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**AN ANALYSIS OF SOCIAL MEDIA USAGE AND ACADEMIC PERFORMANCE
AMONG UNDERGRADUATE STUDENTS AT ISLAMIC UNIVERSITY IN UGANDA**

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ABSTRACT

The study sought to analyze social media usage and undergraduate academic performance considering, types of social media used by undergraduate students. The rate of social media usage, gender differences on social media usage and relationship between social media on academic performance. The study was conducted using a cross-sectional survey design. Questionnaires were distributed to 373 respondents at main campus Mbale, Kampala campus, Female campus kabojja, and Arua campus. In verifying the hypotheses, the researcher used t –test to find out whether gender difference occurred in social media usage. Also, Pearson correlation was used to find out whether there was a relationship between social media and academic performance among undergraduate students at Islamic University in Uganda (IUIU). The finding showed that there is no gender difference on social media usage among the undergraduate students, there is a relationship between social media usage and academic performance among undergraduate students at IUIU and majority of the undergraduate students in IUIU are using Facebook as a social media of communication among themselves. The study recommended that there is need for the University to use Facebook, twitter, and WhatsApp platform for teaching and learning. Therefore, the university can use social -media to teach their students. The university should integrate social media into teaching and learning process.