

Magnitude of Social media sites on Students Academic Performance

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ABSTRACT

Social Media sites has gained a remarkable acceptance among various segments of people, especially college going students. Social media is an internet based services, which helps students to connect to the various groups. It comprises of Whatsapp, Facebook, twitter, instagram etc., and also media sharing websites like blogs, YouTube etc. Social media plays a vigorous impact on the present generation students, which comprises positive as well as negative impact on their academic performance of students. The present conceptual paper helps to understand the purposes of social media on academic performance of the students. A conceptual framework has been developed in this paper which helps to understand the current trends of social media among college students.

Keywords: Social Media, Internet based services, websites, academic performance.

I. Introduction:

Social media has commenced when people started to interact each other. Because of its easy access, it has become a public dialogue in establishing the current trend among various segments of people in the society (Asur and Huberman, 2010). Nearly 73% of the world population uses social media sites on day to day basis. The digital has changed drastically in the past years through new ideas and inventions in the social media. (Owusu & Agatha, 2015). Social media provides a various tools like sharing of information, digital communication between people and establishing new relationship. Now a days usage of social media had completely changed and it continuous to change. Social media websites has affected the personal interaction among the people, so that today's young generations are missing the charm of personal relationship among family and well as in the society (Asur and Huberman, 2010).

II. Objectives of the Study

- To Study the magnitude of Social media on students academic performance
- To study about the relationship among the variables like social media, time duration, connectivity with friends, privacy concerns and students academic performance

III. Social Media:

Kolan, et.al (2018) studied the properties of social media on academic performance of UG students. In today's fast moving life, social media is considered to be an important tool for communication purpose. There are different types of education which includes distance education, online courses etc., which is elaborately used and enabled through the social media podia. The finding of the study reveal that, in spite of the advantages that students get after use of social media sites such as networking, sharing of huge information, taking part in the group discussion from nearby and far off people, but to some extent there is an compulsion and interruption of the thoughtfulness initiated by the usage of Social media sites which will have negative significances on the students' academic life. Amin, et.al (2016) analyzed that there are effects of growing usage of social media sites on the students' academic performance. The data was collected through questionnaire from 300 students and random sample technique was adopted. The results of the study indicates the social media has a constructive impression on the occupation and future of students and also spend time on their day to day activities for the generation of new ideas and various concepts related to academics. Using these interacting social media sites has become a regular habit for students, which they spend major portion on the entertainment as well as they should concentrate on their studies also. Sandra Okyeadie Mensah, et.al (2016) articulated that Social media is an internet enabled services that gives opportunity to everyone to create their own public or personal within the existing limits. The data was collected from 102 students for which convenient sampling method was adopted. Through Pearson's correlation coefficient it was observed that four exogenous variable are correlated with student's academic performance. From regression analysis, it was also observed that four exogenous variables are significant which include: Health addiction, people-friend connection, Time appropriateness and nature of Usage and

whereas security/privacy problems and time duration and are not significant. Hence, the social media platforms has a substantial impact on the academic performance of students. The consequences of the study, mention that students should be aware of time management concept in using the social media sites or else it will lead to the health hazards and negative impact on the academic performance. Boateng, et.al (2016) observed the impact of social media on students' academic life in Higher Education. Social media sites are speedily changing the communication style of today's life. Now a days social media has been accepted by most of the higher academic institutions, where students can connect to the instructors, other institution students across the world. As same as Gurman(2015) mentioned that Social media normally zips through various campuses and it was mentioned that social media networks like WeChat, Facebook, WhatsApp and LinkedIn are elaborately used by most of the students community. Mahmoud ,et. al (2015) studied the impact of social networks sites on students' academic performance. The data was collected form 366 undergraduate students through survey method. In order to study , the Influence of social media sites on student's academic performance, the data was analysed by using descriptive analysis, ANOVA and T-test. The results of the study show that, there is a significant impact of social media on the student's academic performance. Also, there was a major impact on using of social media sites on weekly basis on the academic performance of the students. The findings of this research can be used to suggest further strategies in augmenting student's awareness in better multitasking and proficient time management that can direct them in improving study activities as well as academic achievements. Oye ,et.al (2012) stated that results of academic performance of the students are affected by the more usage of social media sites especially Facebook. In general, Social platforms are mostly used by students for making friends and chatting rather than academic purpose .In addition to that, students strongly consider that social media platforms has a constructive effect on the academic growth.

IV. Time Duration:

Karim Al-Yafi (2018) analyzed the effects of using social media sites on academic performance. Social media sites have become common application which attracts large number of users. In this study, based on the usage of social media 3 groups of users are identified. They are low usage (passive), normal usage (engaged) and high usage (addicted). The results of the study are engaged users, demonstrate considerably greater academic performance when compared to addicted and passive groups. Hence, there is no significant difference in the academic performance between addicted and passive groups. Nsizwana (2017) observed that impact of Social media usage on their academic performance of undergraduate students. The findings of the study indicates that acquaintance with social networks results in extreme use of social media sites and the time spent on their academic activities. Further the results showed that time spent on social media forecasts academic pass rate of the students and their classroom participation for better performance. Therefore, it was recommended that students should restrict the access of more number of social media sites they, so that they can their improve their academic performance. Esam Alwagait (2014) articulated that Social media is a widespread technique for communication among university students. The data was collected from 108 respondents through a survey method using questionnaire. The results of the study are that there is no linear relationship between social media usage in a week and their academic performance, but it was highlighted that proper use of time duration is a technique which is affecting students' academic performance destructively. The findings are students need to plan properly regarding the usage social media sites for enhancing the academic performance so that they can balance the entertainment as well as their academic performance. Social media usage provide connectivity among students from the same university or all throughout the world, they try to connect so that want to get in touch with someone whom they lost contact with or to get connected with new people worldwide. But this kind of usage results the students in the vast usage of time on looking at computers rather than studying and scoring good marks.

V. Connectivity with friends and people:

Sandra Okyeadie Mensah, et.al (2016) stated that individuals has been habituated to the internet which created an interest to more number of students using social media when compared to earlier. It is also been mentioned that those who spend more time on internet has a draw back on their personal and professional responsibilities, which finally leads to poor academic performance of the students. The results of the Study indicate that there is a significant relationship between connectivity with friends & people on Students' academic performance. Social media enhances learning of both students and teachers, by giving an opportunity to join the new and exciting methods of learning. It is also mentioned that learning generally expands the choices of when, what and how people try to learn. Majority of students explore different social

media sites for learning which includes E-learning are becoming very famous worldwide throughout the world.(pappas,2013)

Conceptual framework:

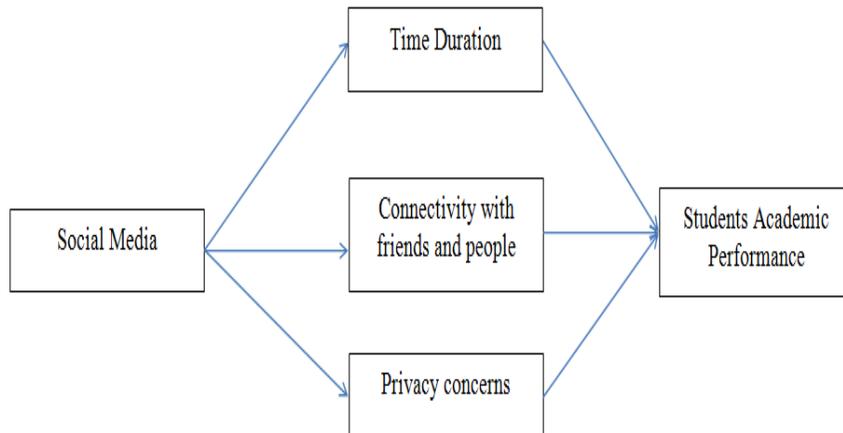


Fig 1: Conceptual Framework

Independent Variable: Social Media.

Mediating Variables: Time Duration, Connectivity with friends and people, privacy concerns

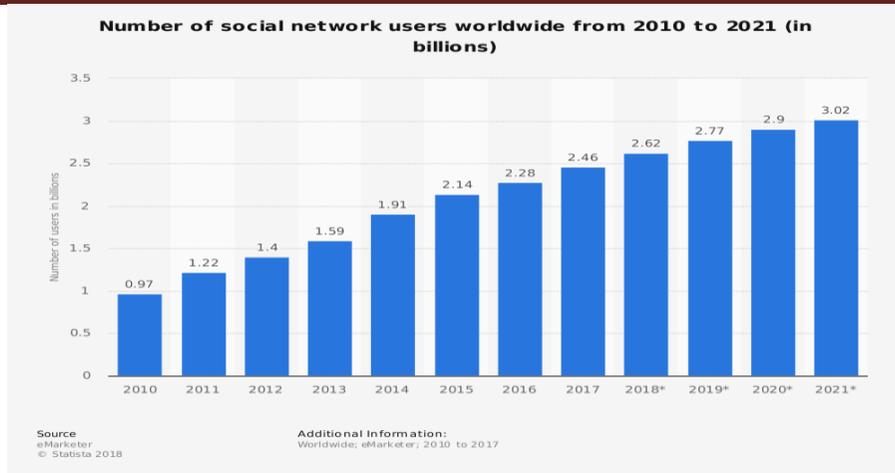
Dependent Variable: Students' Academic Performance

VI. Privacy Concerns:

Privacy Concerns is one of the major concerns that everybody involved in social media sites are facing today. Individuals' personal data are displayed widely on few of the social media sites and mischievous people take this as advantage and try to perform different types of harassment Kolan(2018). Koohang (2017) opined that privacy is an important concern for the users of Social media sites. As most of the users has become more concerned about their privacy, and also social media site have begun to implement various privacy actions for users to control their information privacy. This study also validates social media sites privacy concerns variable with six constructs such as collection, secondary usage, errors, improper access, control, & awareness. Beside these, various other studies also proved that social media can be harmful to students' academic performance if proper precautionary steps are not taken in its usage Cochran et al (2012). Sala'at et al (2012), observed the concept safety consciousness among Youths on the usage of social media Sites. The results of the study concluded that social media affects the students regarding usage of English. They use short mode of writing when chatting with friends so that others cannot easily understand and automatically that get used to replicate same errors during the time of examinations. Maya (2015) has revealed unequivocally that social media can be problematic to students' academic life if caution is not taken in its usage.

VII. Social media on academic Performance

Social media offers students a variety of techniques for a various exercises. The present generation students communicate through technology by the usage of multiple tools such as Facebook, Skype, Youtube, google+ and twitter etc. Mahmoud et al (2015) explored the impact of social networks sites usage on students' academic performance. The data was collected from 366 undergraduate students through survey method. In order to study the Influence of social media sites on student's academic performance, the data was analysed by using descriptive analysis, T-test and ANOVA. The study results shows that there is a significant impact of social media on the student's academic performance. Also, there was a significant impact of use of social media sites on weekly basis on the academic performance of the students. The findings of this research can be used to suggest future strategies in enhancing student's awareness in efficient time management and better multitasking that can lead to improving study activities and academic achievements.



Source: e-marketer(statista 2018)

Fig-2

From the fig-1,it was predicted that the social media users will be in huge volume in last 10 years. Oye ,et.al (2012) stated that results of academic performance of the students are affected by the more usage of social media sites especially Facebook. In general, Social platforms are mostly used by students for making friends and chatting rather than academic purpose .In addition to that students feel that social media platforms has a positive effect on academic growth.

Conclusion:

Recently the usage of social media has become common around the world due to the vast development of technology. Social media has become worldwide, influencing the individual behavior and personality among various segments in a different ways.(Habes, et.al 2018). Interaction through social media sites has become a regular practice among college going students who spend most of their time on entertainment, sharing valuable information and also academic based materials. Now- a- days studying through social media makes students happy and also they are getting involved in joyful manner.

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