



**Research Article**

**IMPACT OF SOCIAL MEDIA USAGE ON STUDENTS' ACADEMIC PERFORMANCE**

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**ARTICLE INFO**

**Article History:**

Received 14<sup>th</sup> March, 2018

Received in revised form 12<sup>th</sup>

April, 2018 Accepted 20<sup>th</sup> May, 2018

Published online 28<sup>th</sup> June, 2018

**Key words:**

Social Media; academic performance

**ABSTRACT**

Internet and social networking sites have taken very important place in our life. The use of social media among students has also reached to a high degree. They are using these sites for various purposes and spending a lot of time on these sites. The use of social networking sites is progressively increasing day by day and the students are using the social networking sites (SNS) in their academics also.

This study aimed to investigate the impact of usage social networking sites on academic performance of college students. Smart phones have supplementary great potential by enabling an increase in the use of social networking and in the number of hours spent on surfing to such sites. The students are not only using these sites to network with people but also to gather information related to their academics as well as for other information also. Too much of surfing and collecting information is resulting into information overload. Students face problems in filtering the information they obtain and they might find it easier said than done to decide which sources they can trust and, therefore, which source to select for getting information.

These sites are affecting capabilities and skills of the students. The efforts are done by researcher to get insight of the impact. The data for the study was collected using a self designed questionnaire. Data was collected from 276 students studying in at different management and engineering institute of Gwalior region. The result of the study is showing significant negative impact of social media usage on academic performance of the students.

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**INTRODUCTION**

**Conceptual Framework**

In terms of using Social Media, India is the fastest growing country in the world. Today Social Media has become very important tool of accessing various information in just a click. Social Media is also playing a vital role in Academic performance, it not only helps in our academic work but also it enhances our skills and makes us more eligible. Social Media also plays an important role in our communication with others. Before the era of Social media we used to write letter or call someone via telephone but now it becomes more easy. Conversation through

**Social Media**

The social media which was started as hobby for computer literates has become a norm and a must have for existence for students. Social media platform is considered as best platform to contact and share information with their peers, relatives etc. (Nicole, 2007). "Social Media is that proposal which gives individuals the prospect to interrelate, by using two way communications;

significance, that anybody who has online accounts can contribute to their opinions with other social media users." (Hashem, 2015) "A group of Internet-based applications that construct on the ideological and technical nitty-gritty of Web 2.0, which allows formation and swap over of user-generated contented". (Kaplan, A. M.; Haenlein, 2010)

"A social media tool is commonly a portable Web-enabled device or technology, which is easy to get to platform independent Web browsers that accentuate social activities for association, communications, group of people and creativity". (Jane See Yin Lim, 2014)

Social media is a resource of statement all the way through the internet that enables social communication. It is an effectual approach for people to utilize in communicating and interacting with each other." (Iris Xie and Jennifer Stevenson, 2013)

"Social Media is a contrivance for ornamental the image of libraries, as a digital listening post or as an astuteness gathering tool." (Xiang li and Tang li, 2013)

**Academic Performance**

Performance is the obvious expression of sympathetic, concepts, skills, ideas and acquaintance of a person and predictable that grades clearly illustrate the performance of a

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student. (Tuckman, 1975) it must be managed capably keeping in examination that all the factors can positively or negatively influence their educational performance. (Ishfaq Ahmed and Tehmina Fiaz Qazi, 2011) Academic Performance, agents in the midst of a high degree of centrality have ample admittance to resources and impending for erudition and collaboration, which at the end of the day may lead to better performance. (Schalk, Torenvlied, and Allen, 2010). Academic Performance is capably keeping the observation of all the parameters that can positively or negatively have an effect on their education and the considerate lectures, concepts, skills, ideas and knowledge of individual and proposed grades clearly illustrate the performance of the student. (Rana Rashmi, Singh Neetu, 2012)

John Ahn, (2011), says that the Social Networking sites have become an integral part of teenager's life. It is providing an environment of study. Though in today's life parent and teachers are more concern about what a student should learn by these site and how much all these things are affecting their social as well as academic performance. SNS also affect youth's cultural and communication behavior, the researcher is reaching on this conclusion considering that the students come across the students from different background Mostly youth are engaged with networking sites and they spend so much time on these sites, they not only learn academic but also get social and technical information which affect their sociopsychological behavior. Linian Eggens & R. J. Bosker (2007), pointed out that It is not right to say that personal behavior is affected because of networking use.

Yes there is relation between both of them but it cannot be said that it can influence our performance our behavior. It is also found that personal networks like peers, relative affect. Behavior can't be change just because of one thing we can't say that only use of social networking site affect it.

The facebook which was considered as time pass and hobby has become an inevitable part of everyone whether students or professionals, The academic performance of facebook users is generally poor (Karpinski 2009) he also concluded social network and media has affected academic performance of students' and it the are negativel association, the negative impact is more disadvantageous than the advantages derived through the use of social media platforms (Karpinski ,2009) students use social networks are used more for socializing activities rather than academic purpose (Oye, 2012). In addition (Oye, 2012) said that majority of students feel that social platforms have positive impact on academic growth.

In a different research conducted by Shana (2012) too ascertained that students use social platforms mainly for chatting and making friends, and this chatting is not too much related with academic work but for fun and gossip. The use of social media among students has reached high levels and has affected their study time, poor grammar and wrong spellings when socializing on social media as well as diverting their attention from their studies (Ndaku, 2013, Mingle and Adams ,2015).

Bhatt and Bhatt (2013) focused on positive impact of social networking sites and concluded that it has become so easy to communicate with others and passing our messages to them by just one click on mobile phone. They are referring to Mohemad Bouazizi of Tunisia, who took stand against the corrupt governance and also collected the people of his own

and other neighbors against that just by the power of social media, he captured the videos and took photos of what went wrong there and spread it over the country.

Bhatt and Bhatt (2013) also stated that connecting with the help of social media is easy but to get their attention and presence is difficult. Social Media gives the opportunity to the people to say what is in their mind clearly and also it show that is that person is in favour or against with any activity what is going on. It has begun as a revolutionary tool in the society against what is not in favour of the society. Abir S.

Al-Harrasi (2014), examined the impact of using smart phones on college students and found that in this era maximum student s are involved in social media, they are using it for different purposes as for entertainment, fun, knowledge, updates and for so many other task, in which some are beneficial for them and some affect them adversary..

Liengpradit (2014), found that the youngster use facebook most of the time, they are spending their most of the time in checking and updating their status and post, it has become a routine of their life, as a conclusion it can be said that people are spending too much time on this site only than using any other usable social sites.

Alwagait, shahzad and Alim (2015) used scatter plots to examine the relationship between the average number of hours students spent of social media a week and GPA scores of the students. The results demonstrated that there was no linear relationship between social media usage in a week and GPA score. Students highlighted that besides social media use, time management is a factor which affects students 'studies negatively The findings of from conducted studies has find out to be mostly positive because students spend time of their day activities on these social media sites have able to share and generate new ideas and concepts related to their studies Alwagait et al(2015) they concluded that the students use networking sites for having fun as these social websites are helpful in their academic work.

Use of these interacting social media has become the routine habit of student they spend the major part of their time on these sites for entertainment and also concentrate on their studies. Students are a precious asset of any country. Through these social websites they do their academic work with enjoyment Mensah and Nizam (2016) concluded that social media platforms have a significant impact on students' academic performance.

Six variables that were used in this research, time appropriateness and health addiction had a stronger significant influence on students' academic performance. Tayseer (2014) while conducting research on academics and social found that there was a relation between social media and students academics. he mentioned that the opinion was divided between use of social media and SNS for academics, in support of SNS rational was that online study group not only help in study but also it helps in improvement of skills and enhancing knowledge.

While in another prospect some them were in this side that the use of social networking sites should be only for social use not for any other uses. Nord and Alex (2014) found that millions of people are engaged with social media and everyone is connected to each other but taking advantage by social media is not easy now. Teachers have responsibility to create

awareness and the importance of Social Media to the students.

Students should understand what the importance for us of social media is and preparing student in such a way that they can get access only those sites and information that is useful for them and can help in their educational purpose. Jolita and Oleskeviciene (2014), emphasized that It is also very useful in information exchange, it is a medium of communication and also a person can express this views and feedback by this medium.

He also focused that starting such a change in the organization is good but it also bring some challenges to us as toward social media use in education. It is very important to have a good and sufficient matter and time to manage and cover all the activities going on there. Elham, Wafa and Al-Badi (2014) find out in his research Adoption of Social Networking in Higher Education, some positive and also some negative aspects of using social networking sites in education especially in higher level.

They found that Social Networking Sites are very helpful and a new way of learning and experience the things in the world. Today from One place we can get access anywhere in the world. They also said that it is a medium of sharing your knowledge and experience with your friends and whole world.

Using of Blogs, Facebook, twitter, YouTube, LinkedIn, not only help in providing online syllabus, learning opportunities, competitive advantage and also helps in overall academic performance. Students love this new way of learning experience and changing environment of study atmosphere. It would be definitely beneficial to the students and lecturers if this would be allow in all the institutions and universities. It would be more dynamic.

Student is moving to online education system rather than this traditional method of learning, they are ready to create their own architecture of learning. And yes there are also some negative aspects but where so many opportunities are in this way of experience and learning then these things cannot effect this pattern more.

Finally it is found that technical support not only helps the student but also it improves their social skills and also it makes study more dynamic and expand its area of learning through various useful sites. It is more reliable and fastest way of learning. Ahmed and Qazi (2011), suggested that social networking sites though is a good medium of learning new things which are helpful but the utilization of these sites are moreover for non academic purpose rather than academic use.

And it may be a threat for our future that the impact of social networking sites is more adverse than it should be helpful foe student's academic performance. The research also concluded a positive aspects that students are managing their time in such a ways that they can use social media for their entertainment and various other purpose. Philippe and Murphy (2015) found that there is negative impact of using mobile phones by the students and also it affects student's productivity.

One positive impact that has been found that there is an improvement in student's performance. There is also an aspect which shows that unstructured use of mobile phones and social sites can affect their performance. Camiliya, Ibrahim and Dalhatu (2013) in their research found that though the major part of the study says that there is no effect of social sites

usage in student's performance adversely. The students are managing their time well between study and social media.

It was also concluded that it is important to manage time between all the tasks and should frame all these according to priority of work. It is also important that the students should learn about time management and should not take it at every time. It is also found that there is specifically academic enhancement in college students and their performance.

Student are using these sites for academic purpose they are finding syllabus, content, online lectures, to attain teacher's advice. Moreover students are connected with these sites that are beneficial for their academic career.

## **RESEARCH METHODOLOGY**

The Study was conducted on students of undergraduate and post graduate classes studying in different institutes of Gwalior region (M.P) India. The survey method is being used to complete this causal study. The population of the study was all the students of UG and PG classes studying in different courses conducted by different colleges of Gwalior region. The total 300 questionnaires were distributed out of which 276 were received by the researcher hence the sample size was 276 students which were collected by non probability judgmental sampling technique.

Primary data was collected from the students of PG College by standardized questionnaires and self designed questionnaire. The questionnaire was divided into two arts part 1 was having 5 point likert type scale was used in which, 1 was for strong disagreement and 5 for strong agreement. The second part of questionnaire contained questions related to demography and in which they can choose more than one option like about purpose of using social media (network)

The collected data was analyses using various statistical tools using software Reliability analysis was applied to check the reliability of the questionnaires with the help of cronbach's alpha value, discreptive analysis and the Linear regression analysis was done to evaluate the Impact of Social Media on Student Academic Performance"

### **Objectives of the study**

- The study was done with following objectives
- To identify the purpose of using social media sites by students
- To examine the impact of use of social media on students' academic performance

### **Data Analysis**

The data which was gathered was analyzed using SPSS software. Out of total 300 distributed questionnaires 276 were received back, giving 92% response rate. Out of these 276 respondents most of the respondents about 92 % visit these social networking sites on their mobile phone and only 8% were using phones as well as computer.

The respondents were asked about the social networking sites they visit and they were allowed to choose more than 1 option, almost every student was having whatsapp and facebook account and they were using these two very frequently. While twitter, skype were less chosen option. Instagram was also used by students but it is less popular than facebook and whatsapp. The results of this question is similar to the

responses gathered by Acheaw and Larson (2015) in their study of tertiary institution students in Ghana.

The students were asked about the reason of using social media. The respondents were asked to choose one or more option or to write any other reason which was not mentioned in the Responses. The responses indicated that 32% students use social media for entertainment, 34% said that they use social network for chatting, 20% student reported use social of social media for discussing the matter related to college assignment and other work and 12% of students admitted that they use social media for making new friends and only 2% reported other purpose.

**Table 1** purpose of using social network

Purpose of using social network	Percentage of respondents
For entertainment	32
Chatting	34
Discussing assignments	20
Making friends	12
Other purpose	2

**Table 2** The time spent by the students on social media or network per day

Time	Percentage of respondents
0-2 hours per day	21
2-4 hours per day	52
4-6 hours per day	23
Above 6 hours per day	04
Total	

**Reliability Analysis**

We have applied the test of the reliability of questionnaire to measure the reliability of questionnaire of academic performance having 4 questions. The table indicated the value of the reliability as 0.626 and the other value 0.679 of questionnaire measuring use of social media having questions 9. In the current study which can be considered as fair value as compared to the standard value which is 0.70. Hence, it is considered that questionnaire’s which was chosen to conduct the current study is reliable.

**Table 3** reliability Analysis

Variable	Cronbach's Alpha	N of Items
Social media	.626	4
Academic performance	.676	9

**Regression Analysis**

Regression is not just one technique but a flock of techniques that can be used to explore the relationship (impact) between one continuous dependent variable and a number of independent variables or predictors (usually continuous). This makes it ideal for the investigation of more complex real-life, rather than laboratory-based research questions.

**Table 4** Regression Analysis

	Value	Significance level	Null hypothesis
R value (correlation)	0.475		
R square	0.226		
F value	14.012	0.000	
Beta value	-.475		
T value	3.743	0.000	rejected

The results are showing negative relation between the two variables that is use of social media and academic performance of students. R square value 0.226 Suggests that 22.6% variance in academic performance of the student can be explained by the use of social media. The F value 14.012 at 0.000 level of significance suggests model between use of social media and academic performance is fit for further testing. T value 3.743 at significant level .000 and beta value 0.475 implies that null hypothesis is not accepted which was there is no Impact of use of social media on academic performance of student and hence we conclude that the use of social media has significant impact on academic performance but the impact is negative i.e more the use of social media the performance will go down and vice versa. The results are in line with the previous researches by the various researches done in various parts of world. In India scenario is same as in England and Thailand that students have to manage time of accessing such social networking sites otherwise it can have significant negative impact on the academic performance of students.

The present results are in line with the various previous studies done by researchers in different parts of the world like in a research Mingle and Adams (2015) the researcher reported the fact that the performance in academics because attention is not paid to spelling, formation of sentence, response timings, which has a significant effect on their communication skills and language. Rithika and selvaraj (2013) reported that there was significant impact of use of social media on students academic performance in Indonesia. They said there is strong correlation between submission of assignment and time that students were spending on social media. The researchers also added that the social networks were distracting them resulting into procrastination. The fact that the usage of social media results into procrastination of assignment, studies and academic work, was also confirmed by Yehoah and Ewur (2014)

**CONCLUSION**

The study can be concluded as the students are well aware about different networking sites and they use their smart phones to reach to these sites. The students are using these sites mainly for chatting and making friends and not for academic purpose.

The use of social network is affecting their academic performance. This may be because of their distraction from the studies and academic work. They procrastinate their academic work because they enjoy chatting and surfing these social network.

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**How to cite this article:**

Richa Banerjee *et al* (2018) 'Impact of Social Media Usage on Students' Academic Performance', *International Journal of Current Advanced Research*, 07(6), pp. 13164-13169. DOI: <http://dx.doi.org/10.24327/ijcar.2018.13169.2334>

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