Impact of Social Media and Communication Skills on Academic Performance among Nigerian Students in IMO State College of Education

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Abstract
The study examines impact of social use and communication skills on academic performance among students of Imo state college of education, Nigeria. The study is a quantitative research which employed the stratified sampling technique with sample size of 100 students for the study. Data were collected using online google form and were analyzed using statistical tool (SPSS 25.0). Pearson Chi-square test of independence and Multiple Regression were used to analyze the data. Findings of the descriptive analysis revealed that, the level of communication skills and in academic performance were good. However, the level of social media use was moderate. therefore, all the variables significantly contributed to academic performance among students. The study revealed that, communication skills has the highest significant contribution to academic performance among students. The study recommended among other, that in other to minimize the limitation of self-reporting data, further study is required to adopt a qualitative research technique.
Keywords: Academic Performance, Social Media, Communication Skills.

Introduction
Everyone is aware that education is the foundation of all development and that it is a fundamental human right that upholds all other freedoms (Aboho et al., 2014). However, if educational institutions are to be established in a way that is in line with the changing global trends, this only makes sense in terms of high-quality education (Anietie, 2019b). According to Narad and Abdullah (2016), Academic performance refers to the abilities acquired that are evaluated by an instructor's assessment and/or learning outcomes, which are goals that students and staff establish for themselves to meet within a specific amount of time, they added that these objectives are measured by appropriate observation or analysis. Academic achievement among learners is an essential part of the educational process (Rono, 2013). It is viewed as the pivot upon which the whole learning method form. According to Narad & Abdullah (2016), the academic performance of students has instantly consequence on the value of any academic organization.

Signh, Malik, & Signh (2016), Similarly, the impact of student intellectual achievement on the macroeconomic and social growth of a nation is significant Also, Farooq, Chaudhry, Shafiq, & Behanu (2011), recommended that academic performance of students aid as a foundation for pragmatical apprehension of a capable and cognition modification. Additionally, Farooq et al., (2011), emphasized that academic performance of students is the main apprehension of completely teachers. Arhad, Zaidi, and Mahmood (2015), demonstrated that academic performance gauges the effects on schooling, emphasizing that it indicates and gauges the extent to which academic institutions, teachers, and researchers have achieved their goals in promoting learning. Academic achievement is a measurable and observable action taken by a learner over time, made up of the results of evaluations such as instructional materials, tests in the classroom, practice tests at the halfway point of the academic year, and end-of-semester exams (Yusuf, Onifade & Bello, 2016). The academic performance of Nigerian scholarly person has persist decreasing, this has brought demand to diversify our perspective and modification in innovational orders subsequently 2008, the general performance decreased 62.16% in 2008 to 50.21% in 2009 similarly decline again since 49.12% in 2010 to 46.93% in 2011 (West African Examination Council, 2012). Present the globe is tagged as the 21st-century universe, there are more expectations set for education. One of them is for universities to turn out graduates with 21st-century abilities that improve their achievement in whatever courses they want to take, such as interpersonal ability (National Research Council, 2013). Various nations have engaged respective know-how to discussion this situation of our time by involving communication gears in the constituent subject matter of their curriculum (U.S. Newswire, 2017). Our social network systematically let out, spread limit efficaciously and materially which most Nigerian students in higher educational institutions are confronted with these challenges. Research by the People Management Association of the Philippines (PMAP) revealed that, as a result of poor academic performance, four out of ten recent graduates who were needed for a profession were not employed, tthese individuals needed innovative thinking and active interpersonal capabilities (Rosero, 2012).

PMAP Director for Academe-Industry Connections Gigi Alcasid (2010), Although the investigation revealed that every organization would have a minimal median grouping, it also revealed that 40% of recent graduates struggle to immediately find employment due to their dearth of both soft and technical competencies. There is a gap in the scientific literature, regardless of the abundance of study results analysing students' academic performance worldwide; not enough research has been done to determine how to keep developing learners and their academic performance within the context of Nigerian students, and very few researches that have been documented do not assess students' current academic performance or their preparedness for their final exams (Nkrumah, 2017).This detail the necessity of bridging the gap between theoretical knowledge and practical skills necessary for optimum academic performance and addressing these gaps.

Academic Performance
Academic performance is the ability to function well on assignments and tests; to complete a task successfully, and to apply knowledge rather than just acquire it, in actuality, academic performance needs to be effectively managed while accounting for every element that has a positive or negative impact on a student's academic achievement, academic achievement has always garnered respect in the research on education and psychology of learning (Rouis, Limayem & Salehi-Sangari,2011). Scholars have discovered that improvement in the academic

performance of learner is at the mercy of a mixture of the professional, scholar, university and parental consequence (Amuzu, Ankalibazuk, & Abdulai, 2017; Narad & Abdullah, 2016; Okolie, Elom, & Inyiagu, 2014). Others have also attributable it to eco-friendly, individualistic, global organization, emotional and monetary consequence (Sign, Malik & Sign, 2016; Ali et al. 2013; Mushtaq & Khan, 2012). Nasiruddin (2014), emphasized that a general investigation should be guidance to consist more than one school to measuring the academic performance of intellectual. Academic performance impacts an academic organization's success or failure, as well as the growth of a country's human capital, it also gives parents and educators insight into the current academic standing of their children (Narad & Abdullah, 2016).

Scholars who hold these skills can work successfully with others and accomplish their educations competently (Lust & Moore, 2006). According to Womble (2003), academic competence, self-efficacy, drive, scholars' attitudes and behaviour, time management and engagement in class actions are some of the factors that affect an individual's academic performance. A person's academic performance can be influenced by a variety of elements, including time management, participation in class activities, academic competency, self-efficacy, drive, and attitudes and behaviours of academics. Since academic competence is linked to students' ability to manage their coursework, children who have a higher level of academic mastery are probably going to do well in school. The skills, mindsets, and behaviours that make up academic competence can be divided into two groups, according to a review of the literature. (i) Academic Skills or (ii) Academic Enablers. Academic performance is work achieved or demeanour in a manner that donates to the trainer's (aims), the performance of these scholars about routine can clear in three distinct ways (1) act, process or way of accomplishment or operational, (2) performance (of a task, etc.), (3) any success (Lodewijk,2017). Scholars show a serious part in their academic performance. Scholars' features such as developed courtesy in a theme, attractive in co-curricular actions (Javanthi et al. 2014), consistent learning, self-drive, and reliability in college (Sibanda et al. 2015; Khan & Ahmed, 2013), and scholars' individual goals, as well as character qualities (Ulate & Carballo, 2011), have an outcome on their academic performance.

Communication Skills
The intentional manner of expressing, receiving, and understanding messages that include reliable details, emotions, concepts, and needs by individuals or groups using a variety of renowned the capacity to apply the essential ability to persuade effectively is a component of communication skills. Concepts and opinions interact when communicating specifics. Professionals in various industries need to have strong communication abilities. It is a means of communicating and receiving information through nonverbal or spoken means (Richard Nordquist, 2019). Academic researchers Brun (2010), and organizational investigations (AAC&U, 2015; Job Outlook, 2016; Career-Builder. 2017) also re-evaluated the essential impact of good communication in local and global organizations in recent years.

This is particularly important for learners and staff members who are applying for new or higher-level roles within an organization the above researchers have observed that communication skills immensely enhance the performance of the students. Because communication is the foundation of any assignment and method, it is both the most important and the most elusive aspect of one's everyday life. Consequently, internal communication among students is regarded as "a prerequisite for human experience," and

the authors emphasized that internal communication is a major contributing factor to accomplishment (Kitchen & Daly, 2002; Welch & Jackson, 2007). This not only improves essential underside results such as educational prowess, efficiency, and shareholder value, but it also enables organizations to address the difficulties and adjustments more quickly (Melcrum, 2014; Towers Watson, 2010).

Social Media

Social networking alludes to internet-based platforms through which individuals construct, openly discuss, and interact information in a variety of forms. These social networking sites offer persons with readily available online platform allows them to openly interact each other (Timespro 2018). The social network is recognized as a useful app for attractive enterprises, and digital networks provides a diverse range of browser skills that are essential to a wide range of functions (Baruah 2012; Mahdi, Dalter, Dornhofer, Johannes, & Madjid, 2015). The social network will shape, spread and segment data through various networks in today's world and encourage acquaintances and bond among students (Odac and Kalkan 2010; Yung, Fadhilah and Wan, 2013). Social media can also connect individuals from diverse destinations and cultures, and it can be used as an advertising campaign and exchange rate policy, and entrepreneurs can use it to originally obtained from one 's customers. Social media are referred to as media with technological innovations that enable customers to interact actively with one another (Manning, 2014).

Hampton, Goulet, Rainie, and Purcell (2011), assert that Web users use more social network pages out all-over different age communities in comparison to their ages in 2008, and teenage recent graduates who ascribe a fast spike in the percentage of subscribers on social network. The capability to recognize and use worth formation prospects frequently has to do with professional abilities (Morris, Webb, Fu and Singhal, 2013). It involves the use of social networks and gadgets to express alternative methods of substitute. Baruah (2012), It should be noted that social media has indeed been found to strengthen communication skills among higher education institutions, and social media use has stretched into all aspects of life, such as physiological, monetary, intellectual, and governmental mainstream press. We cannot exaggerate the impact of social media on our existences because it has been the quality management system of these media platforms which has been a severe issue in most nations It is legitimate to ask for certain if social media are an efficient medium of connecting persons or that the demand and invention of knowledge, that are crucial elements of organization. Business is an entrance for commercial development, social networking encourages businesspersons and the conception of goods and services; according to Park, Sung & Im (2017), additional stressed, that social media will impact customers and create innovative commercial concepts, find the potentials and inventions for evolving new-fanged businesses through their influences and interactions to colleagues. There has been a numeral of academic perceptions on media information, current representations (Koltay, 2011; Livingstone, 2004, 2014) have absorbed on operationalizing online information as capability to 'admittance, evaluate, estimate, and create' media basics. Current representations have also concerted on social abilities required to devour and yield media stuffing when essential media information (Chen, Wu, & Wang, 2011; Ding, 2011; Pfaff-Rüdiger, Riesmeyer, & Kümpel, 2012; bib & Zitzelsberger, 2002).

The all-inclusive context of media mastery (Pfaff-Rüdiger et al., 2012) emphasizes the position of comprehensive proportions such as know-how (e.g., practical media knowledge, knowledge about the authorized and commercial background, community discovery about perils and averages), self-competence (e.g., expressive and motivational abilities), and communal capability (e.g., communicative skills, instructional skills, and ethical skills). According to a research that used a theoretical framework to analyze the influence of social media on learners' academic performance, more learners are using online networks in academic institutions, which contributes to debates about supplementing control and integration classroom instruction (Salvation & Azharuddin, 2014; Kimberly, 2017). According to Subrahmanyam & Dennis (2015), who used a mixed-method method to examine the connection among online academic discovery (precisely, standing bring up-to-date about their academic knowledge) and academic performance for 261 scholars with a regular age of 22 years, 14 percent of their social media encourages academic flora. Similarly, Research by Camilia, Sajoh, & Dalhtu (2013), proposed that widely held of scholars uses social media for academic tenancies.

Methodology

A quantitative research method was employed, this study used a stratified random sampling technique to select the respondents, this criterion suits the present study because the youth in this study are already in sub-groups within stratified respectively. The population of the study was the students in Imo State College of Education, Nigeria, an online Google form was used for data collection. the study employed the modified Cochran formula for sample size calculation in smaller populations where 100 respondents were eventually selected as the sample size. Statistical Package for Social Sciences (SPSS), version 25.0 was used for analysis.

Findings

The level of academic performance and communication skills were perceived at a good level by the youth. However, the level of social media was perceived as moderate. Rresearchers have consistently emphasized the importance of higher education in providing prospective students with communication skills that will improve their competitive advantage in careers and development. According to DeNisi, Hitt, and Jackson (2003), knowledge-based assets usually involve all of a current employee (or graduating student's) cognitive skill and expertise, as well as their readiness to understand, improve, or acquire new expertise that would improve their efficiency levels. Studies also revealed that communication skills will significant influence on the academic performance of the students, the results also indicate that when the student skills are enhanced they will able to achieve higher performance (Mlambo, 2011; Arora & Singh, 2017). The effects of communication skills on students' academic performance were demonstrated to be positive and significant, the results suggest that enhance communication competencies among the students can contribute to academic achievement and influence their overall educational performance (Kinney & Eakman, 2017). The communication capacity of the students can be enhanced by strengthening the curriculum and methods of instructions, an environment where a systematically coordinated, scientifically confirmed education service is provided will influence students' academic performance (Akessa & Dhufera, 2015; Garg and Sharma 2016).

The results supported the previous studies by suggesting that the enhancement of the environment and atmosphere of the institution is a crucial precondition for the adaption,

assimilation, and identification of diverse of sets of skills among students will impact their academic performance (Baker, 2008; Palos & Petrovici, 2014). Meanwhile, the results imply the harmonious relationship and abundant resources embedded in social networks can improve students' educational accomplishments of the nation, thus strengthening the positive effects of communication skills on academic performance.

Conclusion

Based on the results of this study, it is distinct that the level of communication skills was perceived as good. Social media, on the other hand, was found to be moderate by the respondents. Social media, characterized as "a collective of World wide web usage domains that make it possible to create and important in order to establish of Web 2.0, and enable the users to socialize media apps" (Kaplan & Haenlein, 2010), enable group interpersonal interaction, iinterrelationships and personality on social media support intercultural connections among students and the conventional, increasing their possibilities for education practices and experimenting (Lai, Gu, Gao, & Yung, 2020; Reinhardt, 2019). There is a need to improve the curriculum to enhance social media education particularly the issue of academic performance, and skills development (Dörney & Al-Hoorie, 2017; Lai, Gao, & Wang, 2015). The acquisition of social media is necessary for the existence of modern educational process in Nigeria, it must be noted that it can be acquired over time and within social settings, this means, individuals' academic accomplishments depend largely on social habits and the type of education provided in the institutions, including the pedagogical competency of the teachers (Satherly et al. 2019; Nathanson 2020). Earlier studies have found that social media interaction impacts one's academic performance (Lai, 2019).

The outcomes of this study serve as a source of empirical evidence to the Ministry of Education, policymakers, and curriculum designers on the level of social media, communication skills, and academic performance among the students in Imo State College of Education, Nigeria. Prior to this investigation, there was a lack of empirical and theoretical evidence in relation to research variables in the state. This leads to ambiguity and uncertainty among policymakers and practitioners about putting the variables into use within the context of academic performance. This study suggests that policymakers, and curriculum designers, establish programs that will support students in their academic pursuance. The population of this study is limited to the students in Imo State College of Education, Nigeria therefore, a similar research can be conducted in other states of Nigeria. Lastly, further study is required to adopt a mixed research technique.

This study contributes theoretically and contextually to the understanding of communication skills and social media usage, particularly in the Nigerian context, theoretically, it expands the discourse on the relationship between communication skills and social media as tools for both professional and personal development, the finding that communication skills were perceived as good suggests that there is a solid foundation in interpersonal and professional interactions, which is essential for leadership, collaboration, and workplace efficiency, the moderate use of social media indicates that while Nigerians are engaging with digital platforms, they may not yet be fully maximizing their potential for networking, advocacy, or professional branding, which are increasingly critical in today's globalized world. Contextually, this research highlights the unique challenges and opportunities within Nigeria, where the blend of traditional communication methods and modern digital tools shapes social and

professional dynamics, given the growing importance of social media in job creation, entrepreneurship, and civic engagement in Nigeria, this study provides valuable insights into the need for more targeted interventions to enhance digital literacy and social media utilization, ultimately, the research is significant as it informs policymakers, educators, and industry leaders on the importance of fostering a balance between effective communication skills and strategic social media use to drive Nigeria's development forward.

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