

# Impact of social media on the Academic Performance of Female Students

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## ABSTRACT

Advent of internet or worldwide web has provided us with enormous technologies or platforms transforming the world into global village wherein it has become easy for people to connect, collaborate, gather and exchange information with each other with just a click of button. Social media is the most exclusive gift of this advancement and has occupied a crucial position in our life dividing the whole world into offline and online space. Today's generation which is more tech savvy has become great users of social networking and they have become addicted to it to such an extent that it has become very difficult for them to spend one day without it. The present study examined the impact of social media on the academic performance of 200 female college going students. It was found that number of hours spend daily on social media has significant and negative impact on the academic performance of female students.

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## Introduction

Advancement and innovation in technology has transformed the world into global village. With the advent of internet communication all around the world has become very convenient, fast and easy. With just one click of button one can connect with another person sitting in another part of world. Social media is the most exclusive gift of this advancement and development of technology changing the lives of human all around the globe. At present internet has occupied such a crucial part or aspect of one's life. The introduction of social media sites like Facebook, Instagram, Snapchat twitter, WhatsApp messenger etc have divided the world into online and offline. Social networking or social media are the virtual platforms or mediums which helps people to interconnect or associate with one another no matter whether they are near or far in another part of world. Social media has greatly reduced time and place barriers involved in communicating or connecting with one another. With the help of it, relationship building, communicating with one another, exchange of ideas, information and content, photos or video sharing and etc have become all easier. Social networking has significantly simplified and has become inseparable part of one's life all around the globe (Shensa et al., 2016). Presently it is hard to imagine a single human who did not check updates on social networking sites and update on latest news and information with it. It has become very crucial very everyone to stay up to date with latest trends and information or news. Today's generation which is more tech savvy has become great users of social networking and they have become addicted to it to such an extent that it has become unimaginable for them to spend one day without it. Use of social networks or social media among the age group of 18-29 years has increased drastically from 12% in 2005 to 90% in 2015 (Greenwood et al., n.d.). Several studies have found that the most popular and widely used social networking platforms were Instagram, Telegram, Facebook, Twitter, Skype, and WhatsApp among the available social media platforms (Ebrahimpour et al., 2016; Guedes et al., 2016; Moraitis & Zegeye, 2016; Owusu-Acheaw & Larson, 2015; Turner & Lefevre, 2017) . Use or application of twitter

initiated with less than 5000 tweets/day in 2007 which has increased to an average of 500 million tweets/day in 2013 in the period of just six years and Facebook statistics unveil or disclose a login of more than half its users daily (Greenwood et al., n.d.). Since the inception or launch of WhatsApp, mobile instant messaging application in 2009, WhatsApp has attained 500 million users globally, sharing or exchanging 700 million photos and 100 million videos daily (Ahad & Lim, 2014). A study by (Alkhalaf et al., 2018) reported average daily use of 320 min of WhatsApp by a single person. In 2018 it was found that the number of internet users in the world was about 4.021 billion and also 3.196 billion people use social media or social networking sites on a regular basis globally (Digital 2018: Global Digital Overview). The introduction of smartphones has paced the use of social networks and the internet exponentially (Greenwood et al., n.d.). However, everything has its own pros and cons same is the case with social media. Social networking is the mixed blessing of advancement and development in Information communication and technology. So, it has become very important to study the influence social media has on the academic performance of students.

## Overview of literature

Vast literature is available on usage of social media, addiction of social networking and the impact of social media be it in terms of time spent, usage, addiction level on physical and psychological health, behavioural disorders, depression, anxiety and mania, narcissism character, stress. Low self-esteem (Guedes et al., 2016; Masthi et al., 2018; Tang & Koh, 2017; Wang et al., 2018) and academic performance (Al-Yafi et al., 2018; Jha et al., 2016; Kim et al., 2017; Kumar et al., 2018; Upadhayay & Guragain, 2017).

Taking into consideration academic performance/results/outcome, numerous researchers or scholars have carried out or undertook research examining the impact usage of social networking on academics of students. Surprisingly, it was noted that diverse results have been found by researchers wherein some have found that usage of social media has positive impact

(Junco et al., 2011; LambićDragan, 2016; Mingle & Adams, 2015; Sobaih & Moustafa, 2016)

or while other researchers have found that it has negative impact on academic performance (Al-Yafi et al., 2018; David et al., 2012; Kim et al., 2017; Kumar et al., 2018; Lau, 2017; Ravizza et al., 2014; Upadhayay & Guragain, 2017) while found little or no association with academic performance (Kolek & Saunders, 2008).

(Amin et al., 2016) undertook a study examining the influence of social media on academic performance of students and it was established that social media usage is positively associated with academic results of students because they were able to generate and exchange information with another with the help of social media.

(Mensah & Nizam, 2016) carried out research in Malaysia tertiary institutions wherein they study the impact social media has on academic outcome of students. It was found that social networking sites overall significantly affect academic outcome of students, however the major aspects were time management and health addiction which had greater impact on academic performance. The major reason behind this is time optimization or administration plays a crucial role examining one's success or failure. Students who are unable to manage their time between studies and social media usage, easily become victims of negative effects of social media.

(Owusu-Acheaw & Larson, 2015) conducted a study on the influence of social media on Ghana tertiary institutions Koforidua Polytechnic students' academic performance. It was found that most of the students had mobile phones with internet facility in it accessing social media through it and spending 30 minutes to 3 hours a day on their phones. Most importantly it was found that social media impact academic performance negatively.

Research was carried out on undergraduate students Kogi State University by (Asemah et al., 2013) examining the impact of social networking sites on academic performance. It was discovered that the most preferred social networking platform was Facebook and social media has unfavourable impact on academic performance of students.

(Khalid, 2017), conducted research on the influence of social media on academic performance psychological and physical health of Pakistani students. It was revealed that extreme usage of social media results in poor psychological and physical health, thereby having unfavourable influence. However, it was found that the social networking platforms have favourable influence on academic performance of students.

A study was done on students of University of Ghana, Legon by (Kolan & Dzandza, 2018), examining the influence of social networking on academics. Findings of the study highlighted that social networking is a mixed blessing for students. Further it was revealed that majority of students were addicted to social networking acting as detrimental to their academics in spite of its benefits to academic life of students like sharing and disseminating of ideas concepts and information, relationship building and taking part in group discussions on it.

(Kumar Jain et al., 2012) undertook a study examining the role and influence of social media in education of students. It was found that majority of social media users were graduate in comparison to post graduate students. While the most

preferable social networking sites were Facebook and YouTube. Findings of the study concluded that social media plays a crucial role in students education life by helping or advantaging them with access and gathering wide information available online and sharing of information with their teachers and friends.

(Kirschner & Karpinski, 2010) undertook research evaluating the impact of Facebook on the academic results of students. It was found that there exists inverse relationship of usage of Facebook with time spent on studying and grade point average of students. It was revealed that students using Facebook were spending less time on studying as compared to non-users and which in turn leads to lower academic results of students.

Similarly, (Junco, 2012), found that time spent on social media platform, Facebook was statistically noteworthy inversely correlated with academic performance of students measured by overall grade point average.

However, (LambićDragan, 2016), undertook research examining the interconnection between usage of Facebook for educational purpose and academic results of students. Results of the study showed that frequency of usage of Facebook for academic purpose had favourable association with academic performance of students in Sombor (Serbia).

A study carried out on medical students by (Upadhayay & Guragain, 2017) established that more usage of internet and social media than average results in lessen academic results or performance and reduced level of concentration in class.

### Research Gap

After careful perusal of existing literature on social media and academic performance it was found that several researchers have studied the impact of social media on academics of students in general, however there exists limited literature on female college going students examining the impact of social media sites on their academic results. Therefore, the present study was conducted to examine the influence of time spent daily on social networking sites on the academic performance of female students. Further examining the social media platforms which are popular among the them and for what purpose they are accessing social media.

### Objectives of the Study:

The **primary objective** of the present study was to examine the impact of number of hours spent daily on social media on the academic performance of female students. The secondary objectives of the study were to explore as to which social networking site is popular among female students and the purpose for which the participants were using social media sites mainly.

### Research Methodology

The study was a descriptive questionnaire-based study. The main aim of the study was to examine the impact of number of hours spent daily on social media on the academic performance of female students. Using snowball technique, the primary respondents i.e., female college-going students in Chandigarh were contacted. A self-structured questionnaire was used for soliciting information from them through Google forms. Total 200 respondents participated in the study. The data were entered into an excel sheet and analysed using

SPSS. Correlation and regression analysis was used to examine the impact. A P-value of less than 0.05 was considered statistically significant for the tests.

Hypothesis used in the study

H0: There is no significant impact of number of hours spent daily on social media on the academic performance of female students.

Ha: There is significant impact of number of hours spent daily on social media on the academic performance of female students.

**Results**

In the present study majority of participants who took part in study were belonging to the age group 21-23 years (57.5%) and were currently pursuing under graduation courses (60%).

Most importantly, current study revealed that majority of respondents (52%, n=103) were spending 2-3 hours daily on social networking sites. Further, 22% of girl students were spending less than 1 hour on social media platforms as shown in Table-1.

Hours spent	N = 200 <sup>1</sup>
30 Minutes-1 hours	45 (22%)
2-3 hours	103 (52%)
4-5 hrs	37 (18%)
6-7 hrs	8 (4.0%)
More than 7 hrs	7 (3.5%)
<sup>1</sup> n (%)	

In addition, we came to know that most of the female students (76.5%, n=153) who participated in the study were using more than one social media site. Majority of the respondents indicated use of Instagram (80%, n=159) followed by usage of WhatsApp (77%, n=154). Surprisingly only 12% of participants mentioned the use of Facebook (Table-2a). Further respondents were asked about the purpose for which they were using social media platforms (Table-2b), majority of respondents indicated that they use social media for mainly for the purpose of chatting (88%) and downloading music and videos (75%). Interestingly only 54% of students were using

social media sites for academic purpose. Moreover, 73% of females reported that initially they joined social media sites for entertainment purpose while 68% mentioned that they joined at first for information gathering (Table-2c). Additionally, more than half of those surveyed reported that they use social media to kill time (80%), stayed up late to use it (74%), feel satisfied when they use social networking sites (69%) and becomes frustrated or angry when a social networking site goes down or unavailable (59%). Unexpectedly 39% of female students has indicated that they have ignored their responsibility like homework or chores because of social media.

**Table-2 Social Media platform used, Purpose of use and Initial motivator to use social media**

<b>2a. Social media sites</b>		N = 200 <sup>1</sup>
Facebook		25 (12%)
WhatsApp		154 (77%)
Twitter		11 (5.5%)
Instagram		159 (80%)
Snapchat		121 (60%)
Others		11 (5.5%)
<b>2b. Main Purpose for which social media used</b>		N = 200 <sup>1</sup>
Chatting		176 (88%)
Downloading music and videos		150 (75%)
Academic work		107 (54%)
<b>2c. What influence you to use social media initially</b>		N = 200 <sup>1</sup>
For Entertainment		146 (73%)
Friends/Family		133 (66%)
To Gather information		137 (68%)
Other reasons		7 (3.5%)
<sup>1</sup> n (%)		

Furthermore, a significant moderate negative correlation was found between academic performance of female college going students and number of hours spent daily on social media,  $r(198) = -.439, p < 0.001$ .

**Table-3 Regression Analysis**

<b>Model Summary</b>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.439	.192	.188	.71256	.192	47.143	1	198	.000

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.936	1	23.936	47.143	.000
	Residual	100.532	198	.508		
	Total	124.469	199			

  

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.861	.127		30.467	.000
	Number of hours spend daily on social media sites	-.372	.054	-.439	-6.866	.000

  

Dependent Variable: Academic performance					
Predictors: (Constant), Number of hours spend daily on social media sites					

Regression Analysis was used to examine the impact of number of hours spend daily on social media on academic performance of female students. Following results were found as shown in Table-3: A significant regression equation was found ( $F(1,198) = 47.143, p < .001$ ), with an  $R^2$  of .192. participants predicted academic performance is equal to 3.861-0.372 (Number of hours spend daily on social media). Moreover, for each unit increase in number of hours spend on social media daily academic performance of female students decrease by 0.372 units. Further number of hours spend daily on social media was significant predictor of academic performance of female college students.

### Conclusion

Innovation and advancement in information, communication and technology has led to the unification of world where it becomes very easy or convenient to connect with each other eliminating time and place barriers. Advent of internet or worldwide web has provided us with enormous technologies or platforms providing opportunities to people to connect, collaborate, gather and exchange information with each other. Social media is one of such platforms which is a mixed blessing for people. Social networking has its own advantages and disadvantages and it depends upon the who we use social media to reap maximum benefit out of it. At present there is growing trend towards social media especially by youngsters and as the saying goes too much of anything is

bad same is the case with social networking sites. So therefore, there was the need of the present study which examined the impact of social media on the academic performance. The present study focussed on female college going students and it was found that number of hours spend daily on social media has significant and negative impact on the academic performance of female students. Moreover, it was unveiled that majority of girl students were using more than one social media site, spending 2-3 hours daily, mostly for the purpose of chatting with others. Further, it was found that Instagram is the most popular site among female students. Based on the findings of the study it may be inferred that it is very important for the students to properly manage time they devote to social media and maximise their efforts to reap the benefits provided by social networks by exploring and using, sharing the information available on it.

### Limitation and scope for future research

The study was carried out only among the female college going students in Chandigarh collecting data from 200 respondents. It poses a limitation as well as provide scope for future study. Researchers can collect and analyse more number students from metropolitan cities considering impact of social networking sites on their psychological health and wellbeing also.

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