

Influence of Social Media on Perceived Learning Outcome of Agricultural Students in Tertiary Institutions in Oyo State, Nigeria

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Abstract : The study assesses the influence of social media on perceived learning outcome of agricultural science students in tertiary institutions in Oyo state, Nigeria. The four-stage sampling procedure was used to select participants. All students in the seven tertiary institutions that offer agriculture science as a course of study in Oyo State was the population. A university, a college of agriculture and a college of education were sampled, and a department from each was randomly selected. Twenty percent of the students' population in the respective selected department gave a sample size of 165. Questionnaire was used to collect information on respondents' personal characteristics and information related to access to social media. Data were analysed using descriptive statistics, chi-square, correlation, and multiple regression at the 0.05 confidence level. Age and household size were 21.13 ± 2.64 years and 6 ± 2.1 persons respectively. All respondents had access to social media, majority (86.1%) owned Android phone, 57.6% and 52.7% use social media for course work and entertainment respectively, while the commonly visited sites were WhatsApp, Facebook, Google, Opera mini. Over half (53.9%) had an unfavourable attitude towards the use of social media for learning; benefits of the use of social media for learning was high (56.4%). Removal of information barrier created by distance ($\bar{x}=1.58$) was the most derived benefit, while inadequate power supply ($\bar{x}=2.36$), was the most severe constraints. Age ($\beta=0.23$), sex ($\beta=0.37$), ownership of Android phone ($\beta=-1.29$), attitude ($\beta=0.37$), constraints ($\beta = -0.26$) and use of social media ($\beta=0.23$) were significant predictors of influence on perceived learning outcomes.

Keywords : use of social media, agricultural science students, undergraduates of tertiary institutions, Oyo State of Nigeria

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