

# **THE IMPACT OF SOCIAL MEDIA ON STUDENT'S ACADEMIC ACHIEVEMENT**

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**Abstract:** This study aims to explain the importance of the proper usage of social media. It aims to point out particularly adverse effects it poses to student's daily lives. These sites evidently have a lot of positive effects, but they also have their share of negative impact. We would like to provide some information how students addicted by social media through this research, information about the impact of these sites to student that would hopefully lead to a realization of their own standing in terms of social media addiction. We also would like to give a certain form of guidance to those who are delved in situations aforementioned. Lastly, we would like to provide evidences that would solidify the support on controlling the usage of social networking sites, thus reducing the risk of such addicting activities. However, many students rely on the accessibility of information on social media. That means reduced focus on learning and retaining information. The study also points out the popularity of social networking sites among students community. There is no doubt that Social media has gained wider acceptability, usability and is also becoming probably the most important communication tools among students. Facebook, what's app, Twitter, snap Chet, instagram and others are now gaining more and more influential support. There has been such lots of views and opinions which recognized four major advantages of social media use in higher education.

**Keywords:** Communication, Influential, Social Media, Adverse Effects, Acceptability, Usability.

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**Introduction:** The social media has become one of the most important communication tool in recent times. However, social media provide communication among people regardless of the distance, making it open to people easily share information, files and pictures and videos, create blogs and send messages, and conduct real-time conversations. These sites are referred to as social, simply because they allow communication with classmate so easily and effectively. The favorite in the realm of internet sites are Facebook, Twitter, WhatsApp and others. These websites and social media are way of communication directly with other people socially. These include, enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities this means that social networking activities have the possibility of enhancing student contact and is used to improve their participation in class, particularly where introverted students are involved. Students can function in online group learning, with less or no anxiety of needing to raise questions before peers at school. These websites and social forums are way of communicating directly with other people socially. Social media has the potentials of influencing decision-making in a very short time regardless of the distance. On the bases of its influence, benefits and demerits this study is carried out in order to highlight the potentials of social media in the academic setting by collaborative learning and improve the students 'academic performance. This research adopted by descriptive design. Social media provides opportunities for connecting with friends, classmates, and people with shared interest. Today, the main aim of the student should be education and their future career. They are playing a large and influential role decision-making in the occasions from the global world economically and educationally. Social media is more than just a means of seeking information. People discovered that the Internet could be used to connect with other people, whether for online study purpose, make new friends, reawaken old friends and long lost relatives. The use of social networking sites has been widespread that they have not only caught the attention of academic and industry researchers worldwide but also us, in particular. Social networking sites are now being investigated by numerous social science researchers and an increasing number of academic commentators are becoming more and more interested in studying Facebook, Twitter, and other social networking services, because of their probable impact on academic

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performance. While the social media sites have the same key aspects, the cultures and responses around them that become apparent are varied. Most sites help strangers connect with others based on shared personal interests, educational views, or simply recreational activities. Many students always log in to their account on Facebook, Twitter, etc. as a part of their everyday routine. Could you imagine the number of all the students logging in to these social networking sites, everyday? That would be millions of students logging. That's why many students have been blaming various social media for their steady decrease in grade point averages.

### Objective of the Research

Social media impact of time appropriateness on students' academic achievement.

Social media impact of nature of usage on students' academic achievement.

Social media impact of health addiction on students' academic achievement.

Social media impact of time duration on students' academic achievement.

Social media impact of friends and people connection on students' academic achievement.

Social media impact of security/privacy problems on students' academic achievement.

**Research Question:** In what ways the usage of social media effect academic performance of the student?

**Review of Literature:** Earlier studies, such as Kennedy, G., Dalgarno, B., Bennet, S., Gray, K., Waycott, J., Judd, T., et al. (2009) examined the general usability of social media among young students in higher level of education. Similarly, Hemmi, A., Bayne, S., & Land, R. (2009). Jones, M. C., & Twidale, M. B. (2005). Examined the use of social media and maintain that, the appropriation of social technologies is not an easy and straightforward process. At higher level of education more complex academic tasks are handled and the new generation of students is perceived to understand that social media and social technologies are influential to learning. A number of earlier studies have shown evidence that efforts are required in order to start using social media in order to influence educational activities. However, the whole process of adopting a particular social media has not received adequate attention from researchers Hamid, S., Waycott, J., Chang, S. & Kurnia, S. (2011). Facebook users often experience poor academic performance. Also Karpinski (2009) stated that social media has a negative association with students' academic performance which is much greater than the advantages derived through the use of social media platforms. People around the globe have been addicted to the internet which has given rise to more students using social media more often than before. Nalwa & Anand (2003) advised and recommended that those who are addicted users love to use the internet to set back their personal and professional responsibilities in which the final outcome is poor academic performance. It was highlighted in the finding of Karpinski (2009) that social media platforms (Facebook, watsapp etc.) Users usually devote lesser time to their studies has to compared to nonusers did and subsequently has lower gpas. It was also mentioned by Karpinski, & Duberstein (2009), that among the major distraction of current generation that social media platform (such Facebook, Watsapp etc.) Remains a major distractions. According to Kubey, Lavin, and Barrows (2001), there is a correlation between academic performance and the dependency on social media platforms. Researchers have argued that in teaching and learning the integration of media to facilitate the process is widely encouraged especially in relation to improving final results of scholars mcloughlin, C., & Lee, J. W. L. (2008) & Tay, E., & Allen, M. (forthcoming 2012).

"The consequences of internet and social platforms on students' academic growth" a study than by Young (2006) it was seen that internet has spread its wings to reach teenager's school life. It was also observed by Young that students are more dependent on internet to access info that pertain their academic life as well as entertainment. Additionally, Young said that internet, though take a lot of time, and have less impact on studies. It was observed by Wang (2011) that impact of social platforms rest on the degree of usage. Jeong (2005) observed that internet addiction is significantly and negatively related to students' academic growth, as well as emotional attributes. Seo (2004) confirms Jeong statement when he opined that the negative influence of internet is only on excessive users and not on all users. Rather (2013, p. 69) avers that: the social platforms which are being used today with great desire and

enthusiasm have altered the way of using internets in this modern age by defining online tools and utilities which allow users for communication, participation and collaboration of information online.

According to Tay, E., & Allen, M. (forthcoming 2012) students ought to be given careful scrutiny to check their use of the tools they feel at ease and acquainted with which they feel are viable in accomplishing academic tasks. In connection with this, the social affordances of utilizing social networking may not be provided in a single particular social technology but instead within the mixture of several social technologies. Previous literature recognized the challenges that are connected with using social media in higher education. Jones, N., Blackey, H., Fitzgibbon, K., & Chew, E. (2010). Carried out an empirical study of social networking usability among University students in the United Kingdom. The study involved 76 participants for the questionnaire and 14 granted interviews. The study discovered that, there are 5 major challenges of social networking and its relation to learning such as studying originality and copyright issues feeling of information constraint. Teachers sometimes are not up-to-date and could not understand how to integrate and take advantage of social software into their classes. The findings of the study confirmed the earlier issues outlined by Kennedy, Judd, Churchward, Gray, & Krause (2008). According to their next generation research in three Australian Universities. Researchers have conducted different studies to find out the influence of social platforms users ,for instance a study on "impact of Facebook on undergraduates academic performance", stated that social platforms have negative impact on students. According to the outcome, students' academic performance is affected the more they use Facebook. Social platforms are mainly used by students for socializing activities rather than academic purpose (Oye, 2012). In addition (Oye, 2012) said that majority of students feel that social platforms have positive impact on academic growth. In a different research conducted by Shana (2012) it was ascertain that students use platforms mainly for chatting and making friends. According to Kennedy, Judd, Churchward, Gray, & Krause (2008). Enumerated six issues surrounding pedagogy in terms of technology integration. These issues include: student learning diversity, equity and use of technology curriculum and assessment academic integrity staff development and capacity building, and finally, ICT infrastructure. Regardless of the benefits and challenges recognized, the study further revealed that teachers that do not belong to the new generation are skeptical to social network integration in class. Teachers are encouraged to be conscious in their appropriation and employ of social networking regarding focus on the different students' learning preference.

Additionally, the scholars should choose we've got the technology that meets their career. The class experience can't be satisfied their understanding, but additionally they ought to also use the understanding in tangible existence of working. The idea of discussing understanding and cooperative learning through the social networking like Facebook, Talking, E-mail and Website or any types of learning assets that let the students in understanding and experience discussing between your students, coach, experts, officials or even the business proprietor can help the scholars in hooking up the lesson learned towards the context in tangible existence of working. The significance of individuals all reasons pointed out, the investigator has inspiration to create a conceptual framework of Social networking to aid Collaborative Learning (SSCL) for improving understanding construction Yampinij et al., (2012).

Using social media by University students is certainly a fascinating portion of research for educationists and social scientists. Hamid, S. Chang, S. & Kurnia, S. (2009) Maintain that in the available literature there are beneficial designs and styles of employing it at school level. It describes the introduction of contents and focuses on how to share, interact, and collaborate and socialize by its use. There appear different top reasons to justify using social media in greater education. It usage was confirmed by preserve setup its familiar with enhance study encounters of students by provision of e-support services on their behalf Dabner, N. (2011) . It's familiar with facilitate communication among and between students in virtual cities. Amongst others, the Facebook appears being most likely probably the most favorite was suggested as a means of communication for reaching students Mack, D., Behler, A., Roberts, B., & Rimland. E. (2007).

According to Silius, Miilumäki, Huhtamäki, Tebest, Meriläinen, and Pohjolainen, (2010) created a social media site for college kids, striving at improving both collaborative study and social interaction. Their

research uncovers that creating social networking tools as part of traditional learning will attract students and may motivate their participation within the learning process. In other similar studies, a social bookmark posting tool Farwell and Waters, (2010) a blogging service Rosen and Nelson, (2008) or wiki software Hazari, North, and Moreland,(2009) are really acquainted with engaging students in collaborative projects and encourages creating, editing, and speaking about content. The study ensures that, it's promising to consider social networking learning because it encourages collective understanding generation and encourages active user participation. However, using social networking to boost learning solutions remains at the earlier phase and really should be further investigated.

**Theoretical Framework:** Following is the schematic diagram of independent and dependent variables which we found after the review of the literature:

Impact of Social media on academic achievement of students In the above diagram, social media is independent variable and student academic achievement is dependent variable. Now, we define our independent and dependent variables:

**Social Media:** Social media focus on building online communities of people who share interests activities, or who are interested in exploring the interests and activities of others.

**Academic Achievement:** Academic achievement refers to how students deal with their studies and how they cope with or accomplish different tasks given to them by their teachers.

**Hypothesis:** Now, we develop null and alternative hypothesis according to situation:

**Null Hypothesis:** Greater the usage of social media, lower the academic achievement of student.

**Alternate Hypothesis:** Greater the usage of social media, higher the academic achievement of student.

**Conclusion:** It is concluded that social media platforms has a significant impact on students' academic performance. This is because time management plays an essential role in determining the success or failure of an individual. Thus students who lack time management can easily fall prey to the negative impact which social media platforms present to its uses.

Health addiction, students who are engrossed with social media platforms ends up skipping their meals which has a health impact on them. Such students become malnourished and could possibly fall ill which is will directly have an impact on students.

Also, the nature of usage and friend-people connection has an impact also on the performance of students but not as impactful as the aforementioned variable. Finally, time duration and security/privacy problems have minimal or no significant influence on students' academic achievement.

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