**ASSESSMENT ON FEMALE STUDENT OF UYO CITY POLYTECHNIC AS WELL AS THEIR ATTITUDES TOWARDS SOCIAL MEDIA. USING UYO CITY POLYTECHNIC AS A CASE STUDY**

**CERTIFICATION**

I certify that this research was carried out by ukpong, Christian Linus of the department of mass-communication Uyo city polytechnic Uyo. Under my supervision.

Supervisor’s Signature/Date

**DEDICATION**

This work is dedicated to God almighty, whose mercies and love has enable me to complete my ND programme and to carry out my work successfully.

And to my beloved parent Mr/Mrs Linus Ukpong and also to my beloves one Abasiama Ekpe who give me support to mark sure that complete my Research work.

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 Also to my pastor Itoro E. Udo and to the entire members of praise team Qua-Ibom church Afaha Oku Uyo.

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 **ABSTRACTS**

The main concern of this study is to carry out an assessment on female student of Uyo City Polytechnic as well as their attitudes towards social media. Using Uyo City Polytechnic as a case study.The research was conducted in seven departments from the school. i.e, Accounting dept., Business / Administration Dept., Computer Science, Mass Communication , Department of marketing, Electrical Electronic, Engineering Dept. and Department of Public Administration. The researcher issued out questionnaire copies to the students in a survey from the findings of this study. From here, the researcher observed that social media have influence on the study positively. The seven Department mentioned above from up the population that was used in this research, (240) while 210 was correctly field and return. In this research, five chapters were considered. Chapter one is the problem and it setting which comprises of introduction, Historical back-ground of the study, statement of the problem, objective of the study, Research question, significance of the study as well as definitions of terms. In chapter two, it talk about the Review of literature. Which include introduction, the concept of social media, how student addictive to social media, whether the social media in any way expose the female student of Uyo City Polytechnic, their attitude toward learning, function of social media. The press and cons of social media, and how social media affect student on their education. Chapter three is Research Methodology which involved: Research Design and technique, population, method use in collecting Data, Analysis of Data sample as well as Description of Data instruction. Chapter four is Data Presentation, Analysis and Discussion of finding. While chapter five include Summary, Conclusion and Recommendation Finally, the most important aspect of recommendation is that, parent, as well as relative should monitor the types of information their children going about on social media and that the is no need for the abandon their parental responsibilities toward their children education.

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**CHAPTER ONE**

**INTRODUCTION**

The world is today celebrating the improvements in communication technology which broadened the scope communication through social media.

Social media communication in Uyo City Polytechnic no doubt has turned the entire school and world at large into a global village. But as it is, social media bring with it both negative and positive sides. It helps people to be better informed, enlightened, and keeping abreast with world development. Social media exposes mankind to a better way of doing things which some of the social media include; Twitter, yahoo messenger 2go messenger, Skype, Google talk etc.

Female student in Uyo City Polytechnic are using the above listed means known as social media to interact with old and new friends physical and internet friends (As emah and Edegoh 2012).

The evolution of social media which student are using especially female student in Uyo City Polytechnic, has led to its use as the best medium for communication whereby over two third of the world females student in the school population visit social media.

According to (William Boyd and Dendten 2009) says that school media have transformed the thought of global village into the reality whereby billions of people communicate through social media numerous benefit have been obtained through distant communication through the use of social media.

Academic excellence or achievement plays an important role in an individual placement

Due to this, many female students in the school are concerned with the ways they can enhance their academic achievement.

Kyoshaba 2009 says academic assessment which is measure by the examination results is one of the major goals of a school.

Holle (1986) argued that schools are established with the aim of imparting knowledge and skill to those who go through them and behind all this is the idea of enhancing good academic assessment.

Assessment or achievement is the outcome of education the extent to which a student, teacher or institution has achieved their educational goal. A direct relationship exists between social media usage and the academic assessment of student in Uyo City Polytechnic.

However, the darker side within technological evolution has result in dilemma such as the set back of real value of life especially among student who form the majority of user interacting through the use of the social networking sites.

Through this, students are tempted to abandon their home and reading time in preference for chatting online with friends, my female student in the school are now addicted to the online rave of the moment with facebook, twitter etc. today most youth and student possess facebook account. The reason most of them perform padly in school might not be fetched. While many might be quick to blame the poor quality of teacher.

They may have to think even harder if they have not heard of the face face book according to Oche and Anunu 2000).

Olubiyi (2012) noted that, this day’s student are so engrossed in the social media that they are almost 24 hours online. Even in classroom and lecture threatres. It has been observed that some students are always busy pinging 2going or face book while lectures are on.

In (Obi Bulus, Adamu and Sala 2012) it was observed that the use of these sites also affect students use of English and grammar.

The students are used to short forms of writing words in their classroom. They forget and use the same in the classroom. 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 class assessment.

**1.3 STATEMENT OF THE PROBLEMS**

 The world today is the global market in which the internet is the most important sort of information, since the advent of social media sites in the 1990s, it is assumed in some quarters that the academic performance of student is facing a lot of negative and challenges. The educational system in Nigeria is face with so many diallenges which have certainly brought about a rapidly decline in the quality of education. There is a deviation, distraction and divided attention between social networking activities and their academic work. It is observed that student devote more attention to social media than they do to their studies.

 Students addictiveness to social networking student frequency of exposure to social media network the student are more exposed to and the influence of social media as a medium of interaction between students has been part of discussion in recent times and which have in impacted on their academic performance.

 Instead of student reading their books, they spend their time chatting and making friends via the social media and this might definitely have influence in their academic performance because when you do not read, there is no way you can perform well.

**HISTORICAL BACK-GROUND OF THE STUDY**

 The general background of the study ‘’ an assessment of female student attitude towards social media’’ provide the correct picture about the numbers of student involving the social media activities. But the theoretical foundation of these research project is from the organization which happens to be case study of this project, Uyo City Polytechnic as a brain child of engineer E.g. Ekott who eventually become the first rector of the great institution in October 2013.

 The first matriculation was held on June 2004 and the total numbers of student were one hundred (100) matriculated.

 The polytechnic, located at Nduetong Oku in Uyo local government Area of Akwa Ibom State of Nigeria, this institution was former school of accountancy and business studies founded by late Chief J. S. Etuk Udo.

 Uyo City Polytechnic started with six departments namely:

* Department of accountancy
* Department of business administration
* Department of computer science
* Department of marketing
* Department of mass communication
* Department of public administration

But in the year 2310, some new departments were letter introduce which some of them are:

* Department of electrical electronic engineering
* Department of computer engineering
* Department of statistic and the rest of them not AO’ not mentioning.

In addition, the first head of the department of accounting was Chief Joseph Udo who was later change to Mr. U. E. Umosong, then Mr. Ifiok Abasi Akpabio and uncle Effiong and now Elder or Jeremiah.

 In business administration Mr. Udosen was the first head of department letter change to Miss Ima Nseyen and now Mr. Bakari, in marketing department, Mr A. J. Udom was the first head of the department of marketing which he worked tirelessly toward the successes of that department. While Mr. Emmanuel Matthew was appointed as the first head of the department of Computer Science latter change to Mr. J. Tom before the current one. And this is applicable in the department of mass communication where Mr. E. Ebong was the head of department and letter change to late pastor Ufon George and Miss Philomena Umoren now change to Pst. George Udo (PHD)

 Uyo City Polytechnic was affiliated to OSSISATECH POLYTECHNIC ENUGU, Enugu state in Nigeria the contribution of OSSISATECH can never be forgotten especially in the assistant to this institution to meet up with the NBTC for the purpose of their (ND) accreditation. The school later change their HND accreditation to Dorbend and known Heritage Polytechnic.

**RESEARCH QUESTIONS**

The following research questions were raise

1. To what extent would student addictiveness to social network influence their academic assessment?
2. Does the social media that the students are more exposed to influence their academic assessment?
3. How has the use of social media influence the academic performance of the student in Uyo City Polytechnic
4. Is there gender difference in the student’s usage of social media?
5. In what way do female student in Uyo City Polytechnic assessed the use of social media?

**1.5 PURPOSE OF THE STUDY**

The purpose of this study generally is to examine the assessment of female student attitudes toward social media in Uyo City Polytechnic. Specifically, the study seek.

1. To examine the student addictiveness to social media and the assessment on their academic performance.
2. To determine the social media network that the students are more exposed to and in their attitude toward it.
3. To ascertain how the use of social media has influence the academic assessment of the student in Uyo City Polytechnic.
4. To ascertain the difference in students usage of social media network gender.
5. Also to ascertain how age has influence usage of social media.

**RESEARCH HYPOTHESIS**

The following hypothesis are generated by the researcher and was tested in this study.

1. Students addictiveness to social network has no significant influence on their academic assessment
2. Student’s exposure to social media network has no significant influence on their assessment.
3. Use of social media do not significantly influence on the academic performance of the student in Uyo City Polytechnic.
4. There is no significant difference in the student usage of social media.
5. There is no significant difference on female student in Uyo City Polytechnic assessed the used of social media.

**1.7 SIGNIFICANCE OF THE STUDY**

This study is significant to the teacher, parent and students.

This study will help the teachers of the school to know the influence the social media has on their students, so as to assist them to enlighten and create awareness to the students on the possible influence it has on them.

The study is of significant to parent in the sense that they will know the possible effects these social media usage has on their children, so as to serve as watch-dog to their children on the usage of social networking.

The study will enable the students of the senior level so that they will be aware that apart from the social benefits of the social networking site, using the sites more than necessary will pose possible danger to their health. It will be relevant in assisting students in understanding the diversity of the social media. It will also provide relevant material for students and other researchers with more information on the influence of social media on student’s academic performance.

**SCOPE OF THE STUDY**

The focus of this research work is to primarily study the assessment of female student attitudes towards social media.

 They study will comprise of female students in Uyo City polytechnic.

**DEFINITION OF TERMS**

As words may means differently in different context, the following definitions are given as the words used as intended to be understood for the purpose of this study.

**SOCIAL MEDIA**

 They are forms of electronic communication which facilitate interactive base on certain interests. Social media include: web and mobil technology.

**SOCIAL NETWORKING SITES**

A web site where people put information about them and can sent to others.

**SOCIAL NETWORKING**

The use of internet to make information about yourself available to other people especially people you share an internet with to send messengers to them.

**MEDIA**

Are all those media technologies that are intended are reach a large audience by mass communication.

 They are massages communication through a mass medium to a number of people.

**STUDENTS**

Someone who is studying at a university or any college. Someone who is very interested in a particular subject.