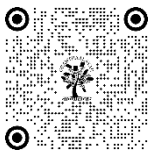


ACADEMIC PERFORMANCE IN THE DIGITAL AGE: THE ROLE OF SOCIAL MEDIA AMONG UNIVERSITY STUDENTS

Dr. K. Ebiraj ¹

¹ Assistant Professor, Shri Shankarlal Sundarbai Shasun Jain College for Women is an Arts and Science College



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ABSTRACT

Technology has emerged and penetrated in the form of internet and the advancements that it brings about with it. Social media is being used by students as one of the communication tools to interact, to read, to get themselves informed etc. In India and the globe today, social media has gained sufficiency and has become a instrument for communication and social unity surrounded by students. Many research studies has revealed that social media being a powerful tool can influence and shape individual and mass behavior progressively. The use of this multiplicity of social media has assorted effects on the user's life, some of which are negative and others, positive. The study determined on three key impact areas: The time spent on social media, the frequency of visiting social media and the association between the volume of social media friends and a student's academic performance. The study adopted a paper-based open ended and close-ended questionnaire and was restricted to University students. The proposed research study envisioned to study the academic impact of social media among the University students of Bangalore and Chennai for which research engages quantitative research approach to answer the research questions of the study.

Keywords: Social Media, Academic Performance, Students, Quantitative Research

1. INTRODUCTION

The development of the internet was in many ways radically different than the advent of any previous sets of innovative communications technologies. Certainly, the internet was similar in simply making it much easier than before to express and communicate information and ideas to others. Social Media have become a more convenient way to interact among every age group. People were communicating with each other even without a language in primitive times. People are communicating now too, but there has been a massive change in ways of communication through years. First, there were birds to send letters, human messengers, and then there were telephone lines, pagers, mobile phones and lastly the internet. The active factors for acceptance of social media are the gradually ubiquitous access, usefulness, functionality, and flexibility of social technologies. It has been contended that, poor greater education, social technologies supports social constructivist techniques to learning they potentially have to improve students' construction of sympathetic and promote student interaction. A additional advantage of social technologies provided on the internet is that they are regularly free or require marginal investment, eliminating a potential barrier to adoption. There has been various overview and opinions which recognized four major advantages of social media use in higher education

Ito (2008) opined that social networking sites enable the teenagers to get connected and also provide opportunities to learn from one another. It enables them to extend friendship from various places such as schools, religious places, organizations and so on. Social networking sites enhance learning opportunities among the youths. In this it came to know that social media provide an opportunity to enhance students to be more active in academic related activities and also help them in knowledge sharing which students enable themselves in academic related activities. Though it has carried about many benefits, allowing us to easily attach with friends and family around the sphere, allowing us to break down global borders and cultural barriers, social media has come at a price. Social media has a negative impact on our lives because the mixture of isolation and global reach has worn our culture. Social media is robbing us of trust and comfort we once placed in one another, replacing the human communion, physical and expressive support we once drew from each other with virtual connection. It robs us from self-control and from the ability to think self-sufficiently and instead makes us innocent to join any group that posts obstinate messages that tickle our ear and amuse our senses without appraising the consequences.

Many psychologists are concerned about the identity crisis that our present generation may face today. The lives of people, particularly students, are largely biased by what is posted by other people on their profiles. The behaviours that students learn are decided more by what their friends do and less by the educations of parents or professors.

Students have become persuaded to frequent differences in mood and self-control. If one of a student's peers posted about his or her present relationship with someone, then other friends are pressed to do the same thing. Actions that entice more public attention hold more value, even despite some of them being immoral or illegal. We even see that many students are concerned about their looks, and so they always try to upload nicer pictures than their friends. A recent study has stated that whenever someone uploads a profile picture, it immediately affects the moods of friends. It often produces stress, anxiety or fear about their identities as people. Constantly thinking in this way can sometimes lead to depression.

The most important things in a student's life are studying, learning good habits and gaining knowledge to become a person with moral character. But today, as we see in several studies, this optimum learning process is seriously exposed by students becoming deceived by the ploys of social networking. Students neglect their studies by spending time on social networking websites rather than studying or interrelating with people in person. Actively and frequently contributing in social networking can depressingly affect their grades or hamper their journeys to their future careers.

The influence of social media is varied on a youth's life in both ends, sometimes impacts are in the favour of youth's social life and sometimes the impacts are negative to its users. Social media might seem like fun for connecting young people. Social media impacts both good and bad. It is one of the most important influence impacting source throughout the world.

According to BBC news research (2013) a revelation has been given that 67% of Facebook users are very frequent and well versed in social media comprising youths and students a major part. So this approves the fact that youth and student have more focus and are close to social media. The negative use of social media occurs when students involve themselves in unethical actions on social media portal, sharing of worthless information, and posting images that are deleterious to national dignity and foreign relationships with our country.

Been conceived as one of the present-day research issues agitating the minds of media researchers around the world. This could be because most students are 'consumed' by the social media to the point that most of the things they do utter or think turn around the social media and actions inside it. Consequently, this study intend to examine whether social media such as Facebook, WhatsApp, twitter has any influence on the socio-cultural values of students of capital Universities in south India. Are there ways the social media has affected the attitude, perception and behavior of young adults, particularly students of Madras University, However, the question this study seeks to address includes; (1) Do students use social media for academic purpose? (2) Does social media influence in anyway their social relationship? (3) Do use of social media affect their study culture?

2. REVIEW OF LITERATURE

Presently, the use of social media has become invasive among youths all over the world and this has made academic research on social media use patterns among youngsters particularly university students very attractive. All the study reviewed the samples whose participant was university students. University students' use of social media is occurrence in quickly growing amount as new information and communication technology becomes accessible.

2.1. SOCIAL MEDIA USAGE AND ACADEMIC PERFORMANCE

Hassell and Sukalich (2017) explored “the relationship between social media and academic outcomes and attitudes”. The use of social media is widespread among college students, and it is important to recognize how social media use may impact students' attitudes and behaviour. The outcome of the study indicated that social media use was negatively related with academic self-efficacy and academic performance. Additionally, academic self-efficacy mediated the negative relationship between social media use and satisfaction with life. The study concluded that there existed negative relationships between social media use and academic performance, as well as with academic self-efficacy beliefs. Academic self-efficacy beliefs mediated the negative relationship between social media use and satisfaction with life. These relationships were present even when controlling for individuals' levels of self-regulation.

Krasilnikova and Smirnova (2017) investigated factors related to the social adaptation of first-year students. The sample consists of 68 students at a Russian university. The influences of the students' individual characteristics and basic social network indicators from the social networking site Vk.com on their grades were tested using ordinal logistic regression. A higher unification level at the commencement of the semester did not benefit students in terms of performance; however, in the middle of the semester, it was positively related to the students' grades. Individual characteristics, such as the city of origin and academic abilities, were also significant predictors of academic outcomes.

Guraya (2016) aimed to determine the medical students' extent of usage of SNSs for educational purposes. Majority (75%) of the respondents admitted using SNSs, whereas 20% used these sites for sharing academic and educational information. No single study explored the impact of the SNSs on the academic performance. The study concluded that understanding and knowledge of the significant use of SNSs by the medical students demand inclusion of such domains in medical curricula. This will train tomorrow's doctors in fostering their skills of digital technology for educational purposes.

Knight and Kaye (2016) The emergence of social media as a new channel for communication and collaboration has led educators to hope that they may enhance the student experience and provide a pedagogical tool within Higher Education (HE). They explored academics' and undergraduates' usage of Twitter within a post-92 university. They argued that the observed disparity of usage between academics and undergraduates can be attributed to a number of factors. Namely, academics' perceived use of the platform for enhancing reputation is an implied acknowledgement of the importance of research within HE and the increasingly public engagement agenda. Additionally, academics' limited usage of Twitter to support practical-based issues may be explained by issues relating to accountability of information through non-official channels. Moreover, students made greater use of Twitter for the passive reception of information rather than participation in learning activities.

Pilli (2015) states that The role of social networking sites increases in direct quantity with their functionalities so that the popularity and sweep of these sites greatly affect the users' unfairness and thoughts towards them. It is apparent that social media have a large power on the way people think and behave. In particular, Facebook has a broad participation all over the Internet. The result of this research indicated that perceptions and usage of Facebook have changed and expanded over the years and also Facebook has become an important tool for education. The result of the study indicates that students use their social media accounts more habitually than email or knowledge Management Systems and, therefore, SNS may also be a more effective tool for spontaneous communication for many students.

2.2. INFLUENCE OF SOCIAL MEDIA AMONG STUDENTS

Li and Sakamoto (2014) state how collective opinion might influence the perceived truthfulness and the sharing likelihood of health-related statements on social media. These results contributed new insights into how people perceive and share information on social media as well as how collective opinion might affect the quality of information on social media.

Al-Rahmi and Othman (2013) explored the Impact of Social Media use on Academic Performance among university students. The study was agreed out in order to emphasize the potentials of social media in the academic setting by collaborative learning and improve the students' academic performance. outcome of the study positively and significantly with interactive with peers, interactive with teachers and engagement which impact the students' academic performance.

DeAndrea, Ellison, LaRose, Steinfield and Fiore (2012) reported on a student-centered social media site designed to enhance students' perceptions of social support prior to their arrival on campus. Results indicated that site usage increased students' perceptions that they would have a diverse social support network during their first semester at college

Jacobsen and Forste (2011) studied the influence of electronic media use on the academic and social lives of university students. Using time-diary and survey data, they explored the use of various types of electronic media among first-year students. Time-diary results suggest that the majority of students used electronic media to multitask. Robust regression results indicated a negative relationship between the use of various types of electronic media and first-semester grades.

2.3. EFFECT OF SOCIAL MEDIA AMONG STUDENTS

Wang, Chen, and Liang (2011) examined the effect of social media on college students. The results of the survey questionnaire indicate that 45% of the sample admitted that they spent 6-8 hours per day checking social media sites, while 23% spent more than 8 hours; 20% spent 2-4 hours and only 12% spent less than 2 hours on this task. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative aspect to college students' use of social media. Facebook is one of the famous SNS (Social Network Site) amongst university students. In spite of it being very popular and far-reaching amongst the students, its usage has not been of greater significance in the e-learning phase of universities. Sánchez et al., (2014) aims at analyzing the reason of the failure and to see if it would be valuable for the teachers to devote their time into teaching put together with Facebook usage. For this, 214 undergraduate students were surveyed at the University of Huelva (Spain). The structural equation model designed by Mazman and Usluel (2010) were used in order to recognize the elements that may influence the students to accept and use Social network tools like Facebook for educational purposes.

Social Networking Sites usage has grown significantly off late amongst the students and youth in Nigerian tertiary institutions. Camilia et al., (2013) aims at surveying the students on the social networking sites usage and its influence on them. It analyses the aspect of social networking sites affecting/helping their studies. Questionnaires were passed to 600 students pertaining to different tertiary institutions in Mubi Educational zone, Adamawa state, Nigeria. A Polytechnic, a State University and a State College of Health Technology were selected for the study. Amongst the 600 students surveyed, 536 provided complete information with a return rate of 89%. The information's gathered were scrutinized using frequencies; percentages and graph representations while the theory was tested using chi square. The theory that the common use of social networking sites by student of tertiary institutions in Mubi, Adamawa state Nigeria has no result on their studies was accepted at 5% level of implication. It was suggested that students must learn to handle their time properly and teachers should use social networking sites to support teaching-learning process.

3. PROBLEM

The growing attractiveness of Social media for use among Students, earlier in advertising, and recreation– and now for Academic purposes–has become an international phenomenon. Today adolescents are very much interested in using SNS. The present study investigates the intentions and ways of university students spend their time on social media and to explore the purpose and significance of using these social networking sites.

3.1. OBJECTIVES

The objectives of study are enumerated as:

1. To study the academic impact of social media among the students
2. To analyze the student performance on their education
3. To identify whether social media influence the education on students' academics.

3.2. SCOPE

The scope of the study is limited to the university Students from two metro cities of South India. These two intuitions- two government universities each one from Tamilnadu (university of Madras, Tamilnadu and Bangalore

University. Karnataka, Karnataka- were considered as they are popular catering to the educational needs of large number of students ranging from families Lower-Lower class to Upper-Upper class.

4. METHODOLOGY

Survey method was found to be more appropriate to study Usage of social media among the students of south Indian Universities. Research tool consisted of a well designed questionnaire with 11 close ended questions on social media usage among University Students.

Survey method was found to be more appropriate to study Usage of social media among the students of south Indian Universities. Research tool consisted of a well designed questionnaire with 11 close ended questions on social media usage among University Students. The sample consisted from Universities of five capital cites of South India viz. Chennai, Bangalore, Trivandrum, Hyderabad, Pondicherry.

All collected data were entered in (SPSS) and the percentage of usage on social media for different purposes was analyzed.

4.1. ANALYSIS AND INTERPRETATION

Table 4.1.1: Sex on the academic performance of the students

Variable	Sex	N	Mean Rank	U
Academic performance	Male	191	204.74	20768.500
	Female	279	256.56	
	Total	470		

From **table 1**, it is clear that there are 191 males and 279 females in the sample. The mean rank of Academic performance for males and females are 204.74 and 256.56 respectively. The range obtained for both males and females is 20768.500 which indicate that there is a significant difference between males and females with regard to Academic performance. Because Most of female respondent said that they are most comfortable in online and also they often keep thinking about something they have experienced online well after they have logged off. This helps them to find out what has been covered in class during absence more ever resolving queries about content or exams with other students, and also gathering information from Wikipedia to do their assignments without consulting other sources. And students exchange lecture notes and making tutorials, consultations with teachers. On the point of academic performance or excellence, Tuchman (1975) posited that, performance is used to label the observable manifestation of knowledge, skills, concepts, and understanding and ideas. Thereby, performance is the application of a learning product that at the end of the process provides mastery. It is the acquisition of particular grades on examinations indicates candidate's ability, mastery of the content, skills in applying learned knowledge to particular situations. (Wiseman, 1961). A student's success is generally judged on examination performance. Success on examinations is a crucial indicator that a student has benefited from a course of study.

Table 4.1.2 Residence on the academic performance of the students

Variable	Residence	N	Mean Rank	U
Academic performance	Hostel	256	216.19	22448.500
	Non-Hostel	214	258.60	
	Total	470		

From table 2, it is clear that there are 256 Hosteller and 214 Non-Hosteller in the sample. The mean rank of Academic performance of for Hosteller and Non-Hosteller are 216.19 and 258.60 respectively. The range obtained for both Hosteller and Non-Hosteller is 22448.500 which indicate that there is a significant difference between Hosteller and Non-Hosteller with regard to Academic performance. the reason because rather than the non-hosteller a hostel students have an privilege of accessing internet in usage manner so those people connect the internet 24/7 this helping them to improve their academic performance, helps them academically more productive , it helps them to find an accurate information. In educational institutions, success is measured by academic performance, or how well a student meets standards set out by local government and the institution itself. As career opposition grows ever fiercer in the working world, the importance of students doing well in school has caught the attention of parents, legislators and government education departments alike. Therefore, when the term “low” is used with the term “academic performance”, it is the inability to acquire particular grades on examinations that indicates the individual’s mastery of the content, and skills in applying learned knowledge to specific circumstances.

Table 4.1.3 Order of birth on the academic performance of the students

Variable	Order of your birth	N	Mean Rank	Chi-Square	Df	p-value
	First year	222	247.71	5.365	2	.068
	Second year	164	233.20			
Academic performance	Third year	84	207.71			
	Total	470				

Table 3. It is clear that there are 222 first year students, 164 second year students and 84 third year students in the sample. The mean rank of Academic impact for first born, second born and last born students are 247.71, 233.20 and 207.71 respectively. The range obtained for first born, second born and last born students is 5.365 which indicates that there is no significant difference between first born, second born and last born students with regard to Academic performance. the reason because nowadays social media became an necessary need of every one ,during vacation they spend lot of time participating in social media than reading books, they also play online games and SNS mostly used by them for entertainment purposes, on much use of social media students by birth they felt drop in academic performance. Furthermore engaging in academic forums in social media improves rate of understanding. In this age of globalization, the world has become too small a place social media and portals. Communication has become effective as never before with the advent of internet. The social networking sites have also played a crucial role in bridging boundaries and crossing the seas and bringing all people at a common platform where they can meet like-minded people or find old friends and communicate with them. It has become a potential mean to relation building and staying in touch with all known.

Table 4 .1.4 Area of living on the academic performance of the students

Variable	Area of living	N	Mean Rank	Chi-Square	df	p-value
	Rural	157	237.79	.292	2	.864
Academic performance	Urban	219	236.73			
	Semi urban	94	228.80			
	Total	470				

Table 4. It is clear that there are 157 first rural students, 219 urban students and 94 Semi urban students in the sample. The mean rank of Academic performance for Rural, Urban and Semi urban students are 237.79, 236.73 and 228.80 respectively. The range obtained for Rural, Urban and Semi urban students is 0.292 which indicates that there is no significant difference between Rural, Urban and Semi urban students with regard to Academic performance. Nowadays literary rate of country is getting groomed day by day; internet facilities provided every geographical part of the nation this also resembles in area of living. The social media are gaining a lot of attractiveness these days with almost all of the educated youth using one or the other such site. These have played a decisive role in bridging confines and crossing the seas and enabling them to communicate on a common platform. It has become a popular and a possible mean for them to stay with the existing friends and to grow up their social circle at least in terms of acquaintances.

5. FINDINGS

The gender was positively correlated with Academic performance. Furthermore, the duration of internet usage was positively correlated with Smartphone addiction, interpersonal relationship and loneliness in university students. There was a positive relationship between residence and academic performance where else loneliness in university students who stay in hostel and Negative relationship when students stay in hostel and interpersonal relationship with university student. Respondents said that they are comfortable online and also they often keep thinking about something they have experienced online well after they have logged off. On Academic performance majority of the female respondents said that Social media has helped in reducing gender disparity among students. And the negative social effect of mass media is that it has brain washed youths from their traditional outlook. Moreover social media give sense of connection with the world and cherish the feeling of belongingness and sharing. The negative impact is social media has reduced direct physical interaction with family, friends and relatives.

6. CONCLUSION

The study has implication in universities, social and family settings with the understanding of social media on the academic performance and its positive and negative effect on student education. This study gives a good explanation of addictive behavior in itself. Yet there are lots of improvements that can be made. The student also experienced the loneliness due to the every time indulged in smartphones, so in this way there is need to develop the strategies and support relationship in all relatively context through parent, peers and teachers. It may be helpful in creating intervention against excessive use of internet to enhance the quality of performance and motivate in students. With the help of the outcomes of the study, consideration should be given that internet addiction and its negative effects tendencies can reduce in our society by enhancing their abilities and self-confidence or repairing the social networks. With this attempt we may create a protective barrier against rejection sensitivity that make orphans more disturbed and depressive.

CONFLICT OF INTERESTS

None.

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