

USE OF SOCIAL MEDIA AND ITS EFFECT ON ACADEMIC PERFORMANCE OF THE STUDENTS

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Abstract

The use of digital technology in education has attracted much interest in the recent years. Social Media are growing rapidly among the young generation of the world. School age students widely engaged using Social Media. So, they will affect students personal and academic live. Thus, this study is designed to find out the Effects of Social Media on the academic performances of students in Cuddalore District. Survey method was adapted to collect the relevant data for the study. 1000 were selected as sample. Random sampling technique was employed for sample selection. Subsequently, Statistical Technique was applied to analyze the data. As a result, There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Time Spent on Social Media Lesser than 1 Hour, between 1 - 2 Hours and 3 - 4 Hours Per day. There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Most use of WhatsApp Platform on Social Media. There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Using Social Media for Academic Purpose. There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Positively Impact of Social Media on Education. It was concluded that the social media impacts the academic performance of the students. Therefore the social media contributes to improve the academic performance of the students. However, the results showed that there is significant differences between academic achievement and impact of social media among Students. Teacher Educators and students can use social media as teaching and learning tool to ease and improve learning process.

Keyword: Effect of Social Media, Academic Performance, Gender and Locale of School Students.

Introduction

Social media was widely accepted by public. There are numerous online networking platforms that include but are not limited to Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, Flickr, Snapchat, Vine, Tumblr. The capacity of Social Media networking to spread valuable data quickly has made it the quickest developing method of association. Social media has changed

numerous businesses, however the most impact of it is in the classroom teaching and the overall education system. It is a common expectation for academic staff and administrators to investigate options to ensure the learning environment is modern, relevant and capable of producing graduates with attributes aligned with the work environment and their career expectations. Students engage with campus life carrying highly sophisticated computing devices in their pockets. Institutes of higher education are concerned that both their staff and students are digitally literate, in the manner of learning delivery or method of instruction. Social media networking usage refers to online space that is used by students to connect, share, communicate, establish or maintain connection with others for academic and socialization purposes. Social media networking as a communication medium is rising quickly, mostly in the prosperous development of applications for mobile devices. A study stated that the use of social media tools improved the student's learning opportunities, allowed for real-time communication outside the classroom, fostered collaborative opportunities, and enhanced creativity. Students can watch educationally relevant videos or exchange information about what they have watched and learned, and then join online to further discuss with teachers. Even the teachers also can learn from the students during social networking interactions. Similarly, a teacher can supervise students while they are learning, reflecting, sharing, interacting and summarizing discussions. Social media provides a forum to contact peers and teachers from wherever they are, offering the flexibility of extended duty hours. Some social media, especially Facebook, WhatsApp, YouTube and Kaizala App, features may boost students to involve in social and creative learning progressions that extend beyond traditional educational settings and institutions.

Significance of Study

A new area of social media is increasing in popularity that is focused on building relationships with students outside of the classroom. Students use social media sites such as Facebook, Twitter, WhatsApp and MySpace to create and sustain relationships with teachers and peers. Students can upload photographs, post what they are doing at classroom and any academic activities, and send personal or public messages to whomever they choose. In this "information age," social media seems to be growing in popularity rapidly, especially among school students. The issue of using the social media in the classroom has been a controversial topic for several years. Many parents and educators have been fearful of the repercussions of having the social media in the classroom. Social media helps

Teacher to be connected to their students off campus as well as with their ex-students. Teachers use social media as a way of teaching by creating groups and accounts for students where the information can be accessed. Teachers can share ideas with each other and point students to LinkedIn and Facebook. Teachers create hash tags that allow students to tag their academic posts, and view submissions to see what the collective has creatively produced. Some parents are worried about students' continuous use of the social media sites, many students continue to utilize these sites on a daily basis. It is against this background that this study is being conducted to find out the impact of students' use of social media on their academic work. Social Media are becoming more popular among school / university students and are a new way of spending free time and serve as a separate channel for finding the necessary information, both educational and entertaining. Therefore, it is necessary to examine the Use of Social Media and Its Effect on Academic Performance of Students, in particular, how the use of social networks in the academic purpose.

Objectives of the Study

The objectives of the project is to determine following in order to assist to derive outcome of the research problem.

1. To find out the Use of Social Media have any Effect on Academic Performance of the Students.
2. To find out the significant difference in the mean scores among Gender and Locale of the Students with respect to Use of Social Media and its Effect on Academic Performance.
3. To find out the significant difference in the mean scores among Gender and Locale of the Students with respect to Time Spent on Social Media.
4. To find out the significant difference in the mean scores among Gender and Locale of the Students with respect to Using Time of Social Media.
5. To find out the significant difference in the mean scores among Gender and Locale of the Students with respect to Most use Platform on Social Media.
6. To find out the significant difference in the mean scores among Gender and Locale of the Students with respect to Purpose of Using Social Media.
7. To find out the significant difference in the mean scores among Gender and Locale of the Students with respect to Impact of Social Media on Education.

Hypotheses of the Study

1. There is no effect between Use of Social Media and Academic Performance of the Students.
2. There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Use of Social Media and its Effect on Academic Performance.
3. There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Time Spent on Social Media.
4. There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Using Time of Social Media.
5. There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Most use Platform on Social Media.
6. There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Purpose of Using Social Media.
7. There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Impact of Social Media on Education.

Methodology in Brief

The goal of this study is to learn about the social media's impact on school students' academic performance. The investigator followed the "Survey" as method of the present study. The Questionnaire was developed and administered to the Students. The Students have responded to the questionnaire. Annual Marks of IX Standard and Half Yearly Marks of X Standard have been taken to analyse the Academic Performance of the Students. The data thus collected were put into appropriate statistical to analysis the data with the help of SPSS (Statistical Package for the Social Sciences).

Sample for the Study

Random sampling technique was adopted to select the sample for the present study. The investigator decided to collect data from Students, which are under the jurisdiction of Cuddalore District. 1000 Students were the sample for this study.

Tools Used for the Study

Effectiveness of evaluation largely depends upon the accuracy of measurement in any research. Accuracy of measurement in turn depends on the precision of the tool. Effects of Social Media on Student's Academic Performance Scale (ESMAPS) was prepared and developed by the investigator and it was used to collect the data for this study. The reliability and validity of the Effects of Social Media on Student's Academic Performance tool were established.

Statistical Techniques Applied

Statistical Techniques serve the fundamental purpose of the description and inferential analysis. The descriptive and differential analyses were used in the study.

Hypotheses Testing

The hypotheses formulated for the present study were tested by applying statistical techniques. Descriptive and Differential analyses were used.

Hypothesis - 1

There is no effect between Use of Social Media and Academic Performance of the Students.

Table - 1

Mean difference among of the Students with respect to Use of Social Media and Its Effect on Academic Performance of the Students

Variable	N	Mean of Academic Performance	S.D	t' Value
Before Starting use of Social Media	1000	233.6	35.6	24.6
After Starting use of Social Media	1000	297.2	73.5	

The above Table-1 reveals that there is a positive impact between the Academic Performance in Annual of IX standard (After Starting use of Social Media) and Academic Performance in Half Yearly of IX standard (Before Starting use of Social Media) at a significant of 0.01 level. This indicates that the social media effects the academic performance of the students. Therefore the social media contributes to improve the academic performance of the students.

Hypothesis - 2

There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Use of Social Media and its Effect on Academic Performance.

Table - 2

Mean difference among Gender and Locale of the Students with respect to Effect of Social Media on Academic Performance of the Students

Variable	Sub Variable	N	Mean	S.D	t' Value	Significant Level
Effect of Social Media on Academic Performance of the Students	Male	754	243.43	35.4	17.41	Significant
	Female	246	203.54	10.63		
	Rural	319	257.81	75.99	12.45	Significant
	Urban	681	315.64	64.61		

The above Table-2 reveals that there is significant difference between the mean scores of Male and Female Students with respect to Use of Social Media and its Effect on Academic Performance. There is significant difference between the mean scores of Rural and Urban Students with respect to Use of Social Media and its Effect on Academic Performance. Male Students (243.43) have more Performance than the Female Students and Urban Students (315.64) have more Performance than the Rural area Students.

Hypothesis - 3

There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Time Spent on Social Media.

Table - 3

Mean difference among Gender and Locale of the Students with respect to Time Spent on Social Media

Time Spent	Sub Variable	N	Mean	S.D	t' Value	Significant Level
Less than 1 Hour	Male	76	195.26	4.54	7.3	Significant
	Female	47	200.31	1.73		
	Rural	84	197.95	5.13	2.84	Significant
	Urban	39	195.56	1.48		
1 - 2 Hours	Male	205	229.17	18.73	7.25	Significant
	Female	60	247.26	8.61		
	Rural	197	235.59	18.94	3.54	Significant
	Urban	68	226.52	15.77		
3 - 4 Hours	Male	394	333.27	34.7	9.41	Significant
	Female	104	299.13	24.7		
	Rural	331	332.15	37.85	5.44	Significant
	Urban	167	314.23	27.32		
5 - 6 Hours	Male	79	426.3	14.6	1.23	Not Significant
	Female	35	429.42	4.38		
	Rural	69	430.26	11.1	3.32	Significant
	Urban	45	422.66	13.2		

The above Table-3 reveals that there is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Time Spent on Social Media Lesser than 1 Hour, between 1 - 2 Hours and 3 - 4 Hours Per day. There is significant difference between the mean scores of Rural and Urban Students with respect to Time Spent on Social Media between 5 - 6 Hours. There is no significant difference between the mean scores of Male and Female Students with respect to Time Spent on Social Media between 5 - 6 Hours. Female Students (200.31) have more performance than the Male Students with respect to Time Spent on Social Media between 1 - 2 Hours, Female Students (247.26) have more performance than the Male Students with respect to Time Spent on Social Media between 2 - 3 Hours and Male Students (333.27) have more performance than the Female Students with respect to Time Spent on Social Media between 3 - 4 Hours. Rural Students (197.95) have more performance than the Urban Students with respect to Time Spent on Social Media Lesser than 1 Hour, Rural Students (235.59) have more performance than the Urban Students with respect to Time Spent on Social Media between 1 - 2 Hours, Rural Students (332.15) have more performance than the Urban Students with respect to Time Spent on Social Media between 3 - 4 Hours and Rural Students (430.26) have more performance than the Urban Students with respect to Time Spent on Social Media between 5 - 6 Hours.

Hypothesis - 4

There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Using Time of Social Media.

Table - 4
Mean difference among Gender and Locale of the Students with respect to Using Time of Social Media

Using Time	Sub Variable	N	Mean	S.D	t' Value	Significant Level
During Free Time	Male	110	199.24	6.24	1.37	Not Significant
	Female	40	197.87	1.47		
	Rural	70	200.4	5.53	3.31	Significant
	Urban	80	197.5	5.01		
Whilst at School	Male	578	305.96	52.36	8.87	Significant
	Female	160	266.43	39.54		
	Rural	548	303.31	52.84	5.3	Significant
	Urban	190	280.31	47.37		
Spare Moment	Male	66	433.88	7.89	8.1	Significant
	Female	46	418.69	12.03		
	Rural	63	426.25	10.1	1.32	Not Significant
	Urban	49	429.34	14.59		

The above Table-4 reveals that there is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Using of Social Media Whilst at School. There is significant difference between the mean scores of Rural and Urban Students with respect to Using of Social Media During Free Time. There is significant difference between the mean scores of Male and Female Students with respect to Using of Social Media in Spare Moment. There is no significant difference between the mean scores of Male and Female Students with respect to Using of Social Media During Free Time and There is no significant difference between the mean scores of Rural and Urban Students with respect to Using of Social Media in Spare Moment. Rural Students (200.4) have more performance than the Urban Students with respect to Using of Social

Media During Free Time. Male Students (305.96) have more performance than the Female Students with respect to Using of Social Media Whilst at School. Rural Students (303.31) have more performance than the Urban Students with respect to Using of Social Media Whilst at School. Male Students (433.88) have more performance than the Female Students with respect to Using of Social Media in Spare Moment.

Hypothesis - 5

There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Most Use Platform on Social Media.

Table - 5
Mean difference among Gender and Locale of the Students with respect to Most use of Social Media Platform

Most use Platform	Sub Variable	N	Mean	S.D	t' Value	Significant Level
Facebook	Male	345	264.85	47.64	1.8	Not Significant
	Female	96	255.0	44.58		
	Rural	353	263.3	49.18	0.53	Not Significant
	Urban	88	260	37.88		
Instagram	Male	33	210.84	3.0	2.26	Significant
	Female	30	212.9	4.1		
	Rural	28	212.21	3.59	0.74	Not Significant
	Urban	35	211.51	3.82		
Twitter	Male	35	237.88	9.41	0.92	Not Significant
	Female	105	236.05	10.38		
	Rural	50	232.16	7.72	3.98	Significant
	Urban	90	238.93	10.55		
WhatsApp	Male	271	383.87	39.11	4.43	Significant
	Female	85	363.03	33.33		
	Rural	250	387.73	40.21	7.03	Significant
	Urban	106	358.05	25.12		

The above Table-5 reveals that there is no significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Most use of Facebook Platform on Social Media. There is no significant difference between the mean scores of Rural and Urban Students with respect to Most use of Instagram Platform on Social Media. There is no significant difference between the mean scores of Male and Female Students with respect to Most use of Twitter Platform on Social Media. There is significant difference between the mean scores of Male and Female Students with respect to Most use of Instagram Platform on Social Media. There is significant difference between the mean scores of Rural and Urban Students with respect to Most use of Twitter Platform on Social Media. There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Most use of WhatsApp Platform on Social Media. Female Students (212.9) have more performance than the Male Students with respect to with respect to Most use of Instagram Platform on Social Media. Urban Students (238.93) have more performance than the Rural Students with respect to with respect to Most use of Twitter Platform on Social Media. Male Students (383.87) have more performance than the Female Students with respect to with respect to Most use of WhatsApp Platform on Social Media. Rural Students (387.73) have more performance than the Urban Students with respect to with respect to Most use of WhatsApp Platform on Social Media.

Hypothesis - 6

There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Purpose of Using Social Media.

Table - 6
Mean difference among Gender and Locale of the Students with respect to Purpose of Using Social Media

Purpose of Using	Sub Variable	N	Mean	S.D	t' Value	Significant Level
Academic	Male	650	328.88	62.29	7.76	Significant
	Female	150	286.32	52.04		
	Rural	528	331.29	66.41	6.7	Significant
	Urban	272	300.72	49.01		
Non Academic	Male	104	200.63	5.69	3.38	Significant
	Female	96	204.31	9.37		
	Rural	153	202.56	7.98	0.54	Not Significant
	Urban	47	201	7.6		

The above Table-6 reveals that there is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Using Social Media for Academic Purpose. There is significant difference between the mean scores of Male and Female Students with respect to Using Social Media for Non Academic Purpose. There is no significant difference between the mean scores of Rural and Urban Students with respect to Using Social Media for Non Academic Purpose. Male Students (328.88) have more performance than the Female Students with respect to Using Social Media for Academic Purpose. Rural Students (331.29) have more performance than the Urban Students with respect to Using Social Media for Academic Purpose. Female Students (204.31) have more performance than the Male Students with respect to Using Social Media for Non Academic Purpose.

Hypothesis - 7

There is no significant difference in the mean scores among Gender and Locale of the Students with respect to Impact of Social Media on Education.

Table - 7
Mean difference among Gender and Locale of the Students with respect to Social Media
Impact on Education

Impact on Education	Sub Variable	N	Mean	S.D	t' Value	Significant Level
Positively	Male	669	327.01	65.1	9.68	Significant
	Female	119	265.07	59.34		
	Rural	589	332.73	62.59	11.58	Significant
	Urban	199	273.02	63.58		
Negatively	Male	85	226.95	33.13	2.19	Significant
	Female	127	217.29	30.23		
	Rural	92	224.32	33.14	1.27	Not Significant
	Urban	120	218.74	30.48		

The above Table-7 reveals that there is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Positively Impact of Social Media on Education. There is significant difference between the mean scores of Male and Female Students with respect to Negatively Impact of Social Media on Education. There is no significant difference between the mean scores of Rural and Urban Students with respect to Negatively Impact of Social Media on Education. Male Students (327.01) have more performance than the Female Students with respect to Positively Impact of Social Media on Education. Rural Students (332.73) have more performance than the Urban Students with respect to Positively Impact of Social Media on Education. Male Students (226.95) have more performance than the Female Students with respect to Negatively Impact of Social Media on Education.

Conclusion

The study was conducted to examine the Uses of Social Media and Its Effect on Academic Performance of the Students. As a result, the Social Media contributes to improve the Academic Performance of the Students. In addition, the study revealed that the Male Students have more Performance than the Female Students and Urban Students have more Performance than the Rural Area Students. There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Time Spent on Social Media Lesser than 1 Hour, between 1 - 2 Hours and 3 - 4 Hours Per day. There is significant difference between the mean scores of Male

and Female Students with respect to Using of Social Media in Spare Moment. There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Most use of WhatsApp Platform on Social Media. There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Using Social Media for Academic Purpose. There is significant difference between the mean scores of Male and Female Students, Rural and Urban Students with respect to Positively Impact of Social Media on Education. The study further revealed that most students use the social media sites to chat for academic purpose and it helped to improve their academic performance.

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