The Explanatory Study on the Practices of Student's Social Media Usage and its Perceived Challenges on Academic Performance at Wolaita Sodo University

Metasebya Gonta[*], Million Desalegn[**]

[*] Department of Psychology, Wolaita Sodo University
[**] Department of Psychology, Wolaita Sodo University

Abstract- The internet technology of social media has clearly impact on academic performance. The purpose this study is to identify the practices of student's social media usage and its perceived challenges on academic performance at Wolaita Sodo University. The case study design and a qualitative explanatory research approach were employed. The availability samplings technique was used in the selection of the samples of the study. Twenty seven (27) participants (18 males and 9 females) for interview and nine (9) participants (5 males and 4 females) for FGD; total of thirty six (36) participants were included in this study. In-depth interview was used as an instrument. The data was analyzed by using thematic analysis method. The findings indicated that all of students were engaged with social media by accessing Wi-Fi, mobile data and Internet café. Majority of students use social media unmanageably and they spend long time on social media that is more than 3 hours per day. Majority of participants suggested that students should not use social media more than two hours per day. Reports of participants indicated that majority of students are not using social media for their academic purpose but they are using social media to watch movies, share/like comments, and to chat with friends. Majority of participants addressed that social media is not much more supported students learning because it disturbs them to focus on academic activity rather chatting with virtual friends. The reports participants portrayed that university students' are exposed to many challenges because of social media usage, like account hacking; watching pornography, education problem; unintentional loss of their priority to do academic endeavor and not focusing on academic activities. Based on the findings students are suggested to use social media for academic purpose and should be self-disciplined in usage of social media by minimizing the time spending on it to focus on their education.
KEYWORDS: Academic Performance, Students, Perceived Importance, Perceived Challenges and Social Media Usage

I. INTRODUCTION

Social media is started when people start to communicate. Social means human society, as interference of people & the groups and word media is the medium of expressions. Most of the forms of social media are not digital. It generates a large number of innovations and Social Media is one of the biggest inventions of technology, which is now most popular and widely used (Amin et al, 2016).

Social media has become a way for people to communicate in society and build relationships with others. With the increase of technology used for communication has become a way of life on internet. Social media has become an activity that is done primarily on the Internet,with sites like MySpace, Facebook, Twitter, Viber Bebo and Whatsapp (Akanbi & Theophilus, 2014).

Currently electronic media is commonly used by students in territory education. It is impossible to get students when they are outside the classroom without engaging in social media. The social media plays a dominant role by strengthening interaction and outgoing members and also, it helps to share purposes, help new members to provide with useful information and opportunities (Martínez et al., 2009; Nagele, 2005, as cited in Alemán et al., 2012, p. 8)

The time spending on social media and the purpose of its usage influence academic achievement of students. Extensive and frequent usage of social media has negative effect on the field of education because of students keep in touch through social media by entertaining with virtual friends by chatting and commenting; looking for new information and watching videos; sharing, liking, uploading and looking images of others; and also searching for somebody to have friendship or to make new friends. Nature of social media which is easy and cost effectiveness by itself encourages individual to stay long time by using it and that deteriorates the study time of the students and also main factor for students not focus attentively on their education (Metasebya, 2018).

According the study conducted by Metasebya (2018), the college students' purpose of social media usage is delimited to multiple functions. As he pointed out that, out of 207 responded participants, majority of participants 123(59.4%) responded that their purpose of social media usage was to gain academic knowledge and new information. This indicated that students' using social media

purposively for searching of new information and in need of academic knowledge, which is very important for their academic performance.

Aside the advantages of social media on school achievement, it is presumed that the school performance of students is confronting a lot of overlook and problems. There is a difference, disturbance, and alienated attention between social media activities and school work. Social media's were considered as a disturbance and facilitated no learning benefit. The finding of study of effect of social media among college students indicated that a statistically significant negligible correlation between time spent by students on social media and their academic achievement (Paul et al., 2012). Spending the time on social media is indicated negatively influence academic achievement. As the time spends on social media increases, the academic achievement of the students is seen to drop. This finding also confirmed that the finding stated that excessive-involvement or compulsion with social media by students would have negative influence on academic achievement (Kirschner and Karpinski, 2010).

Currently, higher educational institutions are in fear of that student's academic performance might be influenced negatively because of social media disturbance on students' performance. According to Metasebya (2018) students spending the time on social media is not that much exaggerated and their reportedly purpose of social media usage for looking of academic knowledge and new information, but their academic achievement is not that much good based on their GPAs. In addition, the social media usage negatively correlated with the students' GPA. His finding indicated that somehow social media has negative influence on the academic achievement of the students. This indicated that unfortunately the intention/practice of students' use of social media changed from academic purpose to entertainment by spending long time not focusing on their education. So, social media negatively influence the study time table, study habits and academic performance of students, but if the students are self-disciplined by spending small amount of time their educational performance might not be negatively influenced.

This study is tried to see students' social media usage and its challenges on academic performance. The researchers tried to explore university students' practice of social media usage and its perceived challenges and importance on academic performance at Wolaita Sodo University.

OBJECTIVE OF THE STUDY

General objective: To identify the practices of student's social media usage and its perceived challenges on academic performance at Wolaita Sodo University (Gandaba Campus).

SPECIFIC OBJECTIVES
- To describe the practice of students social media usage for academic performances.
- To explain the reason of students in usage of social media.
- To illustrate the perceived importance of social media usage on academic performance
- To explain the perceived challenges of social media usage on academic performance.

SIGNIFICANCE OF THE STUDY

Social media usage should be critical because of its challenges in daily activities of the students and others rather its opportunities. The challenges social media on academics should be concerned by increasing awareness through getting aware of the problem. Students should be aware of the challenges of social media usage on academics by identifying how long they should spend on social media without affecting their academic performance. The findings of this research would be helpful for students to have clear information about the challenges of social media usage on their academic performance and also would create awareness to students how to use social media consciously in order to minimize the risks of social media usage on academics and to encourage the benefits too.

OPERATIONAL DEFINITIONS

Students: Who are attending their undergraduate education at Wolaita Sodo University (Gandaba Campus) who are from year two to six as of 2019/2020 G.C. academic year.

Social Media: Social media (sometimes Social Network Site) the websites which are

Facebook, Messenger, Telegram, Imo-beta, WhatsApp, Viber, and You-Tube and they are used Wolaita Sodo University (Gandaba Campus) via computer, phone, or tablet through a particular network.

Perceived Importance: Perceived positive aspects of social media usage on students' academic performance which were identified according to the responses of the respondents.

Perceived Challenges: Perceived negative aspects of social media usage on students' academic performance which were identified according to the responses of the respondents.

Academic performance: The selected students' performance that was reported by the respondents**.**

II.   METHODS AND MATERIALS

RESEARCH DESIGN

One of descriptive study design, case study design was used to study the practices of student's social media usage and its perceived challenges on academic performance. The explanatory methodological approach of qualitative design was employed.

STUDY AREA

The study area of this research was Wolaita Sodo University, Gandaba Campus. Wolaita Sodo University is one of the second generation public higher institutions in Ethiopia, located in Wolaita Sodo town, 315 km away from Addis Ababa. The University was inaugurated on March 24, 2007 G.C. The University currently constitute 52 undergraduate, 34 graduate programs including two PhD programs are running under six colleges and six schools (Damota, 2010). Gandaba campus is a main campus in addition to Ottona and Dawuro-Tarch campus.

POPULATION AND SAMPLE SIZE OF THE STUDY

The target population of the study was Wolaita Sodo University (Gandaba Campus) undergraduate students (second to fifth year level) who were enrolled academic year of 2019/20 first semester. Based on academic year of 2019/20 the total number of Gandaba Campus students from six colleges and three schools were 10,337 (6,282 males and 4,055 females).

SAMPLING TECHNIQUES

To select participants of the study the non-probability sampling techniques of availability sampling method was used. Students who were using social media at Wi-Fi zone at Gandaba campus were selected for the study based on their availability. 27 participants for interview and 9 participants for focused group discussion were used for this study. From twenty seven (27) interview participants, 18 were males and 9 were females and from nine (9) FGD participants 5 were males and 4 were females from each colleges and schools, respectively. Total of 36 participants were included in this study.

DATA GATHERING INSTRUMENTS

In-depth interview was used to collect primary data from students who have any kind of social media account or who are using social media at Wi-Fi zone at Gandaba Campus. Before data collection, FGD and interview guidelines were developed by the researchers.

DATA GATHERING PROCEDURES

The researchers have conducted interview by having informed consent to participants that all activities were recorded.

METHODS OF DATA ANALYSIS

Percentage and qualitative data analysis was applied in this study which was focused on the data gathered from in-depth interview. Thematic data analysis mechanisms were used during the time of data analysis in order to explore about the practices of student's social media usage and its perceived challenges on academic performance.

The procedure of inductive thematic analysis was applied in this analysis and it consists the following steps: Transcribing and familiarization with the data, reading re-reading and noting down initial ideas, searching for themes, and producing the report. Transcribing means in working with interviews, spoken texts were transcribed into written texts and familiarization with the data implies drawing meanings through close reading and interpretations whereas reading re-reading implies checking the transcripts back against the original audio recording for accuracy and noting down initial ideas depicts sorting out the different codes into potential themes and organizing all the relevant coded data extracts with identified themes. The themes were organized in a concise, coherent, logical and non-repetitive manner and the write-up of the report too.

III.   RESULTS

DEMOGRAPHIC DATA OF THE PARTICIPANTS

According to Table 1, Twenty seven (27) individuals were used for interview, 18 males and 9 females were participated in this study. And also nine (9) participants (5 males and 4 females) were included in this study for focused group discussion (FGD).

Table 1: *Demographic Characteristics of Respondents*

No.	Types of data collection	Sex	Total No.
1.	Interview	Male	18
		Female	9
2.	FGD	Male	5
		Female	4
	Total		**36**

PRACTICE OF STUDENTS' SOCIAL MEDIA USAGE

The researchers were analyzed interview data of Wolaita Sodo University students who are using social media. The interview participants were asked how the students use social media. The interview generally indicated that majority of students were engaged with social media by accessing Wi-Fi, mobile data and Internet café, but mostly they use at university Wi-Fi service and sometimes internet café and mobile data. In addition to this, they use social media when they get free Wi-Fi access at hotel or restaurant and café when they go for dining or to have a coffee or tea. "This is a time that majority of people are more engaged with social media and they are influencing on it. Including me the usage of social media is not in balanced way while we are spending or killing long time on social media. Whether it is balanced or not students are using social media at Wolaita Sodo University (Gandaba Campus) by using the free Wi-Fi access of the university or cellular mobile data" said by one of the participants.

According to FGD, students use social media by different means which are mostly cellular mobile data and Wi-Fi access. "I use too many time social media in my free time when I don't have class and other academic activity burdens but some of students spend more time on social media and social media is very good way to us because of its new technology. Therefore, we use social media via free Wi-Fi of the university or mobile data" said by one of the participants.

In addition, the researchers asked participants which type of social media they are using and which one is mostly used by them. According to the findings of the interview, all of the participants of interview were familiar with social media of Facebook, Viber, WhatsApp, You-Tube and Telegram, but Facebook, Telegram and You-Tube were used by the majority of participants the interview

and also Imo-Beta was used by least participants of the interview. "I am familiar with social media and use many of social media like, Facebook, Viber, Imo-Beta, WhatsApp and Snap-Chat but mostly I use Facebook" said by one of the participants.

As stated on FGD, most of respondents were familiar with social media and they use different types of social media. "I am familiar with social media and use social media of Facebook, Telegram, Messenger Viber, YouTube, Imo-Beta, Google and Instagram, but mostly I use Facebook, Telegram and You-Tube" said by one of the participants.

The findings indicated that of interview participants were asked how often they use social media per day and what would they suggest a reasonable number of hours students should spent on social media per day without negatively affecting their academic performance.

The findings of interview showed that majority of interview participants were revealed that since they are at university and they are expected to spend more time on reading for good academic performance rather spending long time on social media, but majority of students use social media unmanageably and they spend long time on social media that is more than 3 hours per day and a few students access social media less than 2 hours when they have free time and no class. "I use social media; if I have free time and no class easily I connect with my friends through social media. In general, I spend 2-3 hours per day on it" said by one of the participants. Similarly, one of the participants said, "I use social media for long time which is more than 4 hours per day in may day to day endeavor because it gives me pleasure when I chatting with my friends and watching movies.

As participants stated in FGD, the practice of students social media usage is different from person to person and it is difficult to specify the time that students spent on social media per day but majority of participants addressed that every students were connected with social media but most of students spent long time on social media. "Mostly I use social media in order to connect with my friends and family which is around 7-8 hours per day because it is easy way for me to communicate with my families who are living in abroad or Ethiopia, as well as my friends" said by one of the participants.

When, asked interviewee to suggest the appropriate amount of time to use social media per day without affecting their academic performance; they revealed that they are in higher education and the life of university is not like primary and secondary school life while everybody is free and has free time which allows students to spend more time on social media, but students are able to manage their time in way of making balance to do their school activities (like assignment, project works, reading and others) and they are should be self-disciplined in usage of social media; as majority of interviewees suggested that students should not use social media more than two hours per day and that would be appropriate time for students which will not affect their education. "May be the usage of social media in day to day activities is for pleasure but the time I spending on social media per day is decreasing because schooling is better than social media. Even-though the time I use social media is decreasing, I am not totally detached from the platforms of easily connecting overall world people in one-way who are engaged with it and mostly I use social media on my free time which is at morning and evening particularly night time, averagely one hour at each time (morning and night) that is totally I am not spending more than two hours on social media per day" said by one of the participants.

As participants addressed in FGD, at this time many students are lucky to be connected with social media because of its integral part of education. Having stay on social media students can get new knowledge that could not be different from what they get from the school/class session and for that matter many students were involved in social media. While students are freely engaged with social media and its usage should be appropriate because of its entertainments and unconsciously disturbing of students to focus on their schooling apart its advantages to education and an appropriate time students to use social media per day is should not be more than three hours by considering its merits and demerits on the academic life.

"Since we are in university, a lot of activities are waiting for us but students are extremely wasting time on social media per day. Particularly, in my experience of observation in dorm, mostly ladies are focusing on social media than reading and also they miss the class because of spending long time on it at night. Even, sometimes they use more than five hours at night in dorm starting from after dinner (9 pm) up to morning (1 pm/2pm). So, it is not appropriate to us focusing only on social media because at the end of the day which may cause academic failure or low grade. So, we have to balance social media usage and reading while we come here for education. From my point of view I would like to suggest that, if they can minimize not spending more than two hours on social media is good and we have to balance it as much as possible" said by one of the participants.

Similarly, one of the participants said that, "If students are using social media on balanced way or if they are self-disciplined in usage of social media which is arranging of time to use it or giving priority for reading is good first of all, otherwise we don't have fixed time to read rather using of social media. As I observed from my fellow students, majority of them use social media from night to the morning and it may affect academic performance according to my belief, but not to be affected from my point of view in line with my personal experience of social media usage, I would like to suggest that students should be purposive and selective in usage of social media that two hours per day could be appropriate for students that without affecting their academic performance".

REASON OF STUDENTS' SOCIAL MEDIA USAGE

The interview participants were asked for what reason they are using social media and as well as do they use social media for academic life. Reports of interview indicated that majority of respondents revealed that they use social media for communication with families and friends who are living all over the world by exchanging ideas; seeking of day to day news in order to understand what is happening in the world and to have knowledge it; to download or watch movies online and to have fun just to get rid of boredom. Some of participants indicated they use social media for academic life in order to get knowledge of vocabulary or grammar; to do assignment that could not be easily accessible on their reading material or module; to exchange information or ideas related with academics; and looking for academic information as a reference. "The reason that I am using social media is; for communication, to manifest my personal beliefs through communication on social media and to reveal out the ideas that would empower peoples who are using social media spiritually or literally. For instance, Facebook helps me to exchange ideas with friends and to share my beliefs to

others; and You-Tube helps to follow videos to have a fun" said by one of the participants. Similarly, one of the participants said, "particularly I am using social media when I am studying in way to understand the concept via watching videos in addition to the class performance with our instructor and Google helps me to search additional information and download books that is important for my learning"

According to FGD, students use social media for academic life in order to do their assignment and to get further information for something which is not clear for them via Google and to download music or video from You-Tube. So that social media is definitely important for their academic life and they use it. On other hand, some of students are not using social media for their academic purpose but they are using social media to watch movies, share/like comments, and to chat with friends. "I use social media for my academic life. Sometimes, I use to check spelling and to know more when our teacher teaches us on one topic and to be broader and to download or to check some concepts related with the topic I use social media" said by one of the participants. Similarly, one of the participants said, mostly I use social media to see different academic like pages and to browse information about my academic subject or course.

PERCEIVED IMPORTANCE OF SOCIAL MEDIA USAGE FOR ACADEMIC PERFORMANCE

The finding of interview indicated that of the participants were asked how social media has supported their learning and how they would rate social media in terms of their academic life. The interview participants showed that social media has supported their academic life that by increasing the knowledge what they have and more engaging them on looking for academic information's in order to check additional knowledge and find out solutions for their course related problems of not clearly understanding when the instructor teaching in the class as well as to do their assignments and general knowledge that by downloading different books and readings on online as some of interviewees revealed but majority of participants revealed that social media usage has not much more supported their learning. "Social media is very good in my point of view while it has helped me a lot to get more understanding/information for the course what I am studying through You-Tube and as the way of getting of information's for my assignments and other school activities through Google and also I use Facebook to exchange ideas with my friends about the class or exam preparation" said by one of the participants. Similarly, one of the participants, "Personally, I am not using social media that much but as I observed on my friends they are using social media very intensively and it deteriorates their academic performance".

As participants stated in FGD, majority of participants addressed that social media is not much more supported students learning because it disturbs them to focus on reading rather chatting with virtual friends. "The extremely usage of social media is susceptible in loosing of the priority of the user/students. Since we are college student our ultimate goal is focusing on our education but if we focus on social media or we are not using it on balanced way, can negatively influence academic life, but purposively and balanced way of social media usage has positive impact on academic life" said by one of the participants.

The point that raised for the participants of interview that how would they rate social media in terms of their academic life is it good or bad. As some of the participants revealed that using of social media is not bad for academic life while it is cost-effective to search for academic information and others and also to have communications, but not very important, which is fair for academic life, but sometimes, it is bad that consuming of long time on it and deteriorating of study time. "I can't say that social media is bad for academic life while I am using it on manageable way that aligning with my academic purpose, but if I use out of the purpose of academic arena or not looking for the information's that would be very important for my studying course and if I killing long time on it by simply chatting, sharing and liking the online activities (like other friends as I observed), it might be bad for academic life" said by one of the participants.

As participants addressed in FGD, the usage of social media has advantages and disadvantages in terms of academic life which depends on the way of user that purpose of its usage and the experience of user that the time spends on it and the information looking from it. So, if they use social media for academic purpose and not spending long time on it, even if they are not using for academic goal, social media may not affect their academic life and it would be good for their academic performance. "We will not say social media usage bad or good in terms of academic life because it has advantages and disadvantages. We can consider it as advantageous because of availing of bulky information's by easily that would be helpful for academic or other social life and its entertainment, but we can take it as disadvantageous because of its nature of entertainment and killing of study time that we would not realize when we are using. So, social media usage could be god or bad in terms of academic life depends on the experience and intention of the user of social media" said by one of the participants.

PERCEIVED CHALLENGES OF SOCIAL MEDIA USAGE ON ACADEMIC PERFORMANCE

To understand the challenges social media usage, the interview participants were asked a question do they have any challenges associated with social media. The reports of interview portrayed that university students' are exposed to many challenges that associated with social media usage, like security matters which is unfortunately the personal account accessed by somebody in way of hacking or forgetting to log off while they are using at Internet café; being addicted by watching pornography; education problem because of spending long time on social media which is not realized by students' at night time or day time and getting absent from class, no reading, and also not following of time table of reading; and losing of personal resting time after class or reading. "I do have a lot of challenges related with social media usage. Sometimes it is additive that someone can be addicted on it because of having a fun on it particularly Facebook and its good posses with virtual online friends and due this matter you may focus on social media by killing your time and might not focus on reading even if you have exam or quiz on coming or next day or you may not realize that you will have exam" said by one of the participants. Similarly, one of the participants said, irresponsible usage of social or unauthorized person or group posting information/videos are hurtful and media can cause psychological, social and attitudinal problem on the individual.

As participants addressed in FGD, the challenges of social media usage is might be forcing individual unintentionally to lose their priority what they are intending to do and it might lead you to additives that being habited on its usage and you may concern more on it by not focusing on the activities that you are expected to focus on it (like, reading, doing assignment or homework). "Unbalanced usage of social media (being additive) might lead to not to focus on academic activity and also expose to socially unacceptable behavior (in Ethiopian context) which are not talking each other while physically sit each other, not giving attention to somebody when talking to you and others like the user that missing of his/her silence time which is helpful to have mediation while logging into social media frequently and also it may challenge friendship or relation with families that deteriorating of the discussion with them" said by one of the participants.

Similarly, one of the participants said, literally, if there is an opportunity in one thing, also there is a challenge. Sometimes when I use social media before starting to do my assignments or other activities, I focus more on social media and time is going, even I want to use one hour sometimes I use more than one hour and I realize that the time spending on social media is more than what I intended to spend on it. Having of access of information for academic purpose is a key advantage of social media, but unintentionally spending more time on it is other negative side of social media usage and can be taken as challenges of social media usage.

IV.   DISCUSSION

Currently electronic media is commonly used by students in territory education. Today's university students are exposed to all types of technologies in many aspects of their lives (Browning et al., 2011).It is impossible to get students when they are outside the classroom without engaging in social media (Martínez et al., 2009; Nagele, 2005, as cited in Alemán et al., 2012, p. 8). Similarly, the current study stated the majority of students were engaged with social media by accessing Wi-Fi, mobile data and Internet café. All of the participants of were familiar with social media of Facebook, Viber, WhatsApp, You-Tube and Telegram, but Facebook, Telegram and You-Tube were used by the majority of participants. Also the current study supported by the study of Lenhart et al., (2010) that indicated the age groups between 18-29 groups were (57%) engaged with multiple social media websites on their personal profiles.

According to Quan-Haase and Young (2010) more than half of college students (82%) search social networking sites many times logging into Facebook per day. According to Camilia et al. (2013) the studies conducted in Negeria were speculated that most of students of higher institutions use social media 2 to 4 hours daily and also according to Kadal (2011) an average Nigerian youth spend about 6 -7 hours on the internet daily, some do all night browsing. In the same way, current study speculated that majority of students use social media unmanageably and they spend long time on social media that is more than 3 hours per day and a few students' access social media less than 2 hours when they have free time and no class. Majority of participants were suggested that students should not use social media more than two hours per day and that would be appropriate time for students.

According to Charlene et al. (2007) the activity of students on social networking sites focuses on communicating with one another and content related activities like listening to music, watching online videos, and looking for an event (as cited in Khan, 2013, p.62). According to Mingle & Adams (2015), on the social media network participation and academic performance in senior high school in Ghana, the purpose of the students' social media usage for entertainment (12.3%), simply chatting (30.5%), making friends (41.4%), and discussions with friends on school matters (15.8%). Similarly, the present study indicated that majority of respondents revealed that they use social media for communication with families and friends who are living all over the world by exchanging ideas; seeking of day to day news; to download or watch movies online and to have fun just to get rid of boredom. Some of participants indicated they use social media for academic life in order to get knowledge of vocabulary or grammar; to do assignment that could not be easily accessible on their reading material or module; to exchange information or ideas related with academics; and looking for academic information as a reference. The present study contradicted the study finding of Ndaku (2013) that majority of the participants were look through social media for educational purpose.

Social networking sites have caused many problems. For instance, many students have lost interests in their studies as they spent most of the times on these sites. According to Banquil & Chua (2009) social networking sites do affect one's academic performance adversely. The sites directly cause the gradual drop in the grades of students. They adversely affect a students' academic performance if such a student invests his time in social networking sites instead of in his/her studies (as cited in Fori, 2016, p. 78). Correspondingly, the present study stated that majority of participants were revealed that social media usage has not much more supported their learning which disturbs them to focus on reading rather chatting with virtual friends. On the contrary, according to Paul et al. (2012) the academic institutions and faculty are increasingly using social Medias, such as Facebook and LinkedIn, to connect with current and potential students and to deliver instructional content.

While social networking undoubtedly plays a vital role in broadening social connections and learning technical skills, its risks cannot be overlooked. The lack or difficulty in self-regulation and susceptibility to peer pressure makes adolescents vulnerable to such evils as Facebook depression, sexing, and cyber bullying, which are realistic threats. Other problems such as social network-induced obesity, Internet addiction and sleep deprivation are issues that continue to be under intense scrutiny for the contradictory results that have been obtained in various studies (Ramasubbu, 2016). Similarly, current study indicated that the reports of participants portrayed that university students' are exposed to many challenges that associated with social media usage, like hacking of the account; watching pornography; education problem because of spending long time on social media; losing of personal resting time after class or reading; unintentional lose of their priority what they are intending to do and being additive on its usage.

V.   CONCLUSION

Students were engaged with social media by using different types of social media of Facebook, Viber, WhatsApp, You-Tube, Telegram and Imo-Beta. Students use social media for communication with families and friends; seeking day to day news; download

or watch movies online and to have fun just to get rid of boredom. Majority of students use social media unmanageably by spending long time hardly using it for academic purpose. So, researchers concluded that social media usage has not supported students' learning which disturbs them to focus on reading rather chatting with virtual friends. It exposed students' to many challenges that are account hacking; education problem; losing of personal resting time after class or reading; unintentional lose of their priority what they are intending to do and being additive on its usage.

VI.   RECOMMENDATIONS

Based on the conclusions of the study, the following recommendations have been made:

- Students' should be self-disciplined in usage of social media by minimizing the time spending on social media to pay more attention for their education to focus on their study time table and other academic activities.
- Students' should use social media for academic purpose in order to gain academic knowledge and new information. The students' purposive usage of academic knowledge is very important for their academic performance.
- Students' should use social media very genuinely without exposing them to security and education problem.

ACKNOWLEDGMENTS

REFERENCES

Akanbi. M. I & Theophilus. A. B. (2014). Influence of Social Media Usage on Self-Image and Academic Performance among Senior Secondary School Students in Ilorin west Local Government, Kwara State: *International Research Journal of Pure and Applied Physics*; 2(4), 42-50. Retrieved from www.eajournals.org

Alemán, M. A., Rowan-Kenyon, T. H., Savitz-Romer, M. (2012). Social Networking and First-generation College Student Success: A Conceptual Framework for "Critical" Engagement and Persistence Efforts. Retrieved from http://www.compact.org/wp-content/uploads/2012/05/Technology-Martinezand-Romer.pdf

Amin, A. Z., Mansoor, A., Hussain, R. S., & Hashmat, F. (2016). Impact of Social Media of Student's Academic Performance: *International Journal of Business and Management Invention, (5)*, DOI: http://dx.doi.org/10.3126/ijssm.v3i4.15962

Browning, L., Gerlich, R., & Westermann, L. (2011). The new HD classroom: A "Hyper Diverse" Approach to Engaging with Students: *Journal of Instructional Pedagogies*, 1-10. Retrieved from, http://www.aabri.com/manuscripts/10701.pdf

Camilia, N. O., Ibrahim, D. S., & Dalhatu, L. B. (2013). The Effect of Social Networking Sites Usage on the Studies of Nigerian Students: *The international Journal of Engineering and Science (IJES)*, 2, 39-46. Retrieved from http://theijes.com/papers/v2-i7/Part.3/F0273039046.pdf

Fori, E. (2016). The Effects of Social Networking Sites on the Academic Performance of the Engineering Students in the University of Maiduguri, Borno State, Nigeria: *International Journal of Computer Science Issues, 13(1)*, 78. Doi:10.20943/IJCSI-201602-7684

Khan, S. (2013). Impact of Social Networking Websites on Students: *Abasyn Journal of Social Sciences*, 5(2), 62. Retrieved from http://aupc.info/wpcontent/uploads/2013/02/V5I2-5.pdf

Kirschner, P. A., & Karpinski, A. C. (2010). Facebook® and Academic Performance. *Computers in Human Behavior, 26*(6), 1237-1245. Doi:10.1016/j.chb.2010.03.024

Lenhart, A., Purcell, K., Smith, A., & Zickuhr, K. (2010). Social Media and Mobile Internet Use among Teens and Young Adults: *A Pew Research Center report series*. Retrieved http://www.pewinternet.org/~/media//Files/Reports/2010/PIP_Social_Media_and_Young_Adults_Report.pdf.

Metasebya. G. G. (2018). The Influence of Social Media Usage on College Students' Academic Achievement: *International Journal of Education and Science Research Review*; 5(6). Retrieved from http://www.ijesrr.org/publication/58/IJESRR%20V-5-6-1.pdf

Mingle, J. & Adams, M. (2015). Social Media Network Participation and Academic Performance in Senior High Schools in Ghana: *Library Philosophy and Practice (e-journal)*. 2. Retrieved from http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=3446&context=libphilprac

Ndaku, J. A. (2013). Impact of Social Media on Students' Academic Performance: A Study of Students of University Of Abuja. Senior Essay (Unpublished).

Paul, J., Baker, V., Cochran, J. (2012). Effect of Online Social Networking on Student Academic Performance: *Computers in Human Behavior, 28(6)*, 2117-2127. https://doi.org/10.1016/j.chb.2012.06.016

Quan-Haase, A. & Young, A. (2010). Uses and Gratifications of Social Media: A
     Comparison of Facebook and Instant Messaging. *Bulletin of Science
     Technology and Society, 30(5),* 350-361. DOI: 10.1177/0270467610380009

Ramasubbu, S. (2016). Influence of Social Media on Teenagers (Blog Post). Retrieved from
     http://www.huffingtonpost.com/suren-ramasubbu/influence-of-social-media-on-
     teenagers_b_7427740.html.

AUTHORS

First Author: Metasebya Gonta, Masters of Art Degree in Developmental; Psychology, Wolaita Sodo University
 Email address: g.metasebya@gmail.com

Second Author: Million Desalegn, Masters of Art Degree in Social; Psychology, Wolaita Sodo University
 Email address millidese@gmail.com

Correspondence Author – Metasebya Gonta, Masters of Art Degree in Developmental; Psychology, Wolaita Sodo University
 Email address: g.metasebya@gmail.com