

Influence of Social Media on Academic Achievement of the Students of Central University of Punjab, Bathinda

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Received: December 10, 2018

Accepted: January 15, 2019

ABSTRACT: *The purpose of the research study was to examine the Influence of Social Media on Academic Achievement of students of Central university of Punjab, Bathinda. The stratified random sampling technique was used to select a sample of 100 students from CUPB. Self- developed Questionnaire on Influence of Social media on academic achievement of students of CUPB was developed by the investigator. Questionnaire was used to collect data from participants. Statistical technique of t-test and correlation was used in testing the research hypotheses. The findings of study revealed that social media has positive influence on the academic achievement of post-graduate students because the educational sites and study material on the internet helped the student to perform better in their academics. It was also found that there was no significant difference in usage of social media between the students of science and humanities stream of Central University of Punjab, Bathinda. It was also found that both science and humanities stream students use social media equally and the study also revealed that there was significant difference in the usage of social media between boys and girls students and it was observed that usage of social media among boys was higher than the girl students of Central University of Punjab, Bathinda.*

Key Words: *Social media, Social networking sites and Academic Achievement.*

Introduction

21st century is the era of science and technology where most of the people cannot even imagine their life without technology. Modern Technology in communication field has no doubt turned the complete world into a “Global Community.” It helps individuals to be better learned, open-minded and keeping themselves informed with latest information. Technology discloses humanity to a better way of doing things. Even our day starts with alarm in mobile phone and ends with what’s app messages on the smart phone. Using technology in the classroom has two sides same as a coin, both positive as well as negative. Most of the schools are giving more importance to ICT and use of mobile learning apps in today’s classroom as it helps in better student engagement, active learning, and working at the pace of the student’s need and getting feedback from the students. Bandura gave primary importance to observation. According to Bandura theory, children learn by observing their peers, teachers and parents. Bandura laid emphasis on social skills which can be acquired by interacting with the society. In today’s era, we find that young adolescents are always engaged with their technology toys, even most of the road accident are being caused due to the use of the mobile phones during their travelling. By discussing the above scenario, a question arises in mind as follows:

- Whether the students who get addicted to social media has its influence on their academic achievement?
- Whether the excessive use of social networking sites is the main reason of getting lower grades in the classroom?

1.1 Social Media

Social media refers to several apps, website, or new online means of communication that is used by a large number of peoples to share information and to develop social and professional contacts. Social networking sites are the online services which emphasize to form a connection between people to share their interests. These networking sites permit the individuals to share their information on a particular group. Thus, the primary purpose of the social networking site is to enable the people to share their interests, activities and real life experiences. Social media networking channel are meant to share interests, activities and real life experiences. Social media mainly refer to media used for interaction which has become growing phenomena in social and academic settings. Social media allows individuals and organizations to create, engage, and share new or existing content through multi-way communication. Commonly the phrase “social networking sites” is used as the umbrella term for all social media communication including Facebook, Twitter, and Myspace.

Social media has now become a very crucial part of our personal and professional life. In a day we are spending few hours of our time for social media, by commenting, posting, etc. Today the social networking sites are widely used by millions of people. The web provides a means for seeking information. Many people discovered that the internet could be used to connect with many other people whether for the business work or some commercial purpose, to make new friends or to reawaken old friends and for long lost relatives.

Social networking sites have been studied by several researchers and an increasing number of reports have suggested that the students are becoming more and more interested in exploring Facebook, Twitter, and other social-networking sites and it may have possible impact on their academic performance. Social networking sites are the web based- services that, within a limited system, the individuals can enable to build a semi-profile and understandable a list of new users with whom they share associations and views. Examples of Social Networking sites include Twitter, Friendster, Myspace (popular with the music/party community), Facebook (popular with the college community), YouTube and many others. The majority of social networking sites users are young adolescents, who have been called 'Digital Citizens'. The commonest users are students in higher education. Students frequently use social media to stay in touch with their friends or strengthen existing connections rather than developing new relationships.

People take an interest in the different type of activities on the internet; some people may become addictive rather than becoming addictive to be the medium. The users without their knowing themselves become addicted to various online activities. According to Young there are five different types of internet addiction (i.e. computer addiction), information overload i.e. (web surfing addiction), and cyber-relationship addiction (i.e. Addiction to online interaction) social networking sites addiction appears to fall into the last category. Given the fact that the purpose and primary motivation to use social networking sites is to establish and maintain both on and offline relationships.

With the development of science and technology, the opportunities for communication and networking have gone under a drastic change. In modern times there has been an outburst of social networking starting from the beginning of the mobile phone and the internet to the establishment of websites such as Facebook and Twitter and all of which have integrated themselves into our lives today. Also, the growth of mobile devices, including smartphones and tablets has brought the world of social networking directly to our fingertips making it a valuable tool for politicians in particular. Social networking sites have become resources for political news, information and a source of voter outreach preceding election. However, these novel technologies help us to communicate with people worldwide. With an ever-increasing number of individuals, particularly adolescents, taking to the internet to socialize with the friends, get connected with fit people or even to only use it as a place to vent their feelings, social networking sites have become one of the major attractions for the young minds of the present generation.

The term Social networking addiction refers to the excessive use of social networking sites and spending too much of ones time on Facebook, Twitter and other social media so much so that it starts interfering with the routine aspects of everyday life. Addiction first of all develops as a harmful habit and then the person gets hooked up to these social networking sites and eventually his entire routine of life suffers and he gets isolated form his real friends and society. It is the duty of the citizens not to blindly follow the whole information coming up on the Social Media and should always verify it from other sources. Social Media is here to stay, and it is the duty of our young generation to see that it plays the unique role in the upliftment of the society and our nation as a whole. The social media has become one of the most important communication means in the current scenario

Social media and networking sites have become the main way to communicate, share ideas, play games and find information directly. These sites have become so popular that even most intelligent students spend their free time without thinking about the negative effects these sites might have on their academic careers. Social media does have its advantages and purpose, but if it's negative affecting a student's academics it means he\she isn't using it correctly. Social media has become gradually popular among students but it is negatively affecting students educationally because they are placing less importance on grades and are missing out on critical knowledge and skills needed for higher education or future jobs and carriers.

1.2. Academic Achievement

Academic achievement or (academic) performance is the outcome of education – the extent to which a student, teacher or institution has achieved their educational goals. Academic achievement refers to the level of schooling the students have completed and the ability to attain success in their studies. It is the achievement that we can do, or we can achieve at school, college, or it may include co-curricular activities also. Academic achievement is typically, measured by examinations or by continuous evaluation. Now

whether the use of these social media sites adversely effects the academic performance of the students is a recent phenomenon that needs to be probed deeply.

1.3. Review of the related literature

Choney (2010), San Miguel (2009) and Enriquez (2010) reported in their studies that students' usage of the social media sites showed an adverse effect on students' academic performance.

Enriquez (2010) revealed that students who multitask among social networking sites and homework are likely to score 20% lower grades than a student who does not spend his time on social networking site. He reported that while learning or doing homework a learner's grade can be lowered even if a social networking site is running in the background on a student's desktop and causing him distraction.

Englander et al., (2010) suggest that social mass media is negatively related to academic performance of the student and is a lot more important than its advantages.

Jacobsen & Forste (2011).The American Educational Research Association confirmed at its conference in California that social media users study less and produce lower grades.

Akhtar (2013) concluded that the excessive usage of the websites can cause the problem of addiction in students and it could adversely affect their academic achievement. The students can also suffer from many psychological and mental problems such as anxiety, depression and the feeling of loneliness.

Alhazmi and Rahman (2013) concluded from their study that university students spend more than one hour on Facebook for non-academic purposes and the academic use of Facebook is very limited. In a similar study, Barczyk and Duncan (2013) assessed that incorporating Facebook into university courses provided students with opportunities to interact with people within and beyond peripheries of a classroom, but a use of Facebook as a form of instruction is time-intensive for both faculty and students. To avoid this type of situation instructors should work towards the well-structured plan and mechanism for sharing information and interactions.

Omekwu, Eke & Odoh (2014) assessed the use of social networking sites among the undergraduate students. The result of the study disclosed that frequently all the student were using the social networking sites in interaction with friends, connecting with their classmates for online education and for discussing serious national issues and watching movies, etc.

Balakrishnan (2014) assessed the use of Facebook, Twitter, and YouTube in which these sites led to an establishment of improved communication among students and lecturers resulting in a better teaching and learning environment.

1.4. Statement of the problem

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1.5. Operational definition of the terms used

- **Social media:** It is an electronic communication through which users create online individuals to share information, thoughts, personal emails, and other content.
- **Academic Achievement:** Academic Achievement is the knowledge attained or skill developed in the school subjects, usually designated by test scores or marks assigned by teachers. In the present study academic achievement means the grades of postgraduate students of Central University of Punjab.
- **University Students:** In the present study university students refers to the postgraduate students of the Central University of Punjab pursuing their master degrees in the stream of sciences as well as humanities.

1.6. Objectives of the study

- To determine the influence of student addictiveness to social media on their academic achievement.
- To explore the differences in the usage of social media among science and humanities students of Central University of Punjab, Bathinda.
- To determine the differences between the boys and girls students usage of social media in relation to academic achievement.

1.7. Hypotheses

- Students' addictiveness to social media has no significant influence on their academic achievement.
- There is no significant difference in the usage of social media among science and humanities stream students of Central university of Punjab, Bathinda.
- There is no significant difference in the usage of social media among boys and girls students of Central university of Punjab, Bathinda.

1.8. Delimitation

- The present study was limited to the students of the Central University of Punjab.

- The present study was limited to the sample of 100 students of the Central university of Punjab.
- The sample size was limited to the postgraduate students of the Central university of Punjab.

2.0. Methodology

For the Present study the investigator used the stratified random sampling technique for collection of data. The data was collected from the post graduate students of Science and Humanities stream of Central university of Punjab, Bathinda. A total sample size of 100 students were randomly selected, and the sample was further divided into strata's i.e. of 50 Science and 50 Humanities students and further it was divided into 25 boys and 25 girls each.

2.1. Tools

- Self-made Questionnaire on Influence of Social media on Academic Achievement of students of CUPB was developed by the investigator.
- Examination results of 1st semester and 3rd semester were collected from the respective university by the researcher to know the academic achievement of post graduate students of CUPB.

2.2. Statistical Technique used

For the purpose of the analysis, following appropriate and compatible statistical techniques were used such as Correlation, Standard Deviation and t-test.

3.0. Analysis and Interpretation of Data

3.1 H₀₁: Student's addictiveness to social media has no significant influence on their Academic Achievement.

The correlation technique was used for testing the hypotheses that student's addictiveness to social media has no significant influence on their academic achievement. The results of the analyzed data are given in table 3.1 showing the 'r' value and level of significance with respect to social media and academic achievement of post-graduate students of Central University of Punjab.

Table 3.1: Coefficient of Correlation between social media and academic achievement of post-graduate students of Central University of Punjab.

Group	N	'r' value	Level of significance at 0.05
Social media	50	0.82	Positively correlated
Academic achievement	50		

Interpretation

Table 3.1 shows the coefficient of correlation between social media and academic achievement of post-graduate students of Central University of Punjab. From the table 3.1 it is clear that coefficient of correlation between addictiveness of social media network and academic achievement has been found to be 0.82 which is strongly and positively correlated. So, it can be interpreted that there is significant positive relationship between social media addictiveness and academic achievement of post-graduate students. Therefore, null hypothesis is rejected.

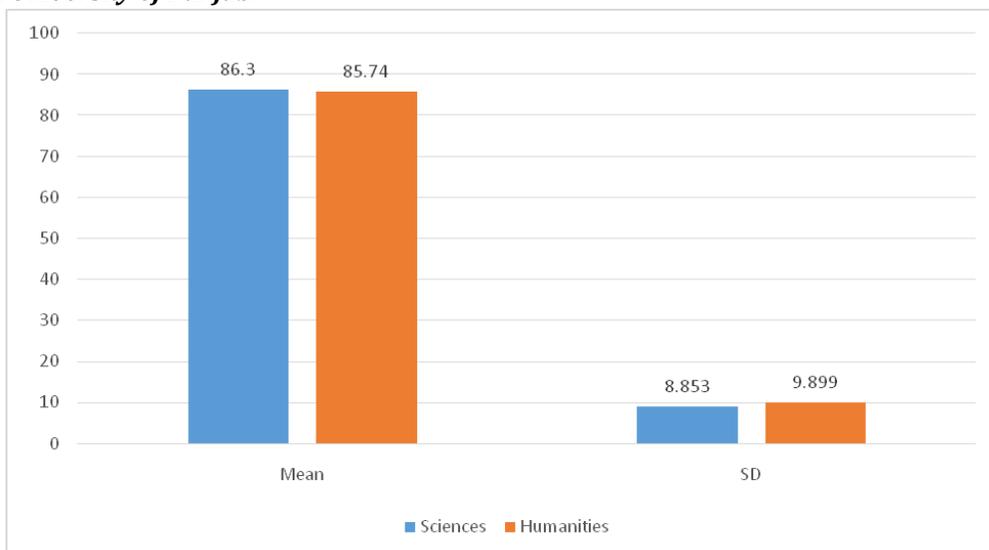
3.2 H₀₂ : There is no significant difference in the usage of social media among science and humanities stream students of Central university of Punjab, Bathinda.

To test the null hypothesis t-test was used for analysis. The analysis is presented in table 3.2

Table 3.2: Mean, S.D and t value of science and humanities students' score on social media scale

Group	N	Mean	S. D.	't'-value	Level of significance at 0.05
Science	50	86.30	8.853	0.298	Not significant
Humanities	50	85.74	9.899		

Graph 3.1 showing comparison of social media scores among science and humanities stream students of Central University of Punjab.



Interpretation

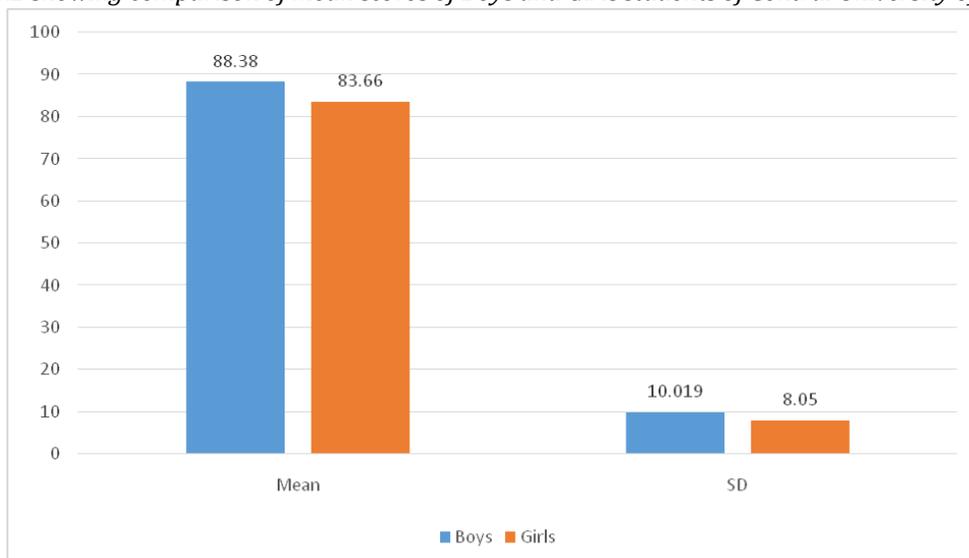
Table 3.2 shows that the mean scores of science respondent were 86.30 and the humanities respondents was 85.74. The standard deviation of science students was 8.85 and the humanities respondent was 9.89. The difference between mean was 0.560 and it was in favour of science students. The calculated t value was 0.298 and tabulated value was 1.984. The calculated value of t is less than the table value at 0.05 level of significance therefore the null hypothesis was accepted which means there is no significant difference in usage of social media between the science and humanities stream students of Central University of Punjab, Bathinda.

3.3 H₀₃ There is no significant difference in the usage of social media among boys and girls students of Central University of Punjab, Bathinda.

Table 3.3 – Mean, S.D and t-value of Boys and Girls Students Score on Social media Scale

Group	N	Mean	S. D.	't'-value	Level of significance at 0.05
Boys	50	88.38	10.02	2.597	Significant
Girls	50	83.66	8.05		

Graph 3.2 showing comparison of mean scores of Boys and Girls students of Central University of Punjab.



Interpretation

Table 3.3 shows that the mean score of male respondents was 88.38 and the female respondents was 83.66. The standard deviation of male students was found to be 10.02 and the female students was 8.05. The difference between mean was 4.720 and it was in favor of male students. The calculated t value was 2.59 and tabulated value was 1.98. From the table 3.3 it was found that the calculated value of t is greater than the table value at 0.05 level of significance therefore we reject the null hypotheses and it means there is significant difference in the usage of social media among boys and girl students of Central University of Punjab, Bathinda.

4.0. Findings of the Study

The major findings of the study were:

- There was significant positive relationship between addictiveness to social media and academic achievement of post-graduate students of CUPB. The findings revealed that social media has positive effect on the academic achievement of post-graduate students because the educational sites and study material on the internet helped the student to perform better in academics.
- There was no significant difference in usage of social media between the science and humanities stream students of Central University of Punjab, Bathinda. It was found that students of both science and humanities stream use social media equally.
- There was significant difference in the usage of social media among boys and girls students of Central University of Punjab, Bathinda. It was found that the mean score of boys was higher as compared to girl students therefore it was observed that usage of social media in boys was higher than the girls.

4.1. Conclusion

From the above findings it can be concluded that Students should be educated on the influence of Social media on their academic performance. The students should be regularly monitored by teachers and parents on how they should effectively use the social networking sites. Teachers should make sure that students use the social media as a tool to improve their academic performance rather than wastage of their precious study time. The students should use manage their study time effectively and this can prevent distractions that can be provided by the social media. The students should try to maintain balance between their study hours and the hours spent on social media.

4.2 Suggestions for Further research

This study will serve as a basis for further research studies on Social media and the academic performance of students.

- Similar study can be conducted on the students of other Universities.
- Similar studies can be conducted with respect to gender, stream, locality etc.
- Studies can be conducted by comparing social media and academic achievement of students of CUPB with other universities.

4.3 Limitations

- The present study was limited to the students of the Central University of Punjab.
- The present study was limited to the sample of 100 students of the Central University of Punjab.
- The sample size was limited to the postgraduate students of the Central University of Punjab.

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