of tegbareid polytechnic, Addis Ababa, Ethiopia. Media usage affects academic performance media like facebook, telegram, instgram, tiktok, viber, imo, and other social media has negative or positive impact on academic performance .Based on the review of literature this study the Connectivism theory can play an important role in the formation of social norms perceived by social medis as self-efficacy and socondly social norms perceived as self-efficacy are college students.

On the other hand, regarding task gratification theory, task switching on social media by college students also extends to multitasking and how often students switch from college to another task.



Source, Owen sketch, 2022

Figure 1 conceptual framework

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

The aim of this chapter to discussed the overall methodological considerations of the research. In this chapter the research design, population of the study, sample and sampling techniques, sources of data collection, instruments of data collection and procedures of data collection was discussed thoroughly. It discussed the methods of data analysis, validity, reliability and the ethical considerations of the research in depth.

3.2. Research design.

Research design is a comprehensive plan for data collection in an empirical research project. It is a blueprint for empirical research aimed at answering specific research questions or testing specific hypotheses (Anole, 2012).

This study used descriptive study, Descriptive research design is used in order to social media use among high achieving youth a study of students of tegbareid polytechnic, Addis Ababa, Ethiopia since To find out the Use of Social Media Among youth have any Impact on Academic Performance of the Students, To identify the benefits obtained from using the social media, To ascertain what will students use social media sites for. The study uses a cross-sectional quantitative study of students of, Addis Ababa tegbareid polytechnic.

This helped the researcher to suggest solutions to the problems identified in the organizations. This type of research design helps to portray accurately the characteristics of a particular individual, situation or a group (Creswell, 2003).

3.3. Population of the study

Addis Ababa, students of tegbareid polytechnic college is subjected for the study. Those students include departments' automotive, construction, garments, Ict, drafting and survey, manufacturing, furniture making, electricity in tegbareid polytechnic college to provide the necessary variety of information required for the study.

The research participants or the population of the study limited to students of tegbareid polytechnic in Addis Ababa, was surveyed, other colleges are not included done to minimize

the difficulty that the researcher faced while administering the questionnaire that distributed to the respondent. The college and the students selected randomly since students of the college; the target population of the study reaches a total of 2849.

Table 1, Target Population

DEPARTMENTS	TRANSFERRED						DROPOUT					
	Regular			Extension			Regular			Extension		
	M	F	T	M	F	T	M	F	T	M	F	T
Electricity	111	4	115	62	0	62	15	1	16	41	0	41
Automotive	77	0	77	190	0	190	0	0	0	0	0	0
Construction	83	6	89	196	6	202	135	11	146	179	10	189
ICT	156	114	270	115	69	184	20	14	34	48	35	83
Garment	24	58	82	50	84	134	13	13	26	19	27	46
Manufacturing	54	0	54	54	1	55	17	0	17	1	0	1
Biomedical	32	20	52	71	11	82	7	5	12	0	0	0
Textile	2	15	17	0	0	0	2	0	2	0	0	0
Accounting	33	123	156	44	168	212	1	10	11	8	16	24
DR & SU	44	19	63	0	0	0	6	0	6	0	0	0
FM	22	1	23	22	0	22	7	0	7	47	0	47
Total	638	360	998	804	339	1143	223	54	277	343	88	431
	998			1143			277			431		
	2849											

Source (Addis Ababa Tegnabareid Polytechnic College, 2021)

3.4 Sample size and sampling technique

3.4.1 Sample size

To get representative sample for the target population under the study the following table will be used

Based on (Taro Yamane, 1967), sample size determination formula, can get a grand total sample of 147, at 92 % confidence level and 0.08 precision levels.

$$n = N / 1 + N * (e^2) \quad n = 2849 / 1 + 2849(0.08^2) = 148$$

Table 2, Proportional Allocation for students and department staff

No.	Departments	No of students	Proportion of sample
1.	Electricity	234	$[(234/2849) \times 148] = 12$
2	Automotive	267	$[(267/2849) \times 148] = 14$
3	Construction	626	$[(626/2849) \times 148] = 32$
4	ICT	571	$[(571/2849) \times 148] = 30$
5	Garment	288	$[(288/2849) \times 148] = 15$
6	Manufacturing	127	$[(127/2849) \times 148] = 7$
7	Biomedical	146	$[(146/2849) \times 148] = 8$
8	Textile	19	$[(19/2849) \times 148] = 1$
9	Accounting	403	$[(403/2849) \times 148] = 20$
10	DR & SU	69	$[(69/2849) \times 148] = 4$
11	FM	99	$[(99/2849) \times 148] = 5$
	TOTAL	2849	148

3.4.2. Sampling Technique

The samples were selected by Taro Yamane, 1967, sample size determination formulas and, stratified random sampling technique. (Kothari, 2004), recommends stratified random sampling because it is accurate, easily accessible, divisible into relevant strata and it enhances better comparison; hence representation across strata. The study grouped the population into strata. From each stratum, the study is used simple random sampling to select the respondents. This sampling design was used because the population of the study was not homogenous and was to be sub-divided into sub-units (departments).

3.5. Source and method of Data Collection

To fulfill the purpose of the study, the researcher gathers both primary and secondary data. Primary data will be collected from the samples selected i.e. the students, by the use of questionnaire as a method for data collection. The questionnaire developed from different sources which are found to be appropriate for the study. The questionnaire as instrument of data collection will be used because it provides wider coverage to the sample and also facilitates collection of a large amount of data. The questionnaire contains closed ended questions and it will be administered by the researcher. Students of the college taken by serve as the main source of primary data.

Secondary data on the company's records and on the previous works conducted in the subject matter collected mainly from books, journals, bulletins and companies manuals and websites..

3.5.1. Instruments of Data Collection

Questionnaire and In-depth interview were applied as primary methods in collecting data. In depth interviews provided valuable information for those aforementioned research questions. Also, the interviews used as a supplementary tool to get detailed and more insightful information from students and college instructors regarding Social Media trends in youth.

3.5.2. Questionnaire

A survey may be a set of pre-determined questions defined by an analyst to provide answers based on the goals of ponder. This data collection instrument was chosen as the most information collection instrument since it is simple to deliver and it permitted the respondents to see up for data for the analyst gave them bounty time to do so, Muria, 2007. The study survey comprises of three segments. The primary area of the survey is common data around the foundation of the respondent; the moment area is around social middle utilize among youth A case consider of Tegbareid polytechnic college understudies uncovered to Social Media its effect on their scholarly execution and third area is approximately Educates recognition on the effect of Social Media on scholarly execution.

From both understudies and educates and staff 148 reacted to the survey making a reaction rate of 100 % which is fabulous. The study survey too organized to comprise both open-

ended and closed-ended questions. Closed-ended questions empowered the analyst to coordinate the respondents to encourage direct reactions to empower for quantitative information examination. At the same time open-ended questions permitted them to supply their possess sees on the questions, in their claim words as they had an opportunity to expand on their reactions. This given a few bits of knowledge into the meaning tegareied poly specialized college utilization of Social Media devices along with their convictions. Utilize of both closed and open finished questions was implied to complement each other and dispose of predisposition in this think about.

Questions were organized in such a way that the same questions were inquired within the same way, arrange and with the same wordings to move forward on consistency and objectivity. The specialized terms were clarified to guarantee that the respondents did not get befuddled on what they were being inquired to reply to. Pre-test was carried out by the analyst by conveying 12 surveys to a few chosen college understudies

3.5.3.In-depth interviews

An interview is an instrument that assembles information from a subject through dialog or a address and reply session. One of the reasons why the strategy was chosen is to guarantee that questions were caught on by the respondents in arrange to accumulate the right information. As famous by Mill operator and Brewer (2003), interviews, accumulate more exact information. In-depth interviews were utilized to get nutty gritty data on the seen effect of Social Media on scholastic execution of understudies of Addis Ababa tegbareied polytechnic college.

Subjective inquire about strategies, particularly interviews are too broadly utilized in investigating discernments of writers concerning changes in news coverage. For case, subjective perceptions and interviews as her technique to investigate how modern media are changing standard news coverage. The analyst held the interviews with 13 individuals of staffs and educates from tegbareied polytechnic. The analyst begun by planning fitting questions were uniform for all strata and with authorization from both organizations.

This strategy given most noteworthy quality data that was free from inclination than any other information collection instrument. In expansion, it permitted more noteworthy interviewer-interviewee interaction. The test meet direct questions are connected to this report within the reference section area. 3.7 Strategies of Information Collection the surveys were at the same time dispersed to all respondents in two days. The Meet took four days and

collection took four days and by and large all information were completed and collected in 10 sequential days. Surveys were arranged in English.

The meet information was collected by the analyst after each address was reacted to by recording the answers on an individual savvy phone. The analyst summarized the recorded sources from the interviewee and the bibliographic subtle elements on a scratch pad and a printed paper sheet.

3.6. Research validity and reliability

Research validity refers to the research methods measuring what they were designed to measure whereas, Reliability refers to the results being repeatable in case the research was to be conducted again Thus, reliable questionnaires and interviews yield consistent results from repeated samples and different researchers over time. Scholars strengthen this idea. Differences in results come from differences between participants, not from inconsistencies in how the items are understood or how different observers interpret the responses (Boynton and Greenhalgh, 2004).

In the same way, agreeing with Wimmer and Dominick 2011, validity is usually defined as the degree to which an instrument actually measures what it sets out to measure. The reliability and validity of the instruments are checked in different ways. In order to assure the reliability of the methods used in the study the researcher had employed a pilot study before the actual data collection.

Therefore, the data collection instruments were primarily applied to selected students as a pilot test and appropriate feedback taken, for the validity of the data and instruments used. Students who participated in the pilot study did not participate in the actual data providers. The data that were collected both in the questionnaire and interview techniques were reviewed and checked for its accuracy, appropriateness, validity and error free by the researcher, his advisor, M.A Graduate Study as well as PhD candidate friends before it finally went to for processing and analysis. The study participants were primarily informed and introduced about the research topic by the researcher during the data collection process. In addition, regarding the interview data, verification of the accuracy of the transcriptions and translations was achieved by cross-checking the transcripts against the records.

3.7. Methods of Data Analysis

According to Mill operator and Brewer (2003), information investigation involves looking at, categorizing, organizing or something else recombining prove to address the starting recommendation of consider. As examined briefly, the analyst utilized both subjective and quantitative approaches Blended strategy. The information was analyzed based on suitable quantitative and subjective inquire about strategies. Quantitative information that was collected utilizing surveys was entered into the computer utilizing SPSS program and Exceed expectations program. Coding and analyzing of these information was carried out utilizing this program bundle. Recurrence, Rate and the entirety of respondents were 148 composed by SPSS program. In expansion, data through subjective rebellious (in-depth interviews) was efficiently analyzed and deciphered.

The meet was conducted in Amharic and English dialects to create the respondents feel loose and express the issues in way better ways. At that point, the Amharic information were deciphered and deciphered into English. In arrange to advance investigate how web innovation impacts on the work of news coverage hone, this analyst has collected information concerning the way in which the Social Media impacts on scholastic execution of academic performance.

3.8. Ethical Considerations

Ethical considerations in conducting inquire about were not unnoticed; especially mental or physical influences. As Wilmer and Dominick (2006) recommend, all security were taken to maintain a strategic distance from any potential hurt to subjects (in this case writers). stipulate that all subjective questioners have an ethical obligation to secure their respondents from physical and passionate hurt.

There ought to be completely no double dealing approximately the scope, purposeful, or any angle of a subjective inquires about think about. This rules guaranteed subjects' assent, maintained a strategic distance from impelling; maintain a strategic distance from lying almost the nature of the inquire about, kept up subjects' self-respect, avoided mental or physical push, regarded protection and worked out reasonableness and genuine. This was accomplished by carefully planning the overview questions to guarantee that they don't cause hurt to the subjects. All collected data as it were utilized for the reason of this study.

CHAPTER FOUR

4. RESULT AND DISCUSSION

4.1. Introduction

The total target population was 2849 students of Addis Ababa Tegbareid Polytechnic College based on 92 percent confidence level 148 students were selected, 100 percent 148 respondent's response the questionnaire. This response rate was excellent and conformed to Mugenda, 2003 argument that for generalization of findings to the whole population the least acceptable response rate should be 50% and a response rate of above 70% is excellent.

Among 148 completed questionnaires were collected from 8 departments. Descriptive statistics such as mean and standard deviation were used to analyze the data. Independent sample T test analysis was used to test the relationship between the variables under study in relation to the objectives of the study.

The information captured using the students of tegbaried technical college (from February first up to March first 2020 for one month) which covered demographic data, Social Media Use Among High Achieving Youth A Study Of Students Of Tegnareid Polytechnic, Addis Ababa, Ethiopia Data collecting period spend 2 months including enumerator orientation in this situation it was very difficult to know the population of students data because of there wasn't studied clear population data survey of students in the college.

Table 3 Response Rate

Statistics			
The respondents			
N	Valid	148	100%
	Missing	0	

Source: (field survey, 2022)

4.2. Descriptive analysis of survey data

4.2.1. Socio-demographic profile of the respondents

Table 4 Gender of the respondents

Gender of the respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	44	29.7	29.7	29.7
	Male	104	70.3	70.3	100.0
	Total	148	100.0	100.0	

Gender of the participants: The researcher sought and obtained the gender details of respondents who participated in the research. Like other technical colleges, in Ethiopia both females and males are educated or studied their course. However the percentage of their involvement in such college is not equal. Depending on figure 2.below indicates 70.3 % of total sample are males and the rest 29.7% are females. These shows majority of the students are males.

4.2.2. Age of respondents: The findings in figure 2 showed that 50 percent of the respondents were aged between 21-25 years, 28 percent between 26-30 years, 23 percent between 31 and above years, 23 percent between 14-20 years, respectively. Majority of students respondents (50 percent) were between 21-25 years old, the mean and standard deviation age of respondents was calculated to be 2.345 and 0.9 these results showed that age of the respondents was leading social media use among high achieving youth.

Table 5 Age of respondents of students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14-20	23	15.5	15.5	15.5
	21-25	74	50.0	50.0	65.5
	26-30	28	18.9	18.9	84.5
	31 and above	23	15.5	15.5	100.0
	Total	148	100.0	100.0	

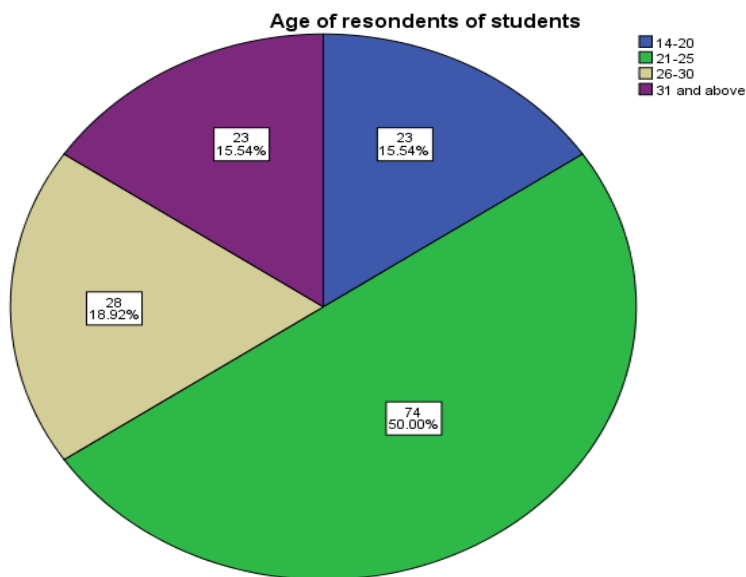


Figure 2 Age of respondents

(Source; field survey, 2022)

4.2.3. Departments of the respondents: On the Departments of the respondents, the descriptive results showed that 32 respondents which were about 21.62 percent were construction; 30 respondents about 20.27 percent had the ICT department. Furthermore, the results showed that, respondents with electricity department were 12 making about 8.11 percent of the total respondents, 14 respondents about 9.46 percent were automotive department and 15 making about 10.4 percent were garment department, 7 respondents about 4.73 percent were the same manufacturing and biomedical, textile 2 respondents about 1.35, accounting 20 respondents about 13.51 percent. DR & SU 4 respondents about 2.7 percent, FM 5 respondents about 3.38 percent. These results therefore, shows that most of the department in the college are construction, students in ICT and Accounting departments followed by those with department of automotive and electricity. However, there are also 2 students only selected from textile departments.

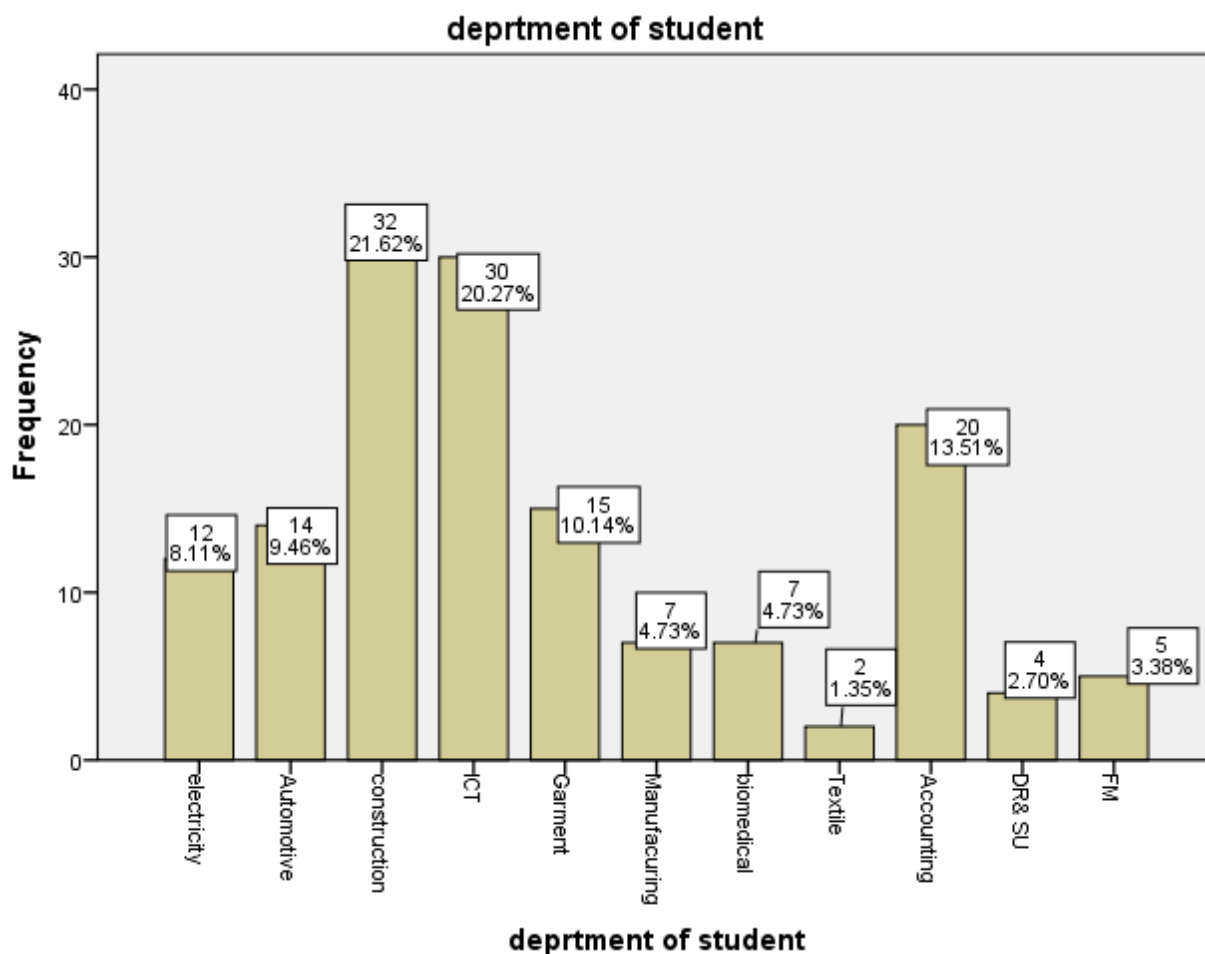


Figure 3 departments of the respondents

(Source; field survey, 2022)

4.3.level of your parents knowledge about using internet:

On the level of parents knowledge about using internet, the descriptive results showed and the students perceptions indicates that 53 respondents about 35.5 percent were said high , 49 respondents about 33.1 percent were said moderate, and 46 respondents about 31.1 percent were said low. These results showed that most parents are knowledge about using internet.

Table 6. level of parents knowledge about using internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High	53	35.8	35.8	35.8

	Moderate	49	33.1	33.1	68.9
	Low	46	31.1	31.1	100.0
	Total	148	100.0	100.0	

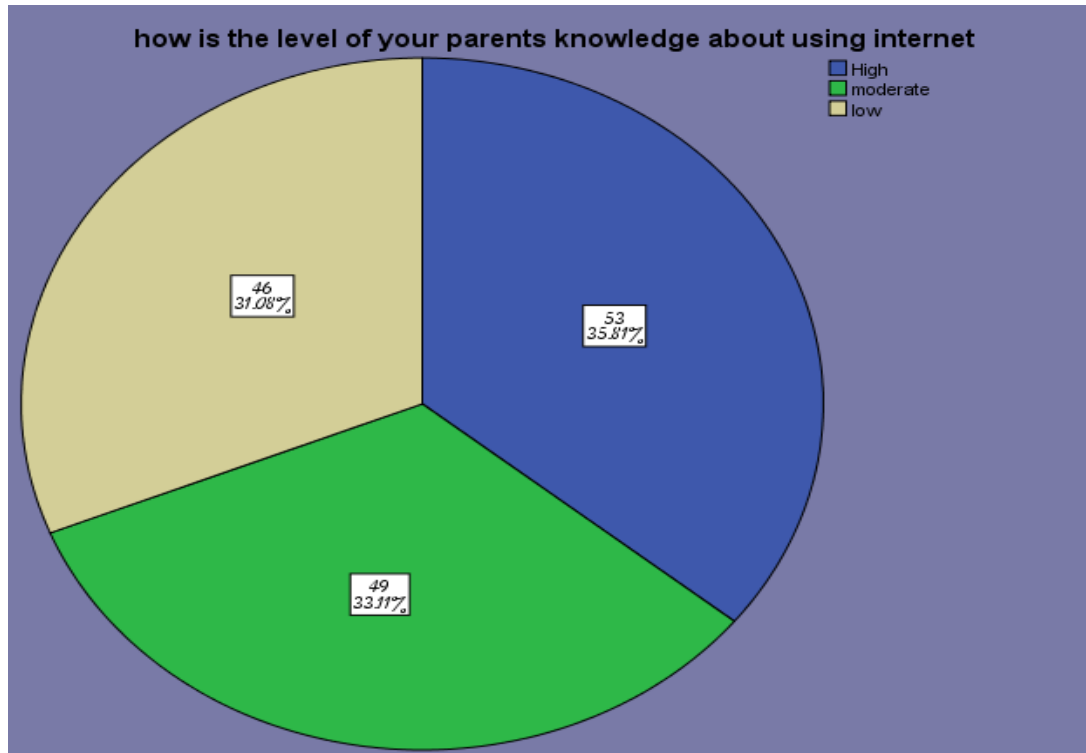


Figure 4 level of your parents' knowledge using internet(Source; field survey, 2020)

4.4.Do you have your own phone, tablet or computer to use internet:

In accordance with Social Media Use among High Achieving Youth a Study of Students of Tegnareid Polytechnic, Addis Ababa, Ethiopia, the descriptive results showed that, out of the 148 people interviewed it was found that 130 students have their own phone, tablet or computer. This result showed that, most of the students have phone or tablet or computer the remaining don't their own phone, tablet or computer.

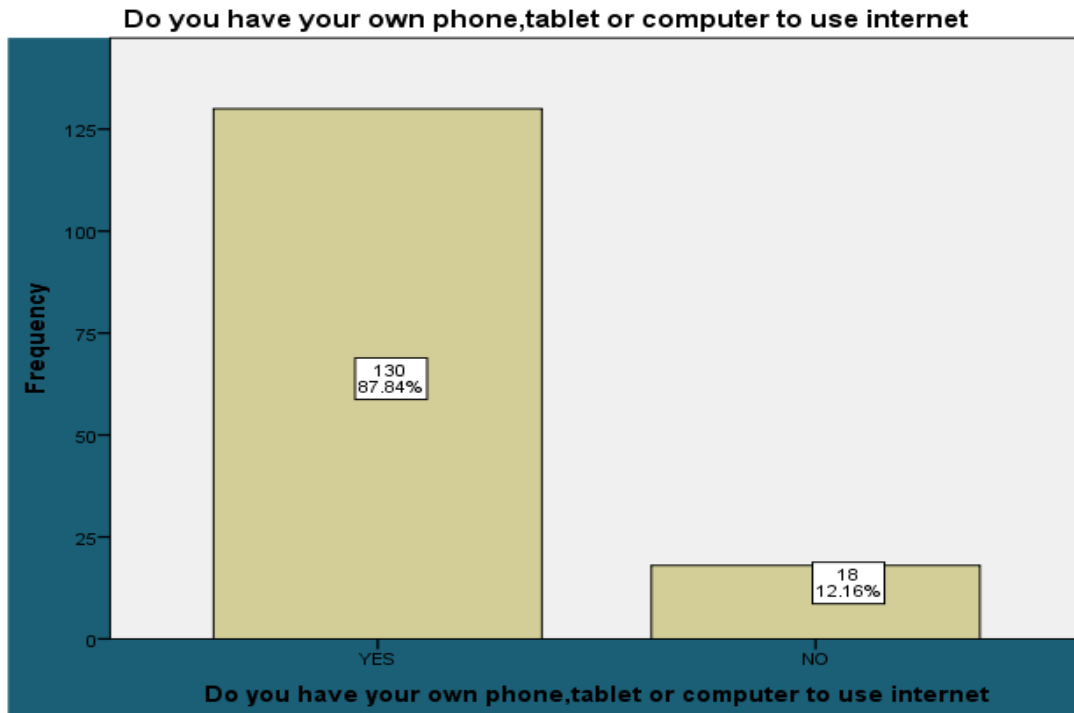


Figure 5, do you have your own phone, tablet or computer to use internet
 (Source; field survey, 2022)

Which platform of social median do you use the most?

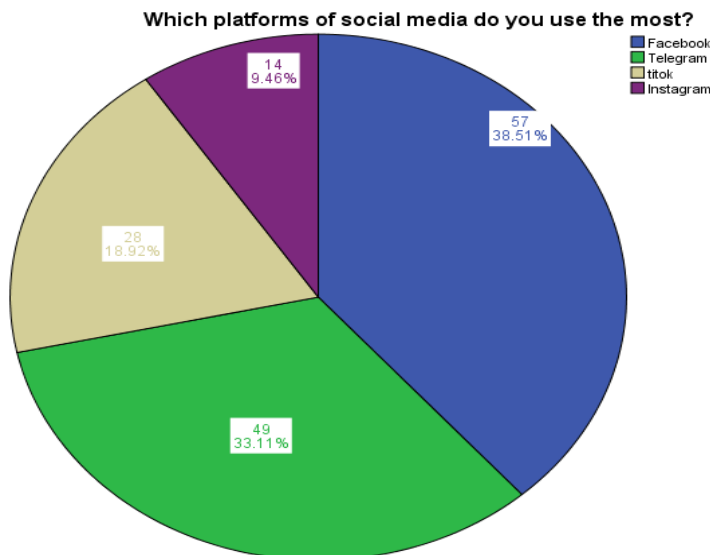


Figure 6, which platform of social media do you use the most?

According of Students Of Tegnareid Polytechnic, Addis Ababa, Ethiopia 57 respondents about 38.51 percent use face book,49 respondents about 33.11 percent uses Telegram,28 respondents about 18.92 percent uses tiktok and 14 respondents about 9.46 percent uses

instagram ,these result showed that most of the students use face book and telegram followed by tiktok and instagram.

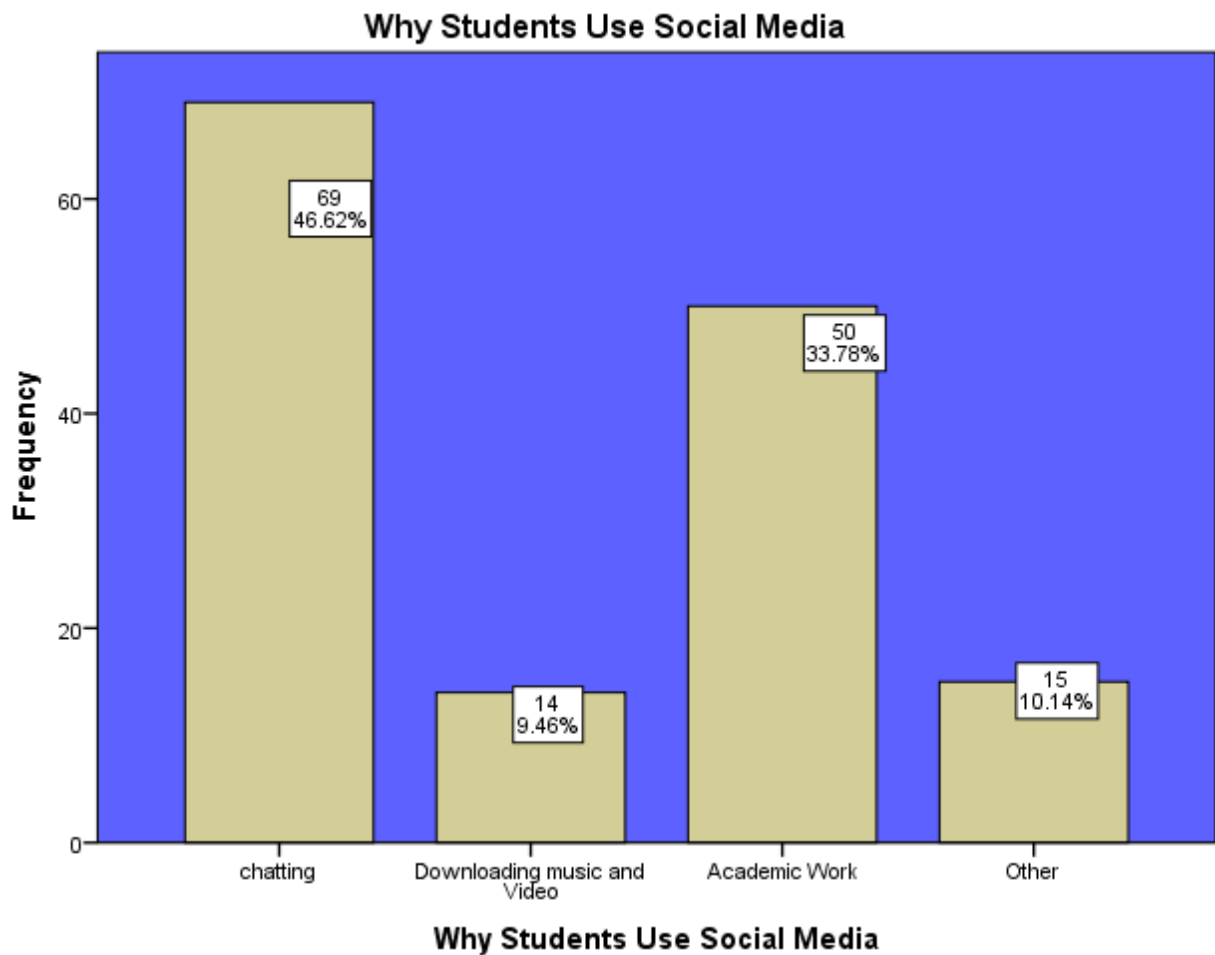


Figure 7, why students use social media
Source ;(SPSS, 2022)

According of Students Of Tegnareid Polytechnic, Addis Ababa, Ethiopia 69 respondents about 46.62 percent use social media for chatting, 50 respondents about 33.78 percent use social media for academic work, 15 respondents about 10.14 percent use social media for other purpose and 14 respondents about 9.46 percent use social media for downloading music and video, these result showed that most of the students use social media for chatting.

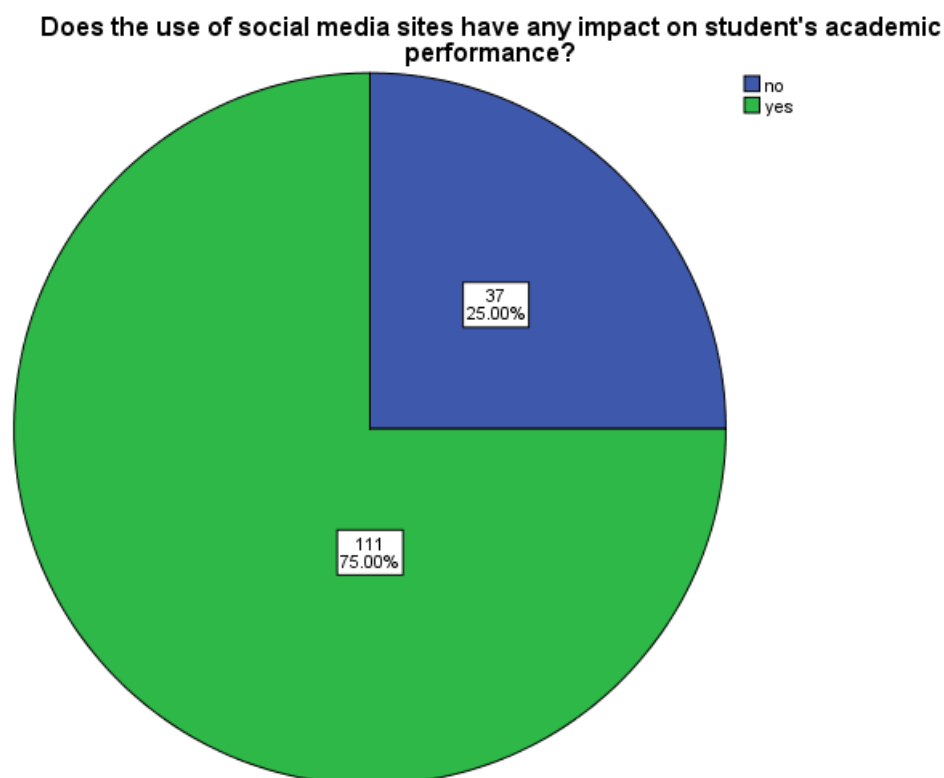


Figure 8, Social media sites have any impact on students' academic performance

With regard to the purposes for which social media platforms were used, only 1% (n = 3, Fig. 3) of the students used social media for academic purposes. In contrast, 35% (n = 105, Fig. 3) of them used social media to chat with others (i.e., What Sapp, Facebook, Snapchat), and 43% (n = 129, Fig. 3) of them browsed social networking sites to pass time. The other activities in which the students engaged are presented in Fig. 3

4.5. Reliability Test

Reliability has to do with the accuracy and precision of a measurement procedure. When Instruments are robust and perform well at all times under different conditions. Cranach's alpha is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of the instrument. According to statistical interpretation, the closer the reading of Cranach's Alpha to digit 1, the higher the reliability is in internal consistency. In general, reliabilities less than 0.60 are considered to be poor; those in the 0.70 range, acceptable, those over 0.80 better and over 0.90 are best. (1). Cranach's Alpha will be calculated to test the reliability of the research instrument.

The researcher will use this measurement to know the instruments are consistent based on time and conditions of the instrument. In this case, reliability co-efficient of 0.833 was

registered indicating a better level of internal consistency for the Likert scale used as shown in table 7 below.

Reliability Statistics

Table 7 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.83	29

(Source: SPSS V24, 2022)

4.6. Results of Measures of Mean and standard deviation of how long students stay (spend) on social media.

Social Media Use among High Achieving Youth a Study of Students of Tegbareid Polytechnic, Addis Ababa, Ethiopia There are a number of students using different platforms of social media that shows impact on their academic performance. This part explains the descriptive statistics calculated on the basis of how long students stay (spend time) on social media.

The results for measures of mean and standard deviation were obtained from the sample of respondents of students in tegbareid polytechnic college shown in the following tables.

Table 8, How many hours do you spend studying per daily

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
How many hours do you spend on social media daily	148	1.00	4.00	2.1757	.84689	-.004	.199	-.668	.396
Valid N (list wise)	148								

Source; (SPSS, 2022)

The table tries to indicate that the mean and SD of how long students stay on social media mean of student stayed on social media per day 2.17 and the SD is 0.84 skewers is a measure of symmetry, or more precisely the lack of symmetry.

A distribution or data set is -.004 and kurtosis is a measure of whether the data are heavy tailed or light tailed relative to a normal distribution -.668 and these are good.

The table tries to indicate that the mean and SD of how long students spend time on social media weekly is 2.20 and the SD is 0.92 skewers is a measure of symmetry, or more precisely the lack of symmetry.

A distribution or data set is -.158 and kurtosis is measure or whether the data heavy tailed or light tailed relative to a normal distribution -.957 and these are good.

Table 9 How many hours do you spend studying per week

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
.How many hours do you spend studying per week	148	1.00	4.00	2.2027	.92552	.158	-.957
Valid N (listwise)	148						

Source ;(SPSS, 2022)

4.7. Qualitative Results

The comes about appear the unmistakable as well as the comparative focuses of see of Addis Ababa tegbaried polytechnic college students with regard to how they see the social media effect on their scholarly execution, which can empower clarify the relationship between their social media utilization and their scholastic execution. Comes about will moreover appear to what degree the understudies of Addis Ababa tegbaried polytechnic college are utilizing social media in scholarly related purposes. Besides, to what degree is utilized and recognition of social media varies between sexual orientation, scholastic statues and scholastic majors. Discoveries are shown for each investigates address and the diverse topics beneath it.

The Utilize of Social Media in Scholarly Related Purposes the primary investigate address endeavors to get it the reasons of social media utilize in academic related purposes The

primary subject discourse discoveries are adjusted with the quantitative comes about, which appear that the understudies utilize social media to share data with their colleagues. The students' responses strengthened that communication is one of the foremost points of interest of utilizing social media in scholastic related purposes due to its user-friendliness compared to the formal communication channels that they are not comfortable with. A few of the student's articulations around utilizing social media as a communication stage were: "Throughout the college years I have learned that having a gather on wire is the leading and least demanding way for talking about any course substance with my colleagues and gather one understudies one said "I incline toward utilizing wire and Facebook since my classmates can reach me at any time, you know these days we all have keen phones with web (G1, S1).

Be that as it may, it was taken note from the dialogs that utilizing social media as a cruel of communication doesn't essentially cruel that the understudies lean toward it, a few understudies specified that they utilize social media in scholarly related purposes due to the trouble of utilizing down to earth workshops; the college formal channel of communication. A few of these explanations were: The college formal channels of communication is down most of the time, and it's not client inviting at all it takes until the end of time to start a chat with my classmates (G1, S3) and I have complained a part almost viable workshops (college channel) In expansion, I don't feel comfortable with the interface of the college formal channels.

Address 2: Recognition of Social Media Impacts on the Scholastic Performance Inquire about address 2 endeavors to get it how understudies see the impacts of social media utilize on their scholarly execution. The three subjects related to this address are: positive impacts of social media on the scholastic execution, negative impacts of social media on the scholarly execution and no impacts of social media on the scholastic execution. The discoveries of this address illustrated that each understudy see social media impacts agreeing to his/her utilize which adjusts with the employments and delight approach that the behavior of the social media shoppers varies from one to one in deciphering and joining social media into their lives.

Amid the talk of the positive impacts of social media on the scholastic execution, the understudies uncovered that they accept that utilize of social media have a positive impacts on their scholarly execution in a coordinate and backhanded ways. For occurrence, it encourages communication with their instructor colleagues, it keeps them mindful of any

unused course declarations, and now and then they discover internship openings through social media systems. As was specified by (G1, S3):

Question 3: The relationship between ponder hours and social media hours went through by understudies and its impact on their scholastic execution Inquire about address 3 endeavors to get it on the off chance that there's a relationship between the number of hours went through considering and the number of hours went through on social media, and the scholastic execution of the students. In this way, there's one subject and three subthemes for this address. The subject is "The hours went through on social media" and the three sub subjects are: positive relationship between the subject and the scholarly execution, negative relationship between the subject and the scholarly execution, and impartial relationship between the topic and the academic performance.

Question 4: The utilize and discernment of social media Concurring to distinctive Scholastic Statues, Scholastic Majors and Sex Inquire about address 4 endeavors to get it the relationship between the understudies utilize and recognition of social media utilize in scholastic related purposes and the diverse scholastic statues, scholastic majors and sexual orientation of the understudies. The three topics related to this address are: Students' involvement all through their scholarly stages, students' scholastic majors and social media utilize in scholarly related purposes, and sex contrasts in utilizing social media in scholarly related purposes.

Discussion

This study examined the impact of social media utilization on Addis Ababa tegbaried polytechnic college understudies, the essential objective of this think about was to look at in case there's a Relationship between social media utilization and students' major, scholarly status to what are the students utilizing social media in an scholastic related purposes and how are they seeing the impact of their social media utilization on their scholastic execution.

Shockingly, in this research the larger part of the members shown utilizing social media in scholarly related purposes such as: sharing data with classmates and having social media bunches for a few of the courses and taking after the most recent improvements in their field through social media.

It may have appeared that understudies were barely inquisitive about utilizing social media systems for pondering related knowledge. The distinction may be clarified by the truth that the most recent one of the specified ponders was three a long time prior and concurring to

order the utilize of social media is quickly expanding particularly among the more youthful era, or what was said by Khan 2016 that higher instruction understudies may utilize social media in scholarly purposes due to the need of communication innovation and destitute framework of most of the Ethiopian scholarly educate, or since the cruel of the members GPA in this ponder is 3.02 out of 4.00 which may appear that they are for the most part great understudies and concurring to Dennis, 2015 Understudies with moo GPA are more dynamic on Facebook.

Yet, as was appeared within the comes about the larger part of the members utilize social media in scholastic related purposes but they don't exclusively depend on it which might appear that the understudies are aware that social media isn't a valid pool of data or the assignments are challenging sufficient. Additionally, the center bunches dialogs appear that the field of ponder plays an imperative part in this issue.

For occasion, building understudies discover it troublesome to utilize social Media in any scholastic related purposes. On the opposite, trade understudies particularly those who are majored in mass communication and showcasing discovers utilizing social media valuable to their studies. The show ponder moreover appears that multitasking doesn't influence the understudies scholastic execution which for occurrence getting to social media systems utilizing their cellphones interior a classroom or whereas examining doesn't occupy them.

Be that as it may, concurring to other thinks about Lau (2017) and Janssen, & Brumby (2010) have appeared that media multitasking behavior may be a predictor of a destitute scholastic execution which it influences the students' concentration extraordinarily amid considering. The distinction may be explained by the truth that the lion's share of understudies within the current think about utilize social media for scholastic related purposes, thus, it doesn't divert them from examining. However, it is making a difference them.

Reliable with past inquire about which had proposed a negative effect of social media usage on the students' scholarly execution. Within the display consider, the comes about shown that there's a negative correlation between the time went through on social media and the students' scholarly execution. On the other hand, the display ponder shown that there's a positive relationship between think about hours and scholastic execution and negative relationship between the time went through on social media and the time went through

considering, thus, the more understudies utilize social media the less they consider and the lower their GPA gets.

What is stressing is that more than half the populace expressed that the time they spend on social media is more than the time they spend considering which they lose concentration once their think about is hindered by social media.

Experimentally illustrated that females are more inquisitive about utilizing social media than guys. In any case, the present study gotten a distinctive result, it appears that there's no distinction between guys and females in utilizing social media but advance it uncovers that females utilize social media in scholastic related purposes more than guys. Moreover, the show think about comes about illustrated a relationship between the students' scholastic status and the utilize of social media in scholarly related purposes, reliable with other investigate first year recruits are the slightest category from the students' scholastic status in utilizing social media in scholastically related purposes. In any case, they utilize social media for socializing more than the sophomores, youngsters and seniors. In addition, the show ponder appears that there's a contrast between different majors within the social media utilize in scholastic related purposes; designing understudies utilize social media for scholastic purposes more than commerce organization colleges.

4.8. Impact of Social Media on Students' Academic Performance

According to the results of the survey, the primary motives for using social networks for them are the search for friends, classmates and Communication with them. The time spent on informal organizations enables most respondents to compose their own particular relaxation time, and in addition get ready for exams. Most students spend around 20% of their time using social media. Almost half of those surveyed admit that using the social network helped them in their personal Lives and communicating with friends, organizing leisure and in search of interest groups, some Argue that social networks did not affect their way of life in any way, and only a few Acknowledged that social networks had influenced on their free time, 10% caused addiction. Summing up, it should be noted that social networks, becoming an integral part of the students' full life, took up most of their free time. Having superseded the methods for correspondence, they replaced the understudies' leisure activities and verbal correspondence.

The informal organization, and not the course book and the instructor, moved toward becoming for them the main colleague in anticipation of exams. Often the student does not

have time to absorb the information received in the lessons. After all, in the phone or tablet screen, there are things much more interesting - correspondence with peers, news tapes, all kinds of social networks, and, of course, YouTube videos. Also, all the free time a Student can spend on the Internet. Instead of doing sports, reading a book, chatting with their Peers "live," preparing for lessons or just walking, he will spend time on social networks.

Of Course, this negatively affects their physical and intellectual development. Undoubtedly, in social networks, there are also things useful for the development of the student a lot of educational groups on Facebook and educational videos from YouTube. In addition, Communication with peers through social networks can help a student socialize, find new friends, Discuss with them issues related to studies. In addition, in social networks, a child can relax for a While and get distracted from the everyday college routine.

Table 10, Correlations

Correlations		time spent on social media	improve academic performance
time spent on social media	Pearson Correlation	1	.206*
	Sig. (2-tailed)		.012
	Sum of Squares and Cross-products	56.703	13.219
	Covariance	.386	.090
	N	148	148
improve academic performance	Pearson Correlation	.206*	1
	Sig. (2-tailed)	.012	
	Sum of Squares and Cross-products	13.219	72.450
	Covariance	.090	.493
	N	148	148

*. Correlation is significant at the 0.05 level (2-tailed).

From Table 10, there's a solid positive relationship between the subordinate variable (academic performance) and the autonomous variable (time went through) at a critical of 0.12 level. This showed that more time went through on social media influences amazing academic performance. In this manner investing much time on social media contributes to academic performance. Choney (2010), in looking at the time spend on Facebook and its impact on academic Performance said a user's of social media has a normal "GPA of decreased, whereas non users have a normal GPA of increased.

Table 11.Correlations

Correlations			
		improve academic performance	time spent on social media
academic performance	Pearson Correlation	1	.935**
	Sig. (2-tailed)		.000
	N	148	148
time spent on social media	Pearson Correlation	.935**	1
	Sig. (2-tailed)	.000	
	N	148	148
**. Correlation is significant at the 0.01 level (2-tailed).			

In regard to Table 11, there isn't solid and positive relationship between academic performance and utilize of Social media to 0.935 significance level. In other words, the more utilize of social media, the less scholastic performance Students will record. This infers students who utilize the social media destinations regularly turn to perform poorly academically. San Miguel (2009), centered on the relationship between utilize of Facebook and the academic Performance of understudies, the discoveries shown that more utilize of Facebook result in lower grades.

In his study, the normal Facebook client had increased GPA, whereas the nonsocial media users had a GPA of decreased. Also, the normal social media users to think about for 1 – 5 hours per week, whereas the non-Facebook client would study 11 – 15 Hours per week.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. INTRODUCTION

The chapter provides the summary of the findings, discussion, conclusions and recommendations of the study based on the objectives of the study. Descriptive and inferential statistics have been used to discuss the findings of the study.

5.2. CONCLUSION

This study aimed to find out the impact of social media use among youth on their academic performance a Study of Students of Tegbareid Polytechnic, Addis Ababa, Ethiopia .A cross sectional study design was employed to analyses the impact of social media use among youth on their academic performance. To select respondents for the study there are 8 departments given in the college there about 2849 students are attending school from this, the researcher took Proportional Allocation for students and department staff accordingly, primary data was collected from 148 respondents.

- In order to examine social media use among youth on their academic performance a Study of Students of Tegbareid Polytechnic college, the result indicated that of 70.3 % of total sample are male. Majority of the respondents had mobile phones about 88% with internet facility and had knowledge of the existence of social media sites.
- On the level of parents knowledge about using internet, the descriptive results showed and the students perceptions indicates that 53 respondents about 35.5 percent were said high , 49 respondents about 33.1 percent were said moderate, and 46 respondents about 31.1 percent were said low These results showed that most parents are knowledge about using internet.
- the researcher found out that 105 (70.9%) of students in Addis Ababa tegbaried polytechnic college perform poorly in academic because of addiction in with social media activities while 43 (20.1%) perform high. These findings showed that social media cause low performance among Addis Ababa tegbaried polytechnic college

- As a result they visit their social media sites and spend between a minimum of 1.00 hours and a maximum of 4.00 hours 2.1757 on average daily. The result showed that Students Of Tegbareid Polytechnic, college about 46.62 percent use social media for chatting, about 33.78 percent use social media for academic work, about 10.14 percent use social media for other purpose and 9.46 percent use social media for downloading music and video, these result showed that most of the students use social media for chatting
- The study revealed that the use of social media had affected academic performance of the respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance.
- The relationship of the hypothesis time spent on the use of social media sites and relationship between use of social media and academic performance revealed a strong positive relationship at significant level of 0.04.
- The study further revealed that most respondents use the social media sites to chat than for academic purpose.
- The study was conducted to look at the relationship between students' utilize of social media locales on their scholastic execution. In expansion, the think about uncovered that the utilize of social media locales had influenced scholarly execution of the respondents adversely and encourage affirmed that there was a positive critical relationship between the utilize of social media destinations and scholastic execution at 0.001 level .The consider assist shows that all the autonomous factors (Facebook, Whatsapps, wire tiktok, Skype, instagram and Twitter) had positive interrelationship with each other at level 0.01

5.3. Recommendations

Based on the findings, the researchers made some recommendations as follows;

- Students should try to use more time in reading their books than social media surfing, because of the negative effects.
- Students with phones having internet ought to be empowered to either utilize it to supplement their study about within the library instead of the regular chatting with family and friends all the time.
- Students should use wikis (a type of social media) that promote learning and academic research.
- Students ought to be prompted to restrain the time they spend on social media locales per day and empower them to or maybe substitute those hours to examined books and pertinent academic books or creativity to move forward. Since the study affirmed that utilize of social media sites had affected the academic work of execution of students adversely, there's the pressing require for the presentation of students to the accessibility of books and other data asset or materials within the library that can offer assistance them academically.
- It is assist prescribed that students be exhorted amid introduction of the threats of habit to social organizing destinations.
- Students ought to be presented to sites that can include values to their academic work and their creation work and research.

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ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF HUMANITIES, LANGUAGE STUDIES, JOURNALISM & COMMUNICATION

Section 1, The Structured Questionnaire of the study participant

Introduction to the respondent:

I am a postgraduate student of the above mentioned institution the purpose of this questionnaire is to collect information or data for Partial Fulfillment of the Requirement for the Degree of Master of Arts in Journalism and Communication. The study will find out the impact of social media use among youth on their academic performance of students.

The survey has three parts, begin with portion incorporates socio statistic information and the moment portion incorporates is around the recurrence of utilizing web and the third portion raises questions to degree the scholarly execution. All the data you grant in this questioner will be utilized as for academic reason. Be mindful that data you donate will offer assistance to achieve the think about in this manner I asking you to fill the survey carefully and with trust worthiness. I would like to inform you that all the data you deliver in this survey will be kept privately and there's no one to judge you by the reply of you in this survey. In arrange to keep certain.

NOTE

1. No need of writing your name.
2. For multiple choice questions put (✓) sign in the appropriate block.
3. For Likert scale type statements mark (✓) sign only once

The given variables depending on your level of agreement.

Thank you.

Demographic Information

Instruction: Please give your answer for the following questions by circling or filling in the blank by choosing the best item that represents you.

1. Sex Male ☒ Female ☐

2. Age A) 14-20 ☐ B.21-25 ☐ C.26-30 ☐ D.31-35 ☐ E.36-40 ☐

3. Department A. Electricity ☐ B. Automotive ☐ C. Construction ☐

D. ICT ☐ E. Garment ☐ F. Manufacturing ☐ G. Biomedical ☐

H. Textile ☐ I. Accounting ☐ J. DR & SU ☐ K. FM ☐

4. How is the level of your parents or guardians knowledge about using internet?

A. High ☐ B. Moderate ☐ C. low ☐

5. Do you have your own phone, tablet or computer to use internet?

A. Yes ☒ B. No ☒

6. Do your parents or guardians allow you to use internet?

A. Yes ☒ B. No ☒

7. Which Platforms of social media do you use the most?

A. Facebook ☒ B. Telegram ☒ C. Tik tok ☒ D. Instagram ☒

E. Twitter. ☒ F, if other, please specify.....

8. How many hours do you spend studying per week? A.1-5 hours ☒ B.5-10 hours ☒
C.11-15 hours ☒ D. 16 and above hours ☐

9. How many hours do you spend on social media daily A. below 1 hours ☒
B.1-5 hours ☒ C.5-10 hours ☒ D. above 11 hours ☐

Section B: Liker Scale

Instructions: Instructions: Please read each statement carefully and choose the most appropriate answer

- 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree
5. Strongly Agree**

Statement:	1	2	3	4	5
1) The time I spend online on social systems takes absent from my time studying					
2) Online social systems divert me from my ponders					
3) The hours I spend online on social media are more than the hours I spend perusing					
4) My boundless get to Facebook through my cell phone has influenced my scholarly performance Negatively.					
5) I engage in academic discussions on social media platforms					
6) I make utilize of Wire to share data with my classmates.					

7) Social media have affected my GPA emphatically					
8) I take after the most recent advancements in my field through social media.					
9) I exclusively depend on data gotten from social media to do my assignments without counseling other sources					
10) The utilization of social media for investigate has made a difference make strides my grades					
11) Social media has negatively impacted my Writing skills.					
12) Locks in in scholastic gatherings on social media confounds me					
13) In some cases I utilize social media to get it what I have been instructed in course					
14) Social media have impacted my GPA contrarily					
15) I will not perform well in my scholastics indeed in case I halt utilizing social media					
16) Social media is energized by Teaches as portion of lesson assignments.					
17) We have a social media bunch for a few of my Courses.					
18) I utilize social media for making unused companions and socializing more than I utilize it for academic purposes					
19) I got to utilize social media broadly since most of my course assignments/projects are within the shapes of blogs/online presentations					
20) Social media has moved forward my communication skills.					

21) Once I hinder my think about time with social media, I lose concentration					
22) I communicate with the teacher through social media.					

Focus Group Questions

1. How numerous hours do you employ social media in scholarly related purposes daily?
2. Why do you incline toward utilizing social media channels in communicating together with your classmates such as: Facebook and wire than utilizing the college formal channels of communication such as: assignment and workshop?
3. What are the contrasts merely have taken note in your social media utilize in scholastic related purposes all through your scholarly stages?
4. Do you see that your major influences your social media utilize in scholastic related purposes? Why?
5. Does social media influences your GPA? How?
6. How do utilizing social media in scholarly related purposes affect your scholarly execution adversely? Why?
7. Does social media benefits you scholastically in any way? In the event that yes, How?
8. How do you're feeling almost the teachers who require the use of social media in a few of their assignments?
9. How can you oversee utilizing social media without diverting you from your studies? How numerous hours do you employ social media i

Table one Department of Student

Department of Student					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Electricity	12	8.1	8.1	8.1
	Automotive	14	9.5	9.5	17.6
	construction	32	21.6	21.6	39.2
	ICT	30	20.3	20.3	59.5
	Garment	15	10.1	10.1	69.6
	Manufacturing	7	4.7	4.7	74.3
	biomedical	7	4.7	4.7	79.1
	Textile	2	1.4	1.4	80.4
	Accounting	20	13.5	13.5	93.9
	DR& SU	4	2.7	2.7	96.6
	FM	5	3.4	3.4	100.0
	Total	148	100.0	100.0	

Descriptive Statistics			
	Mean	Std. Deviation	N
time spent on social media	2.1892	.62107	148
improve academic performance	3.6493	.70204	148

Statistics		
Which platform of social media do you use mostly?		
N	Valid	148
	Missing	0

Table. Pearson correlation

Correlations			
		time spent on social media	improve academic performance
time spent on social media	Pearson Correlation	1	.206*
	Sig. (2-tailed)		.012
	N	148	148
improve academic performance	Pearson Correlation	.206*	1
	Sig. (2-tailed)	.012	
	N	148	148
*. Correlation is significant at the 0.05 level (2-tailed).			

Correlations				
			improve academic performance	time spent on social media and
improve academic performance	Pearson Correlation		1	.935**
	Sig. (2-tailed)			.000
	N		148	148
time spent on social media and affects academic performance	Pearson Correlation		.935**	1
	Sig. (2-tailed)		.000	
	N		148	148
**. Correlation is significant at the 0.01 level (2-tailed).				

Which platforms of social media do you use mostly?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	57	38.5	38.5	38.5
	Telegram	49	33.1	33.1	71.6
	Tik tok	28	18.9	18.9	90.5
	Instagram	14	9.5	9.5	100.0
	Total	148	100.0	100.0	

How many hours do you spend per week

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-5 hours	40	27.0	27.0	27.0
	6-10 hours	49	33.1	33.1	60.1
	11-15hours	48	32.4	32.4	92.6
	16 above	11	7.4	7.4	100.0
	Total	148	100.0	100.0	

How many hours do you spend on social media daily

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 1 hours	37	25.0	25.0	25.0
	2-3 hours	53	35.8	35.8	60.8
	4-5 hours	53	35.8	35.8	96.6
	above 6 hours	5	3.4	3.4	100.0
	Total	148	100.0	100.0	