

# A Study on Impact of Social Media on the Academic Performance of Undergraduate College Students of Dav College, Abohar

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## ABSTRACT

*The study is conducted to assess students' utilization of social media and its impact on their academic performance with an attention on DAV College students of Abohar city in Punjab. An organized survey was utilized to gather the essential information from the first and second year college students of various self-financing stream. The investigation adopted descriptive and explorative research methodology to comprehend the results of this study. The investigation discovered that all students had cell phones. A majority of the respondents (96%) had internet facility and they are fully aware about existing social media platforms and furthermore they know how to use various social media platforms utilizing their cell phones. The study has confirmed that students visit various social media platforms utilizing their versatile telephones. The amount of time spent by larger part of students ranges from 2 – 3 hours every day. The investigation confirmed that the academic performance and physical health of students had influenced significantly because of the continuous utilization of social media platforms, aside from college timings. The investigation reveals that the relationship of students with the social media platforms has become inseparable and subsequently, they are likely to use it harmfully and this results in poor academic performance. The study recommends the students need to limit their time of chatting with their companions through social media platforms and considerable amount of time should be focused around doing research and furthermore gathering notes to help their scholarly activity. Maintaining a strategic distance from social media platforms is unimaginable as the socialization process is significant at this age. Along these lines, students could be encouraged to gradually limit their time in social media platforms and that time can be invested to improve their general knowledge and language skills by reading good books. At last, the investigation affirms that the utilization of social media platforms by students does not encourage good academic performance. This study recommends that there is an urgent requirement for the acquaintance of students with the accessibility of books, articles and short stories and other comparable sources and materials that can help them academically to perform better.*

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## 1. Introduction

Social media can possibly supersede or redesign the structures of society while Youth has the ability to impact the creation, demand, diffuse or restriction of social media. Social capital and monetary assets are elemental components that decide the dependence on technology. Majority of studies focus on one sided impact of technology on youth that too in terms of its negative perspectives. This realizes an inadequate and incomplete picture of the utilization of social media in the lives of students. Now days the society we live in is a network society, utilizing social media does not remain a decision or choice but rather an inevitable reality. Various factors like dual working parents, a challenging education system, constantly changing moral perspectives, rising standard of living and continually changing family outlook have added to the dependence on social media. This clearly indicates that social media can't be considered as the prime reason for change in behavior of students but can actually be seen as an impact of the above mentioned factors.

The present day college students are considered as digital citizen, in the modern era of the digitized world. They are more exposed to digitization that has made feasible the digital connection among loved ones and family members throughout the world through cell phone, web and for the most part social networking sites like Facebook, my space Flicker and Twitter

and so on. The students are capable of adjusting to the digital medium thus they are called as digital citizen. Information is Knowledge and Knowledge is power. We as a whole recognize this idiom be that as it may, few comprehend the empowering part that social media platform has played.

In modern era, social media platforms and sites have become an integral part of daily routine particularly for the teenager youth. Dominant parts of the youth are moving quickly from electronic media to the social media. As we watch fundamentally the most recent 10 years, the number of youth utilizing social media platform or portal has expanded significantly. As indicated by an ongoing survey, 22% of young people's sign on to their preferred social media site in excess of 10 times each day, and the greater part of young people sign on to a social media site more than once a day, Hinduja et al. according to their research 75% of youngsters possess versatile mobile phones, and 25% use them for social media, 54% use them for messaging, and 24% use them for instant messaging or chatting. From the above research one can infer that a large part of present age's social and emotional improvement is occurring on social media. [8]. It is evident that a social media platform offers a few advantages furthermore, opportunities to youngsters. Consequently social media has been portrayed as a significant part of a youngsters' life and a stage for experimentation, inventive self-expression and personal identity formation.

## 2. Problem Statement

Communication is improving drastically in modern era due to modern communication technology that encourages individuals to communicate faster on regular basis. Throughout the years, In the 21<sup>st</sup> century, the social networking amid students in general and college students specifically has become common, widespread and to an ever increasing extent prevalent. The regular use of social media is by the youth of today. Utilizing social media platforms, allow students network to construct associations not just inside the college campus and society where he originates from, yet with the companions outside of the college campus and external world. Informal communication using social media creates a 'WE' feeling among the general population and college students specifically. This inclination makes them feel that they are connected and have a place with a network which would bolster one and another. It is because of the popularity of social media, educationists suggest that the use of social media sites by the youth may influence their studies and sometimes, few students would be influenced antagonistically as they devote most of their time in social media sites. This study assumes that the evaluations of students would be influenced not only by the utilization of social media sites, but the recurrent use of those sites would push the students to have poor academic performance.

There is a strong and firm opinion that the utilization of internet could impact educational performance of students positively or antagonistically. Being an eye-witness and furthermore encountering the utilization of media in the hands of kids in everyday lives, majority of the parents are bothered much that their wards are investing a lot of energy in Facebook, WhatsApp and other social media platforms. As an aftereffect of this, they don't get adequate time to study. In spite of the fact that parents are continually worried about their wards for the frequent utilization of social media platforms, numerous youngsters / students continue using these social media platforms on a daily basis. Keeping this in mind, this study is done to discover the effect of students' utilization of such social media sites on their academic performance.

## 3. Literature review

As indicated by Erikson (1959), in a time of fast social change, the older generation is not able to provide adequate role models in the present social networking world because of their lack of knowledge in SNS. Along these lines, Erikson accepts that the significance of the peer group cannot be overemphasized. Companions help young people discover answers to the question "who am I?" as they rely upon social feedback, how others feel, and how they respond to the person.

'In a quantitative study on online communication and adolescent social ties' composed by Lee (2009) psychologists have pin-pointed a couple of issues legitimately related to this episode of utilizing social media; which incorporate practices for example bullying, clique-forming, internet addiction, and sexual-experimentation (sexting). Lee (2009) finished up that in spite of the fact that there are severe risks to our media saturated youth there are additionally gainful social developments to this media culture. Teenagers are reliably

looking for their identity and SNS is aiding youngsters' search for Identity (Lee, 2009).

"Reasons You Should Quit Social Media in 2013" examines the UK study which demonstrates that over half of social media users assessed their investment in Social Networking sites as negatively affecting their lives. Contrasting themselves with others (family, companions, peers) was a hit to their confidence. Furthermore, stalking by ex or his/her better half/spouse is viewed as more terrible. Psychologist Dr. Michael Fenichel portrays FAD (Facebook Addiction Disorder) as a circumstance where Facebook habit "surpasses" day to day activities like waking up, getting dressed, utilizing phone or email checking.

Eleanor Shaw (2013) in the article "Status update: Facebook Addiction Disorder", opines that the client is enduring from FAD, an infection alluded to by psychologists, in the event that he/she has more online companions than genuine friends. The contemplate, "Facebook a more powerful addiction than alcohol, cigarettes"(2012) uncovers that the pull of checking one's Facebook page can be more dominant than dependence on liquor or cigarettes. As in 2012, researchers guarantee that 350 million individuals experience the ill effects of this condition.

'A study on Impact of new media on student's traditional life style: A case study of Mangalore University' by (Chaithra 2014) expresses that more respondents are relying upon new media and social media for their data. More than 80% of the respondents were concurred that modernization is the essence of advancement and new media will lead logical thinking and furthermore it will take part in national development activities.

## 4. Objective of Study

The general objective of the study was to learn various effects of social media platforms on academic performance among college students. Specific objectives of the study are:

1. To evaluate the effect and furthermore the impact of social media on academic performance among college students.
2. To recognize and additionally discover the benefits gained from utilizing the social media by the college students in Abohar city of Punjab.
3. To study about the motivations behind utilizing social media platforms by college students

## 5. Methodology

The investigation utilized review technique to gather information/data from an example of D.A.V. College, Abohar (Punjab). The study was pretested to keep up the reliability and legitimacy of the questionnaire among the first and second year self financing students of D.A.V. College, Abohar, Punjab amid 2018-2019 academic year. An organized survey was utilized by the specialists to gather the essential information from 223 respondents who were available on the day of data collection. The after effects of study were investigated with the help of Statistical Package for Social Science and these outcomes are presented in tables corresponding frequencies and percentage..

This study had great portrayal of the sample and the response was said to be noteworthy, on the grounds that the essential data/information was gathered by the researcher

himself with his own students amid the lecture hours in different departments.

**Table 1: Distribution of students and sample size in each class**

Department's Name	Total students	No. of Respondents	Percentage %
II UG Computer 'A' Section	44	39	88
II UG Business Administration 'A' Section	31	24	77
II UG Agriculture 'B' Section	42	38	90
I UG Computer 'B' Section	53	49	92
I UG Business Administration 'A' Section	40	35	87
I UG Agriculture 'A' Section	43	38	88
<b>Total</b>	<b>253</b>	<b>223</b>	<b>88</b>

Source: Primary Data taken in November 2018

## 6. Discussion of Results

All our respondents of the study were 223 which is 88%. All respondents carry a cell phone with them. For the question of what number of respondents had internet facility in their cell phone, 94% reacted in the positive while 6% said in the negative. It is a great idea to hear that 100 percent of the respondents had a decent learning of social media platforms. It can be easily concluded that respondents have a cell phone and a majority of them have internet facility in their cell phone and every one of them have good knowledge of social media platforms.

**Table 2: Favourite social media sites by college students**

Social Media Sites	No of Respondents	Percentage %
Facebook	107	47.98
WhatsApp	86	38.56
Instagram	16	7.17
Twitter	5	2.24
Skype	4	1.79
Yahoo Messenger	5	2.24
<b>Total</b>	<b>223</b>	<b>100</b>

Source: Primary Data taken in November 2018

It is induced from the table – 2 that about half of the respondents (47.98%) respondents are utilizing Facebook as their most loved social media platform and then comes the WhatsApp (38.56%), Instagram (7.17%), Twitter (2.24%), Skype (1.79%) and Yahoo Messenger having 1.5% separately. It clearly demonstrates that Facebook is the most loved social media website utilized by the students of D.A.V. College, in Abohar city of Punjab.

**Table 3: Time spent on social media sites per day by college students**

Response	Frequency	Percentage (%)
Less than 30 minutes	17	7.62
30 minutes to 1 hour	89	39.91
1 – 2 hours	92	41.25
2 – 4 hours	16	7.17
More than 4 hours	9	4.03
<b>Total</b>	<b>223</b>	<b>100</b>

Source: Primary Data taken in November 2018

For the subject of how much time students spent on social media platforms every day, it is deduced that 7% spent under 30 minutes. By far most of the respondents (nearly 40%) occupied their time of 30 minutes to 1 hour on social

networking sites. The vast majority of the respondents are 41.25% who spent around 1-2 hours. Approximately 7% spent their time for around 2-4 hours and the negligible percent of the respondents (nearly 4%) went through over 4 hours out of each day on social networking sites.

**Table 4: Why Students Use Social Media**

Response	Frequency	Percentage (%)
Chatting	139	62.33
Downloading music, Video and films	64	28.69
Academic Work	20	8.96
<b>Total</b>	<b>223</b>	<b>100</b>

Source: Primary Data taken in November 2018

It is inferred from Table - 4 that 62% of the respondents said that they essentially utilize the social networking sites to have a chatting with their companions and classmates and 28% of the respondents communicated that social media platforms are utilized to download music video and movies. Just a modest number (nearly 9%) utilized the online life for scholarly work like pursuing notes and sending to their companions in the form of word file, pdf files and presentations and so on. This obviously reflects that majority of the respondents (91%) never utilized social networking sites for academic work and to improve their academic learning.

**Table 5: Social Media Affect Student's Academic Work**

Response	Frequency	Percentage (%)
Yes	153	68.60
No	59	26.45
Not Certain	11	4.93
<b>Total</b>	<b>223</b>	<b>100</b>

Source: Primary Data taken in November 2018

It is clear from table – 5 that around two third of the respondents (68%) articulated about the utilization of social media platform influences their academic work and 26% of the respondents communicated negatively. A negligible percent of the respondents (approx. 5%) voiced that they were not sure whether the utilization of social networking sites influenced their academic work or not. From the investigation, it is discovered that 68% recognized that the utilization of social networking sites to a great extent influence their academic work and studies.

**Table 6: Improvement in Academic Work by Social Media**

Response	Frequency	Percentage (%)
No	156	69.90
Yes	55	24.66
Not sure	12	5.38
<b>Total</b>	<b>223</b>	<b>100</b>

Source: Primary Data taken in November 2018

It is obvious from the table – 6 that in excess of two third (nearly 70%) of the respondents passed on negatively for the question, 'Whether there is an improvement in scholastic work by the utilization of social media or not'. A impressive extent (24 %) of the respondents communicated positively while 5% of the respondents communicated not certain. It is deduced from this investigation that online life use, to a bigger extent (nearly 70%), influences the students` academic performance. The reason is that social networking sites are for the most part utilized by students for other purposes as opposed to academic work. So it is inferred that the utilization of social media

platforms by students probably won't actuate any such academic work or enhancements.

## 7. Conclusion

This study was majorly carried out to understand the effect of students' utilization of social media platforms on their academic performance. Major findings of the investigation uncovered that all students' had cell phones with internet facility. It is good to learn from all respondents that they already had knowledge about the presence of Social networking sites. As a result of it, a majority of students (41.25%) spend around 1-2 hours on social networking sites consistently. Additionally, it is derived from the study that the utilization of social networking pushed the students to have fewer score on their academic performance as the students were interested in chatting with their companions, dear ones and classmates. The study further established that the time spent on social networking media does not deliver a positive academic performance.

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