

## **IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF STUDENTS: A STUDY OF STUDENTS WITH REFERENCE TO DEHRADUN CITY**

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### **ABSTRACT:**

Social Media is performing very effective role in every body's life and it is growing rapidly. Internet, Laptop, smart phone, Computers are very essential and play very vital role in this field. By the help of social media, anybody can connect himself, communicate, and share his or her views, information. Therefore majority of people are aware of social media like whatsApp and Facebook and they engage themselves for various purpose like entertainment, sharing information, watching movies, images and for both academic and nonacademic purpose. In fact, these social websites like whatsApp and Facebook can be good platform to exchange the information between students and even with their teachers. Many social media options are available for fulfill the need and infect people are using almost all options like whatsApp and Facebook on priority. However, using social media in excess can be harmful, wastage of time and most importantly very dangerous for the health of the users. In this paper, the researcher investigated the pros and cons of social media as far as the academic performance of the students is concerned. Based on random sampling a sample of 300 students of various colleges in Dehradun was selected. Survey has been conducted by circulating questionnaire as an instrument for data among the respondents through descriptive statistics and Chi-square test was applied in testing the hypotheses. The result concluded that exposure of social media by the students have negative effect on the academic performance of the students. Based on this study, authors recommends that students should be advised and motivate to the students to use the social media for academic purpose more. It is advisable that Students should be engaged themselves for the study purpose to the maximum extent. College and Institutions should create the online official

website and page for the students to create the awareness among the students about their bright future and educate them for the benefits of getting good education. Therefore, they can utilize it for getting important information, knowledge sharing, lecture notes, e–contents and other study materials to enhance academic activities so that they occupy themselves minimum on social media (WhatsApp and Facebook) for nonacademic purpose.

**Key Word: Social Media, Internet, Academic Performance, Knowledge sharing, WhatsApp, Facebook**

## 1. INTRODUCTION:

Social media like WhatsApp and Facebook encourage communication among users within the educational environment and support internet knowledge [9]. Additionally, social media is very useful and beneficial tool by the mean of which, users can take the advantage of it in research and also for sharing their personal academic interests and it also can be utilized to generate specific groups having the academic purpose [29].

In the view of academic, various researches investigated the impact of social media (WhatsApp and Facebook) on the academic performance of students. Researchers have different results with the usage of technology and its effects on academic performance. Some establish contrary and optimistic effects on academic performance, while others have originated little to no effect on academic performance. Various studies investigated low academic performance and grades of students, because of not having enough time for studies due to their engagement to access social media site [30, 17]. In latest years, significant variations took place everywhere regarding the enlargement of internet, social networks and number of persons who are in the habit of use them. Users can take the advantages of social network like various websites, WhatsApp and Facebook, applications for sharing their views, ideas, knowledge, opinions, personal, social and educational views. They also allow communication between a wide range of users at global level [29, 6].

Social networks (WhatsApp and Facebook) play a crucial role in learning environments as a key communicational channel and a source of social support [9]. Various social networking websites are specifically designed for knowledge sharing [20]. Social media (WhatsApp and Facebook) have many advantages in learning as they provide wide access to information and information resources; reduce barriers to group interaction and telecommunications [11]. It support

collaborative learning activities [20], encourage learners to learn more about self-learning [19], increase engagement and learner's motivation [15], enhance engagement of learners with each other and their teachers [15] and support active and social learning [11]. The appearance of new technologies like internet and social network are providing opportunities in assisting and cultivating the excellence of universal communications, but it has generated some threats [27]. When anybody use of social networks and it is not managed properly, it can have negative significances. Social networking addiction is one of the consequences that many social network users may experience [27]. Thus, the widespread usage of social networks is a new form of soft addiction [32].

A cross-sectional study was conducted on 300 students in various colleges in Dehradun. A self-design well-structured questionnaire was prepared to assess the impact of social media on academic performance. This study demonstrates a significant difference in the academic performance of students and social media usage. It is advised to frame guidelines for using social media for educational purposes that will help to enhance the academic performance of the students. [1]

Mainly youths engage them self on social networking site like WhatsApp and Facebook. It has been observed that the respondents use WhatsApp and Facebook more for their entertainment, many more activities but less for educational purpose. Most of the respondents sometimes avoid or postponement their mealtime while using social media networking. Almost all the respondents from both categories use WhatsApp and Facebook immediate after wake up in the morning and before sleeping in the night. [13]. Social websites can be a good platform to exchange the information between students and even with their teachers and share knowledge, e contents, other relevant documents for academic purpose. However, excessive social media can affect the student academic performance and make this use in question [25]

Social media (WhatsApp and Facebook) becomes an integral part of the student's full life, took up most of his spare time. [14]. Therefore, the social media, which also has a familiar name as a social networks or web, chooses students as its potential victims. [14]

## 2. REVIEW OF LITERATURE

Internet has attracted extensive interest amongst students and educators due to the growing reputation amongst college students and its practicable effects on academic performance. The use of social media amongst the youngsters of nowadays is developing through the day and gaining greater and greater recognition amongst learners. Numerous customers are linked through a huge array of electronic, wi-fi and optical networking technologies. The development of technology has an outstanding impact on the way humans now talk on a daily groundwork (Celestine & Nonyelum, 2018). With social media sites, it grew to be simpler for humans and business enterprise to discover specific areas of human endeavours. As Ellison & Boyd (2007) put it, social media entail web-based services that permit humans to construct profiles, show consumer connections, and search and traverse inside that listing of connections. [8]

In a study carried out through Mustaqh & Benraghda (2018), it used to be discovered that in spite of public views regarding the misuse of social media, most of the college students have been involved in the usage of social media positively for their academic activities. They burdened that immediate messaging can complement what is taught in ordinary lecture room. In Western contexts, social media are generally used through college students to communicate and exchange thoughts with lecturers. Social networking web sites are viewed as hubs and systems that many human beings depend on for discussion on a daily basis. [23]

Helou & Ab. Rahim (2014) carried out an observation on the relationship between the use of social media and students' educational performance. The outcomes suggest, social media used in effective manner can assist college students in tremendous communication with lecturers, team interaction and enchantment in studying activities. By contrast, if not properly utilized, social media may distract college students from their observation and end result in negative educational overall performance as it requires spending cash and a waste of time. [16]

A direct relationship exists between social media and learning. Social media enhances relationship, improves learning motivation, imparting personalized class content matter and creating collaborative abilities. However, the different aspect inside technology evolution has resulted in dilemmas such as the setback of actual values of life mainly amongst college students who generate the majority of users interacting through the use of social networking web site ordinarily for socializing purposes instead of learning purposes. Too much involvement with

social media adversely impacts students' overall performance in school.

Academic success performs an essential function not only in individual placement however in educational organization or business enterprise set up.

Academic overall performance is normally measured through examinations or nonstop assessment. However, there is no common agreement on how it is best tested or which aspects are most important, procedural knowledge (i.e. skills) or declarative knowledge (i.e. facts). Social media create distraction inside the college particularly throughout teaching-learning durations (Ahmad, 2019). [1] There is a deviation, distraction and divided interest between social media activities and educational work (Melani & Andrew, 2017). [22] At present, college students come to be addicted to social networking web sites (Google, Facebook, WhatsApp, Twitter, 2go, LinkedIn etc) which grab their interest towards non-educational issues.

While some college students blame the web sites for their consistent minimize in grade point averages, it additionally indicates that solely few college students are aware of the educational and professional networking opportunities the web sites offered. At this juncture, instructors are required to encourage college students to make right use of the social networking websites to enhance their gaining knowledge of experiences. Based on this, the function of the teacher needs to change from the "sage on the stage" to a "guide on the side", helping the college students in the development of knowledge (Etim & Ubasil, 2016). [13]

## **2.1 OBJECTIVES OF THE STUDY:**

The purpose of this study is to investigate the impact of social media like WhatsApp and Facebook on academic performance of the students, so to achieve this broad purpose, following specific objectives of this study are:

- 1) To assess the impact of exposing the social media by the students on their academic performance.
- 2) To investigate the effect of social media addiction on the academic performance of the students.
- 3) To investigate how the excessive use of social media creates obstacle to the academic performance of the students.

## **2.2 RESEARCH QUESTIONS:**

- 1) How significant is the impact of exposing the social media by the students on their academic performance?
- 2) How significant is the effect of social media addiction on the academic performance of the students?
- 3) How the excessive use of social media creates obstacle to the academic performance of the students?

## 2.3 RESEARCH HYPOTHESES

H1: Exposing the social media by the students affects negatively on the academic performance of the students.

H2: There is no relationship between addiction of social media and the academic performance of the students.

H3: Social Media does not improve the academic performance of the students.

## 2.4 LIMITATIONS TO THE STUDY:

We used experience and subtle persuasion to overcome such problems and those of 'refuse to answer' that is, the hard cores that we encountered in the process of data collection. Also in collection of primary data, filling of questionnaires by the respondents were quite difficult and many times, researchers request them to fill questionnaires completely in time and in proper manner.

## 2.5 SIGNIFICANCE OF THE STUDY:

This study tries to emphasize on the significance of social media and its impact on academic performance of the students of different colleges in Dehradun city. This research study will be an important endeavor in knowing the advantages and disadvantages of social media as far as the academic performance of students is concerned. In addition, it can serve other researchers who want to re-investigate the lack of teamwork.

## 3. RESEARCH METHODOLOGY

### 3.1 Research Design

Descriptive study was accepted for this research purpose. The design is considered suitable because it assists the researcher to create data through the consistent collection procedures based on highly structured research instrument.

### 3.2 Population

The population in this research is all students in the different colleges of Dehradun city.

### 3.3 Sample and Sampling Technique

A sample size of 300 respondents was drawn from the population of students of different colleges in Dehradun city. The questionnaires were distributed to them for data collection. Convenience Sampling was also applied to choose respondents among students based on their ability and willingness to answer the questionnaire.

### 3.4 Research Instrument

A self-designed questionnaire known as "Social media and Academic performance of students" was adopted. The instrument contained various questions to know the views of the respondents on how social media affect student's academic performance.

### 3.5 Validity and Reliability of the instrument

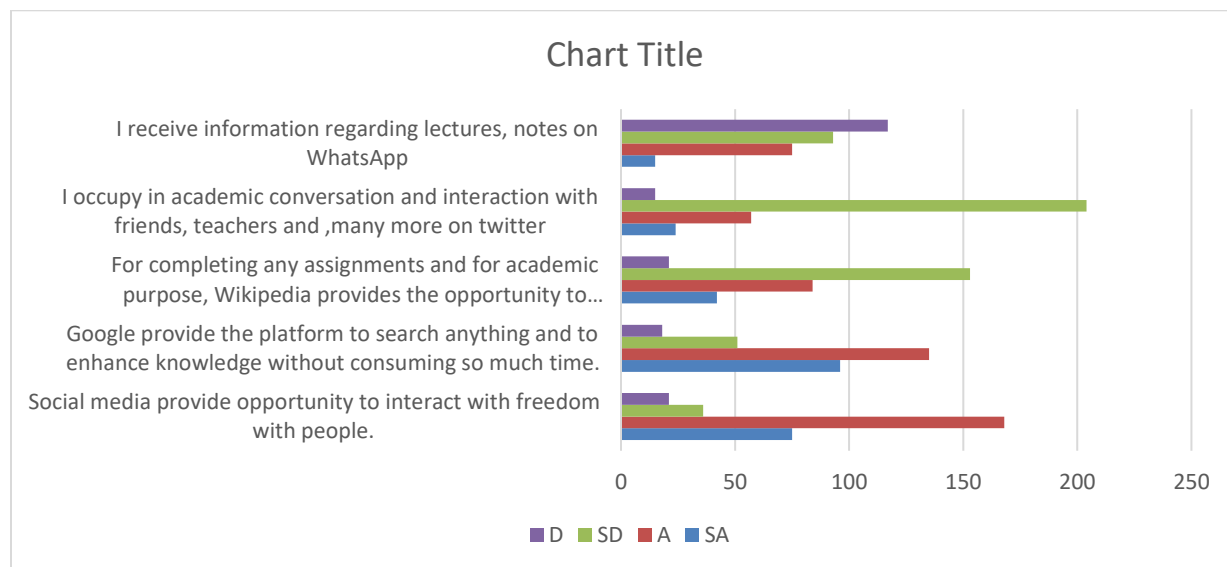
The questionnaire was given to students from different colleges. Their various suggestions were taken into consideration in the final compilation of this study. This ensures the face validity of the instrument. Meanwhile, Chi-square test was applied to determine the reliability of the test instrument.

**Table 1**

**Exposing the social media by the students affects negatively on the academic performance of the students.**

S/N	Items	SA	A	SD	D
1	Social media like WhatsApp and Facebook provide opportunity to interact with freedom with people.	75	168	36	21
2	Google provide the platform to search anything and to enhance knowledge without consuming so much time.	96	135	51	18
3	For completing any assignments and for academic purpose, Wikipedia provides the opportunity to complete it.	42	84	153	21
4	I occupy in academic conversation and interaction with friends, teachers and ,many more on twitter	24	57	204	15
5	I receive information regarding lectures, notes on WhatsApp and Facebook.	15	75	93	117

Source: Author’s fieldwork, 2021



**Table 2**

S/N	fo	fe	fo-fe		(fo-fe) <sup>2</sup>	(fo-fe) <sup>2</sup> /fe
1	89	51.8	37.2	37.2	1383.84	26.72
2	74	51.8	22.2	22.2	492.84	9.51
3	42	51.8	-9.8	-9.8	96.04	1.85
4	22	51.8	-29.8	-29.8	888.04	17.14
5	26	51.8	-25.8	-25.8	665.64	12.85
6	28	48.2	-20.2	-20.2	408.04	8.47
7	21	48.2	-27.2	-27.2	739.84	15.35
8	62	48.2	13.8	13.8	190.44	3.95
9	64	48.2	15.8	15.8	249.64	5.18
10	72	48.2	23.8	23.8	566.44	11.75
<b>Sum</b>	500					112.77

$X^2_{cal} = 112.77$ ,  $X^2_{tab} = 9.49$  at 5% sig level

Degree of freedom  $= (r-1)(c-1)$

$(5-1)(2-1)$

$(4)(1) = 4$

Since the value of  $X^2_{cal}$ , which is 112.77, is greater than the table value of  $X^2$  i.e. 9.49 at 5% level of significance, the null hypothesis which states that Exposing the social media by the students affects negatively on the academic performance of the students is accepted.

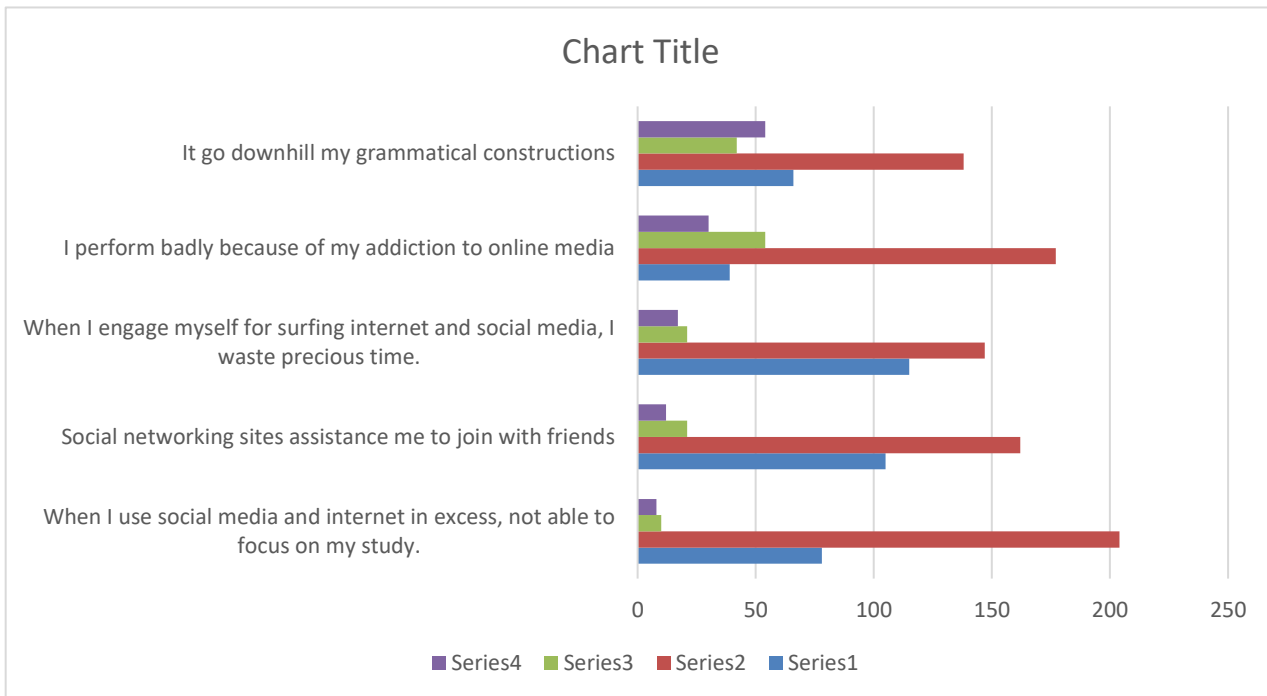
**Table 3**

**The addition of social media affects the academic performance of the students.**

S/N	Items	SA	A	SD	D
1	When I use social media like WhatsApp and Facebook and internet in excess, not able to focus on my study.	78	204	10	8
2	Social networking sites like WhatsApp and Facebook assistance me to join with friends	105	162	21	12
3	When I engage myself for surfing internet and social media (WhatsApp and Facebook), I waste precious time.	115	147	21	17
4	I perform badly because of my addiction to WhatsApp and Facebook	39	177	54	30
5	It go downhill my grammatical constructions	66	138	42	54

Source: Author's fieldwork, 2021





**Table 4**

S. No.	fo	Fe	fo-fe	(fo-fe) <sup>2</sup>	(fo-fe) <sup>2</sup> /fe
1	95	82.4	12.6	158.76	1.93
2	84	82.4	1.6	2.56	0.03
3	94	82.4	11.6	134.56	1.63
4	78	82.4	-4.4	19.36	0.23
5	65	82.4	-17.4	302.76	3.67
6	8	17.6	-9.6	92.16	5.24
7	14	17.6	-3.6	12.96	0.74
8	11	17.6	-6.6	43.56	2.48
9	12	17.6	-5.6	31.36	1.78
10	39	17.6	21.4	457.96	26.02
<b>Sum</b>	500				43.75

$X^2_{cal} = 43.75$ ,  $X^2_{tab} = 9.49$  at 5% sig level

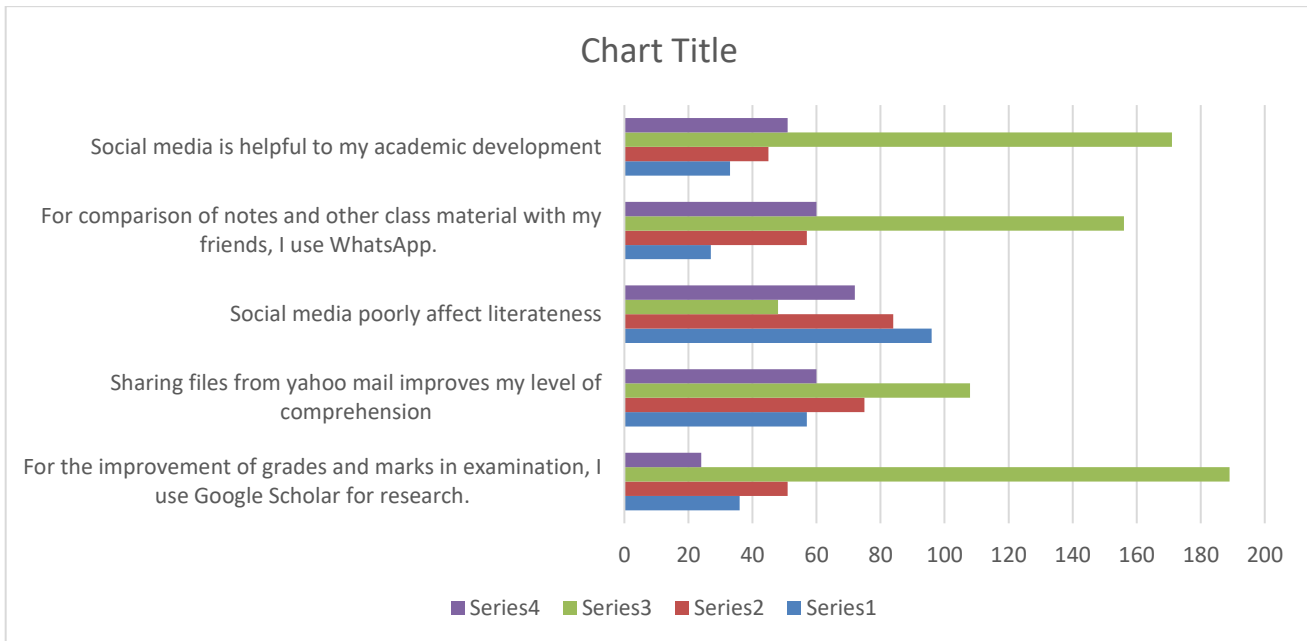
Degree  $X^2$  of freedom =  $(r-1) (c-1)$   
 $(5-1) (2-1)$   
 $(4) (1) = 4$

Since the value of  $X^2_{cal}$  which is 43.75 is greater than the table value of  $X^2$  i.e. 9.49 at 5% level of significance, the null hypothesis which states that there is no relationship between addiction of social media and the academic performance of the students is accepted.

**Table 5**  
**Social Media does not improve the academic performance of the students.**

S/N	Items	SA	A	SD	D
1	For the improvement of grades and marks in examination, I use Google Scholar for research.	36	51	189	24
2	Sharing files from yahoo mail improves my level of comprehension	57	75	108	60
3	Social media like WhatsApp and Facebook poorly affect literateness	96	84	48	72
4	For comparison of notes and other class material with my friends, I use WhatsApp and Facebook.	27	57	156	60
5	Social media like WhatsApp and Facebook is helpful to my academic development	33	45	171	51

Source: Author’s field work, 2021



S. No.	Fo	fe	fo-fe	(fo-fe) <sup>2</sup>	(fo-fe) <sup>2</sup> / fe
1	25	37.4	-12.4	153.76	4.11
2	47	37.4	9.6	92.16	2.46
3	65	37.4	27.6	761.76	20.37
4	21	37.4	-16.4	268.96	7.19
5	23	37.4	-14.4	207.36	5.54
6	75	62.6	12.4	153.76	2.46

7	54	62.6	-8.6	73.96	1.18
8	35	62.6	-27.6	761.76	12.17
9	78	62.6	15.4	237.16	3.79
10	77	62.6	14.4	207.36	3.31
<b>Sum</b>	500				62.59

$X^2_{cal} = 62.59$ ,  $X^2_{tab} = 9.49$  at  
 5% sig level Degree of  
 freedom  $= (r-1)(c-1)$   
 $= (5-1)(2-1)$   
 $= (4)(1) = 4$

Since the value of  $X^2_{cal}$  which is 62.59 is greater than  $X^2_{tab}$  i.e. 9.49 at 5 % level of significance, the hypothesis which states that Social Media does not improve the academic performance of the students is accepted.

## DISCUSSION OF FINDINGS

It has been found in the study that exposure of social media (WhatsApp and Facebook) by the students influence on their academic performance. The students of different colleges in Dehradun city, where the researcher conducted survey through the questionnaire, use Facebook and WhatsApp and engage themselves more rather than other networking sites. They are using social media channels for various purpose like entertainment, knowledge sharing, news, academic purpose, general awareness, gossiping with friends, relatives, family members and many more. They give main emphasis on entertainment and gossiping rather than academic purpose, knowledge sharing. Therefore, social media like WhatsApp and Facebook creates negative effect on the academic performance of the students.

## CONCLUSION AND RECOMMENDATIONS

Modern technology is growing rapidly and it has an impact on the users. If we talk about the students who are in addiction of using social media like WhatsApp and Facebook to the maximum extent. They should focus on their study more and utilize their maximum time in study instead of wasting their time in chatting, watching videos and many more on WhatsApp and Facebook. Although they should take the benefits of social media for their academic purpose, to enhance their knowledge and skills, sharing notes and study materials and other form related to academic but unfortunately, they do not do so and waste time in irrelevant activities which disturb them a lot and take them away from the study and they indulge themselves in bad habits also. So, it's very dangerous for the students and parents should keep monitoring to their children and take some time for them and make them understand the pros and cons of all these things motivate encourage their children to give their maximum time in productive tasks, study, for family so that they can easily identify the difference and control themselves.

The researchers would like to recommend as follows:

- Students give priority to study first as this time will never come back and even, they use WhatsApp and Facebook than make a proper balance in study and social media.
- Students should use social media like WhatsApp and Facebook for academic purpose more and college and academic institutions should generate these sites for educational purpose and make awareness among the students that these sites can be used for their betterment instead of spoiling their time and career.
- Academic institutions could take benefit of the positive influence of social networking sites to officially integrate their use in the education and learning process.
- Students should be observed by both teachers and parents on how to use social media.

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