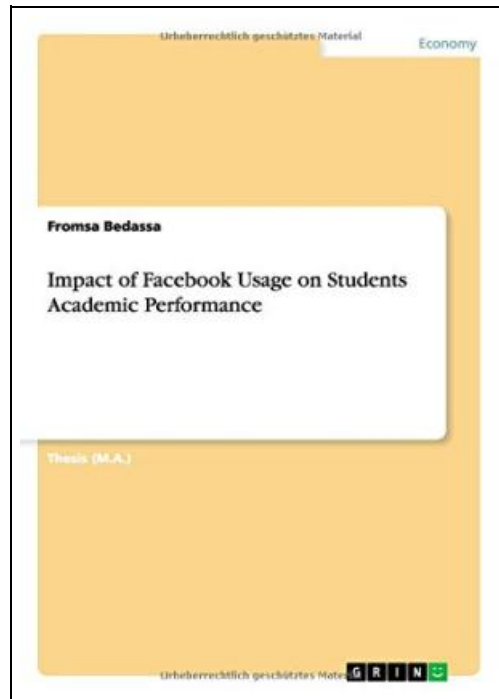


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GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x151x8 mm. Neuware - Thesis (M.A.) from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: Today Facebook is considered as one of the most popular platforms for online social networking among youth, and - as many researches show university students. The purpose of this study is to assess the impact of social networking sites i.e. Facebook on students academic performance. The study was carried out in Wollega University with regular undergraduate students in focus. A questionnaire was designed to assess impact of Facebook usage on Student and was administered to 384 students selected using stratified sampling technique. Variables identified are time spent on Facebook, addiction to Facebook and academic performance. The Pearson product-moment correlation coefficient was used to examine the relationship between addiction to Facebook and time spent on Facebook and students academic performance. Furthermore, a multiple linear regression was carried out to determine the relative contribution of addiction to Facebook and time spent on Facebook to students academic performance. An analysis of the results was carried out using the SPSS software package. And the findings of this study shows that time spent on Facebook and addiction to it negatively and significantly affects students academic performance. 68 pp. Englisch.



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