



Impact of Social Media on Academic Performance of University Students-A Field Survey of Academic Development

V. Sithartha Sankar and B. Pushpa*

Department of Business Administration, Department of Computer & Information Annamalai University, Science, Annamalai University, Tamil Nadu, India

*Corresponding author: varshansidhu@gmail.com

Received: 23 Aug., 2020

Revised: 02 Sept., 2020

Accepted: 10 Dec., 2020

ABSTRACT

In the current world, the internet has become an indispensable part of everyone's life. In the field of education too, the internet is being used widely. But, on the contrary, there are people and even teenagers who use the internet only for communicating with others through social networks. It is a real fact that the internet is a boon in technological development, but when the social networks are considered, they are becoming a curse for the younger generation in the past years. This is an attempt to examine the effect of social media on the academic life of students through this study. Annamalai University students were used as the sample population of the study. The technique adopted to select the sample was convenient sampling and the sample size was 100. The data collected was analyzed with the help of regression. 48% of the variance regarding the academic performance is accounted for by the statements of social media according to the findings of the study. There is a significant connection among social media and academic performance, as the result explains.

Keywords: Social Media, Students, Academic Life, Regression, Academic Performance

Not many studies exist regarding the role that digital media plays in the field of education. A disagreement arises among two sectors of people, one, those who see the traditional way

How to cite this article: Sankar, SV. and Pushpa, B. (2020). Impact of Social Media on Academic Performance of University Students-A Field Survey of Academic Development. *TechnoLearn: An International Journal of Educational Technology*, **10**(1&2): 01-07.

Source of Support: None; **Conflict of Interest:** None



of teaching as the best and the other, who are aware of the merits of Social media in teaching and learning process, whenever the relationships between the Social media and practices of education had been studied.

Students spent most of their time on social media when compared to the time students spent on checking personal mails. Though there are several chances of security threats and loss of information, social media facilitates the people, in particular the students, to get in touch with their friends. The students should mainly focus on their education to have a better future. Though social media provides opportunities to get the required data needed for study purposes, many students get to use social media for personal purposes and hence waste time. This results in a reduction of learning practices for the students.

Social Media

Social media has been defined in different ways. Cambridge dictionary had defined it as the methods through which people make communication with the help of the internet or cell phones. Social media is a technology based on computers which is a well known fact. Social media helps to share information and make relations with the virtual world. It is an internet based electronic communication which helps to communicate with others in an interesting manner like videos, text and photos. The students often utilize this social media for communication purposes and engage in it through tablet, smart phone or a computer. The users of social media are of two distinctive types; digital immigrants and digital natives. The ones born after 1980 are digital natives. Digital natives got used to this concept when the era of digital world started in 1980. As said by Anton Son and Christopher (2014) digital immigrants are those who are born before 1980 and got adapted this digital world into their lives.

It has been widely seen that social media is becoming a global occurrence and has become an essential part of everyone's life. In most of the countries which had adapted itself to digitalization, students form a major part of those who are using digital media. 93% of the teenagers made use of the internet, with many of them allowing for it as a site for making social interaction, whereby they may "share creations, tell stories, and communicate with others", according to a study Lenhart *et al.* (2007) PEW Internet and American Life Project which showed the above information. 55% of online teenagers, aged 12-17 years, were having a profile on the sites of social networking like Facebook or MySpace (Lenhart *et al.* 2007) the same study observed. According to arguments of few experts in excess of 90% of the college students visited the sites of Social network (WCER, 2011).

Academic Development

The activities that are related to the ones that are carried on in school, in particular, the work

related with learning and reasoning rather than the work involving technical or practical skills. The dependent variable of this study is academic development. It is defined as the student's performance which is maintained all through his/her academic life. In recent times, the internet plays a massive role in the life of students in particular among youngsters. It is a quite normal phenomenon that can be seen in major cities, and now even in towns, that the students don't even leave their mobile phones during their class hours. Most of the students get their notes from the internet by going through the educational videos.

Statement of the Problem

As social media is growing at its fast pace along with its drastic usage for communication in day to day life for everyone, it has been widely used in the learning and teaching processes in higher level of education. According to this view, this present study assesses the effect of Social media, on the practice of higher education teaching, either positive or negative.

Need for the Study

To examine the impact that social media has on the students' academic life the current study was proposed. This study aimed to explore the kind of social media the students of higher education make use of more, in particular.

Objectives

The main aim of this study is in particular about the university students among the younger generation, to examine the effect of social media on their education. Such an effect has either a negative or positive relationship on the academic performance of students. Effort was taken to examine the impact of social media on these aspects.

Review of the Literature

The previous studies were reviewed to make focus on the optimistic and pessimistic sides of the usage of social media and to also explore its impact on the student life.

The effect of social media on the school student's academic development had been studied by Tarek A. El-Badawyl & Yasmin Hashem (2015). Technology is continuously seeing a rapid growth every year and the youths of the current world are trapped in this change. Questionnaires were used to collect data by dispersing through emails and Facebook to find the effect of social media on the students academic performance. No association existed among the academic performance of students and Social media according to the results of the study. The student's average grade was the basis to prove this finding.

The effect of social media on the academic achievement of the students was examined by Dr. Himendra Balalle (2019). In today's world of technological advancement, it is a complex

process to explore the effect of Social media on students' achievement. As the concept of technology is occupying a dominant place in the educational sector, the traditional methods of teaching are diminishing day by day. It becomes essential to become aware of the fact that how far this advancement helps the teachers to develop the academics of students who are more familiar with the technologies that the adults. To explore the impact of Social media on the academic development of students is the main objective of this paper. Questionnaires were used to collect data for this study, and according to the responses, there is no connection between the Social media and the education of the students.

The effect of Social Media on the students of Ghanaian High School had been identified by Frankie Asare-Donkoh (2018). In the schools of Ghana most of the students are having access to the Social media through internet connection with the help of many devices like computers, laptops, tablets, mobile phones, and iphones. It is the belief of educationists and many parents that negative effect on the students is because of Social media. It is Social media that makes the students incompetent in making independent analysis of events according to their feeling. Some parents, students and even educationalists, contrary to this, see the positive impact of Social media. Social media has got to affect social and academic life of students in a positive way among Ghana's students belonging to senior high school, according to the results of the study.

In the year 2016 Raymond Owusu Boateng & Afua Amankwaa had performed a study on higher education students to explore the effect that social media poses on their academic life. The communication process has been entirely redesigned by social media in the present day's social world. The academic life of the students has been influenced by social media. Academicians are continually making an effort to explore whether social media facilitates skills of critical thinking, knowledge construction and collaboration. The way in which social media impacted the academic life of students was explored and examined by this study. The study pleaded a qualitative approach to examine these effects. Convenient sampling was done to select the sample for the study and they were interviewed for two weeks. The sample population was 10 students. The majority of students of higher education used social media which helped to improve the academic development of the students, according to the findings of the study.

Research Methodology

A procedure for collecting, analyzing, and mixing both quantitative and qualitative methods in a single study or a series of studies to understand a research problem is a mixed methods research design. All the registered postgraduate students in Cuddalore district are the population in this research. 100 registered post graduate students are included in the total population. Academic performance instrument from Peter Osharive's (2015) and social media

instrument from Zahid Amin, Ahmad Mansoor, Syed Rabeet Hussain and Faisal Hashmat, (2016) were adopted by the researcher.

Analysis and Interpretation

Table 1: Academic performance and Social media relationship

R	R Square	R Square Adjusted	F	Sig.
.693(a)	.480	.447	14.319	.000(a)

a Predictors: (Constant), Social media

Table 2: Coefficients (a)

	Coefficients unstandardized		Coefficients standardized	t	Sig.
	B	Std. Error	BETA		
(Constant)	.700	.329		2.126	.036
1. In routine life Facebook positively affects my study timings.	.201	.076	.290	2.660	.009
2. My assignments are submitted by me in time irrespective of spending time on Facebook.	.067	.081	.096	.831	.408
3. Scholars created group and pages related to studies on Facebook helps students in their study.	.046	.086	.063	.537	.592
4. Does Facebook have a positive impact on students' academic performance?	.128	.091	.165	1.418	.159
5. Logging into Facebook helps me to remain in contact with classmates and also, I find it flexible to focus on work.	.165	.079	.231	2.073	.041
6. I prefer Facebook to express my feelings and ideas.	.184	.071	.239	2.588	.011

This table offers the multiple correlation ($r = .693$), the multiple correlation squared ($r^2 = .480$), the adjusted multiple correlation squared ($\text{adj.}r^2 = .447$), and the standard error of the estimate. The multiple correlations squared denote the degree of variance in the outcome which is reported for by the predictors; here, 48% of the variance regarding academic performance is accounted for by statements of social media. Hence, the adjusted r^2 is suitable. The table designates that the model's r^2 is significantly dissimilar from zero, $f=14.319$, $p<0.000$, which explains that there is a significant connection among academic performance and social media.

CONCLUSION

There is no doubt that, for communicating with others, social media will be an ever useful and significant tool for mankind. Social media is extensively helping the current day's human world to flourish not just for communication, but also for carrying out many scholarly activities. Several types of educational practices like distance education has been performed with the help of Social media. Only the internet and Social media have made it possible for the youth to be able to get a lecture from a professor of any university across the globe. It can be rightly said that if social media is used in a proper way, it will become a useful servant and if used often for a long time in unwanted ways, it becomes a dangerous master. Social media can also be described as a sword with two edges. Hence the students using it must be careful in its usage.

Here, the statements of social media accounted for 48% of the variance regarding academic performance. There is a significant connection among social media and academic performance as this result explains.

REFERENCES

- Amin, Z., Mansoor, A., Hussain, S.R. and Hashmat, F. 2016. Impact of Social Media of Student's Academic Performance, *International Journal of Business and Management Invention*, **5**(4): 22-29.
- Balalle, H. 2019. The impact of social media on the student academic achievement. *International Journal of Advance Research, Ideas and Innovations in Technology*, **4**(4): 427.
- Boateng, R.O. and Amankwaa, A. 2016. The Impact of Social Media on Student Academic Life in Higher Education. *Global Journal of Human-Social Science: G Linguistics & Education*, **16**(4).
- Donkoh, F.A. 2018. Impact of Social Media on Ghanaian High School Students. *The International Journal of Science & Technology*, **6**(8).
- Osharive, P. 2015. *Social Media and Academic Performance of Students*, Research Project submitted to Department of Educational Administration, (100302125).
- Tarek A. El-Badawy and Hashem, Y. 2015. The Impact of Social Media on the Academic Development of School Students. *International Journal of Business Administration*, **6**(1).

Appendix

Social Media

1. My study timings in routine life are positively affected by Facebook.
2. I submit my assignments on time in spite of spending time on Facebook.
3. On Facebook groups and pages related to studies are created by scholars which help students in their studies.
4. Does Facebook have a positive impact on students academic performance?
5. By logging into Facebook I find it flexible to focus on work, as it helps me to remain in contact with classmates.
6. I prefer Facebook to express my ideas and feelings.

Academic Performance Peter Osharive's (2015)

1. My time is more occupied, by the time I spend online on social networks, than on studying.
2. While I am studying, online social networks are a distraction.
3. I spend more hours online on social media than the hours I spend reading.
4. Social media platforms is where I engage in academic discussions.
5. My writing skills have been negatively impacted by Social media.
6. I lose concentration when I interrupt my study time with Social media.

