

Impact of Social Media in The Student's Academic Performance: An Analysis of The State Universities of Assam.

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Abstract:

Social Media, the driver of every minute information has established a tremendous pace among the youths. Social media has become a daily necessity in this area. No doubt it has given a great platform for any individual to exchange ideas and grab information from worldwide. Smart phones and internet connection are all requirements and everything is just on a click of button. It has been observed that younger generation is very much prone to social media. So, this paper is an attempt to study the impact on academic performance from the use of social media of the university students. The paper aims to identify the benefits students derive from social media. It also focuses to examine the privacy issues or problems on student's academic life. A sample of 300 students is taken into consideration. Google forms are used in collecting data. All the respondents in the study have their own smart gadgets with internet facilities. It is also found that with the use of social media the academic life of the students affected positively as well as negatively too.

Keywords: Social media, Academic performance, Students, Internet, Use, Facilities, Smart Gadgets.

INTRODUCTION:

Technology has paved a way of development from each corner of the world. As the world is celebrating communication with the help of ICT and has turned into a Global Village. Social media is an exclusive gift of ICT which plays a pivotal role in day to day life. Technology exposes

mankind to a better way of doing things. Social media and students has developed such a bond that has resulted in numerous benefits, but as every object has its own pros and cons social media has both positive and negative impact in the day to day life of the students and that finally shows the consequences in their academic performance. Social networking sites include Facebook, twitter, WhatsApp messenger, Google talk, Google messenger etc. are the examples the students are prone to. Social networking sites are online communities of internet users and as academic excellence plays an important role in an individual placement be it in an academic institutions or job placement. So, the individuals of this era are very much concerned with the ways they can enhance their academic achievement. Reviving and generating ideas with the rest of the world, with the individuals of mutual ideas, sharing information of every sphere has resulted in the broadening of knowledge stock of students. But with no doubt students as being more tech savvy apart from grabbing benefits from use of social media also has been addicted to the sites and has developed as a hobby of surfing. So above having concern to meet with the race of the world of technology, students are trying to be all-rounder following more the social media tactics which has both positive and negative impacts in their academic performance.

LITERATURE REVIEW:

Acheaw & Larson (2015): in the paper examine the impact of social media in their academic performance and also to identify benefit derived from using social media. Paper takes both research questions and hypothesis for the study. It is suggested that students should encourage to use their phones for supplement their research. The study revealed the majority of the students had mobile phones with internet facilities. It is found that students spent in mobile phones for 30 minutes to 3hours a day. It is also found that the academic performance of the students are affecting negatively.

Mensah & Nizam, (2016); in their paper aim to examine the impact of social media on student's performance in Malaysia. The Pearson's correlational coefficient are used and correlated with the academic performance of the students. The paper used both descriptive and explanatory research design. It is found that positive and significant relationship between friends-people connections and students' academic performance. It is concluded that social media platforms has a significant impact on the student's academic performance and they are taught with the time management to determine success or failure of the students.

Gilbert, et.al. (2018); tried to analyze the impact of social media on student's academic performance. The study presupposes that the students use social media for communicating and study. On average students spent at least an hour daily in social media. It would have both positive and negative impact on their academic performance. 60 students were taken as sample for the data acquiring, whereas get the accurate sample size Solvin's formula was adopted. It was found that the primary motives of the students were to chat with their friends, spend leisure time with own relaxation. Around 20% of time is being used for social media purpose. It was also admitted by them that use of social media has influenced their life and few stated that there's no such influence. It was concluded that free time of the students is totally acquired by social media where things appear to be more interesting than that of the mentors lecture. No doubt social media having enormous benefits

regarding academics of the students but its right use only can lead to a better future. It should kept in mind that right use of social media can boost the future but it's wrong way can result as a victim to the youths.

Zahid, et.al. (2019); the paper tried to investigate the impact and relationship between social media and academic performance of the student. To resolve the misconception regarding social media are to identify the problems of individuals using social media. Various factors determine the academic performance of students but at this modern age social media is worth mentioning to be the most popular factor. The paper concluded with the positive aspect of usage of social media by the students as it has helped them in exchanging and generating new ideas and students being an asset of any country play a pivotal role in social development.

OBJECTIVES:

1. To study the usage of social media by the youths for educational purpose
2. To study the impact on their educational Performance by usage of Social media.

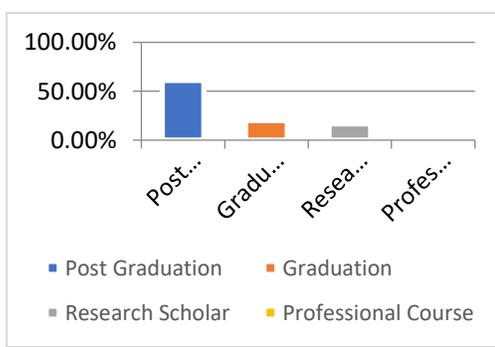
SIGNIFICANCE AND SCOPE OF THE STUDY:

The study is significant enough as youths being techno savvy at this era of science. So, as social media being proving itself as a great platform from connecting people to sharing business ideas and exploring creativity to ensuring education among the youth. Everything has become possible just with a single touch in the smart screen. Social media in regards to delivering quality educational guide to the youth through various ways is helping to a great extent to explore new concepts and clear the issues but to what extent the youth are concentrating and taking the optimum advantage of the scope and what is the impact in their academic performance through use of social media for their study purpose has lead to a great significance of the study.

METHODOLOGY

Data was collected using primary data set through the distribution of Questionnaire through Google Forms is used and convenient sample is being used. In this study, 4 state universities of Assam i.e., (Dibrugarh University, Guwahati University, Cotton University, Assam Womens' University) were being selected. The reason for choosing the sample is that as the topic is related with social media and academic performance, so the students of higher education are taken as they mostly use phones and laptops. 500 questionnaires are distributed to 500 students but only 300 responses could be received.

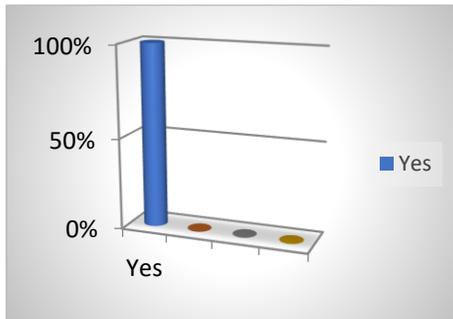
ANALYSIS AND INTERPRETATION:



a. Designation of the Respondent:

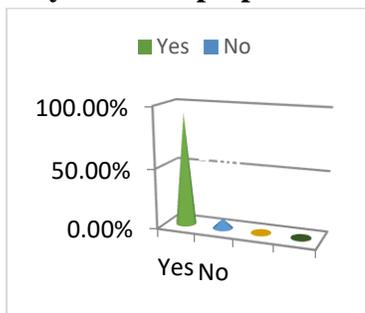
Interpretation: Out of 300 respondents, it is seen that many of the respondents i.e. 183 belongs to post-graduation course from different departments of the Universities, whereas only 6 responses are from professional course, 51 Research Scholars and 60 are from Graduation.

b. Do you use Phone?



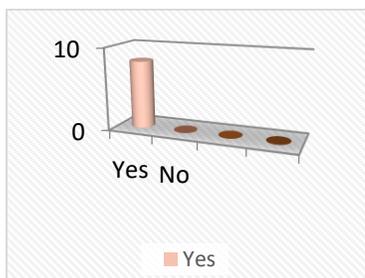
Interpretation: From the survey, it is found that each and every respondent i.e. 300 of the populations have their own phones.

c. Do you use Laptop?



Interpretation: It is seen that 276 respondents have their own Laptop whereas 24 respondents don't have their own laptop.

d. Does it have Internet Facility?



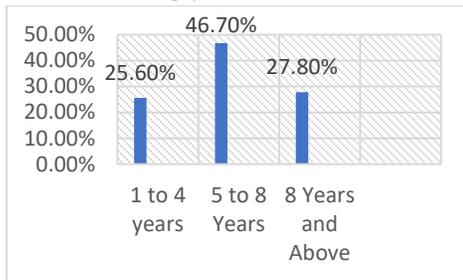
Interpretation: From the responses it is found that every respondent have their internet facility in their phones and Laptops.

e. Do you have Social Networking Sites?



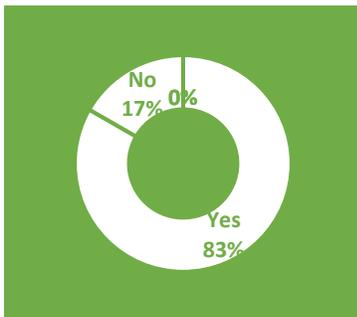
Interpretation: Each and every respondent i.e. 300 students have their own accounts in various social networking sites.

f. For how long you have been on Social Networking Sites?



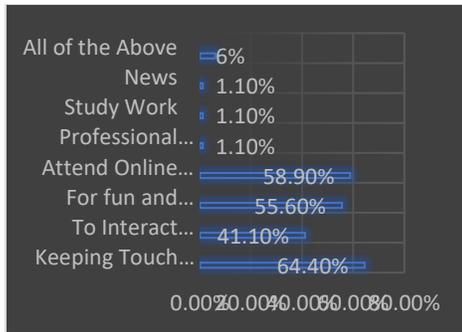
Interpretation: From the data collected it is found that 140 respondents are using their social networking for 5- 8 years, 81 respondents are using for last 8 years and 79 respondents are using for last 1-4 years.

g. Are You Active enough on Social Networking Sites?



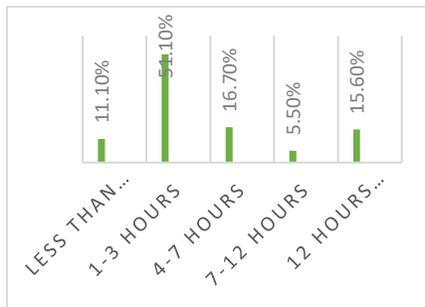
Interpretation: It is seen that out of 300 respondents, 249 respondents are regularly active on Social Networking Sites.

h. Purpose of Using Social Networking Sites?



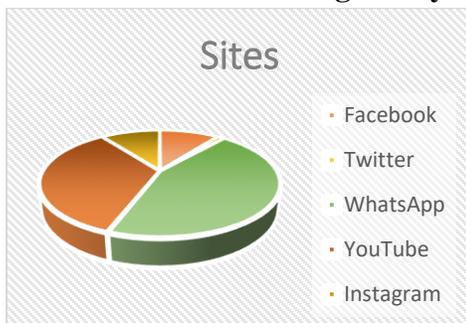
Interpretation: From the study, it is found that respondents use social networking sites for various reasons but among the 300 respondents, 192 respondents use social media to keep in touch with friends, whereas 6% i.e. 18 respondents use for all the reasons.

i. How often you use Social Networking Sites (per day) for your Academics?



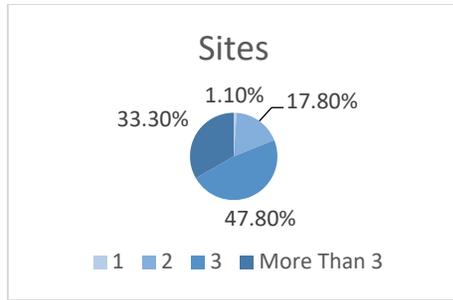
Interpretation: It is seen that 51% i.e. 153 respondents use 1 hour to 3 hours of their regular time in a day using social networking sites, whereas 18 respondents use between 7 to 12 hours daily and 48 respondents use more than 12 hours a day.

j. Which Social Networking Sites you prefer the most?



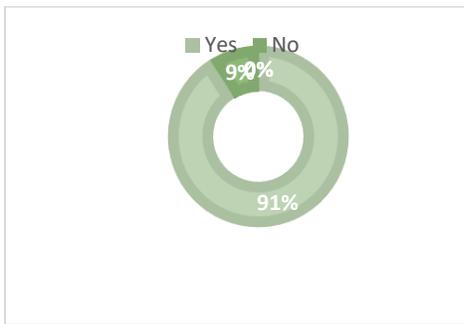
Interpretation: From the study, it is found that 135 respondents prefer WhatsApp than other social media sites, whereas 3 of them are participants who use Instagram regularly.

k. How many Social Networking Sites do you use actively?



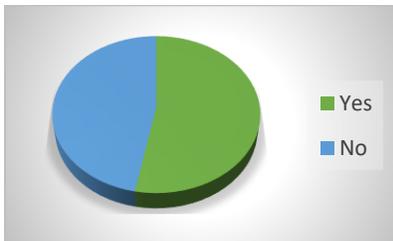
Interpretation: From the study it is seen that 144 respondents use 3 social media sites regularly as only 3 respondents use 1 application or site a day.

l) Do you think use of Social Media Networking sites have positive impact on your studies?



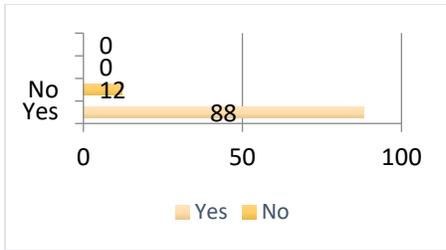
Interpretation: It is seen that 273 respondents have chosen yes; social media has a positive impact on the studies.

m) Do you think that use of social media sites minimizes your time for studies and have negative impact?



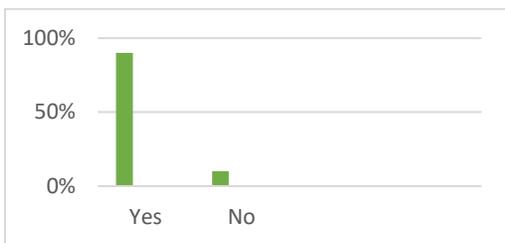
Interpretation: It is seen that 159 respondents are in the opinion that due to engaging in social media the time they get for studies is less than expected by them.

n) Do you think engaging more on Social Media has increased the time span of getting engaged with your smart gadgets?



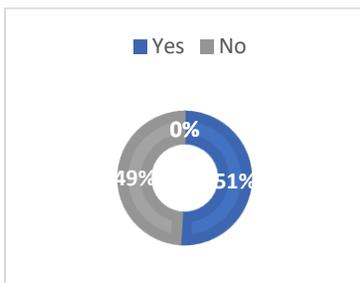
Interpretation: From the study it is seen that 264 respondents admitted that more acquainting with social media has increased their time span of getting more involvement with the smart gadgets.

o) Do you feel that your academics are greatly influenced and growing with the help of Social Media Networking Sites?



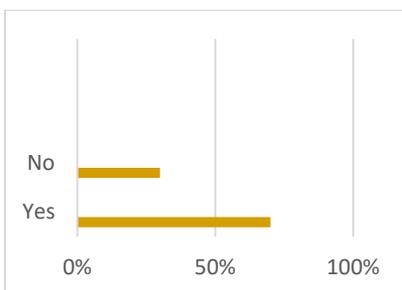
Interpretation: It is understand that 270 respondents are of the view that social media networking sites are greatly influenced.

p. Do you feel that study through Social Media Sites is far more interesting than that of the lectures in the classroom?



Interpretation: Out of 300 respondents, 153 respondents feel more interesting about the way of study through social media than that of classroom lectures.

q. Do you communicate with your Mentors in the sites?



Interpretation: It is seen that 210 respondents communicate with their mentors in the social media sites.

FINDINGS:

1. Majority of respondents are of post graduation followed by research scholars and students from graduation courses and each of them having their own smart phones and most of them are having laptops except a few and even connected to internet also.
2. Each and every respondent had their accounts on different social networking sites and actively participating in them.
3. The most rated reason for usage of social media was found to keep touch with the friends followed by the other purposes like interaction with more people, to entertain oneself, professional stuffs etc.
4. Social media networking sites were also used for academic purposes and 1-3 hours time is mostly spent for the same.
5. Whatsapp is found to be the most used social media networking sites followed by facebook and other sites. Use of social media found to have much positive impacts on the study and has greatly influenced and has grown whereas some respondents (153) also admitted to have negative impact more than of positive.
6. Half of the respondents responded that study through social media to be much more interesting than that of classroom lectures.
7. As many mentors are available on online mode many respondent had their mentors on Google classroom and find it much easier to interact and enquire any doubts regarding their subjects at anytime from anywhere, proving to be a better platform for the students to access to their classes easily, easy transfer of files, doubt clearing, exchanging of study materials and above all also can interact with the professors of other education institutions too.

CONCLUSION:

Undoubtedly social media has numerous boons to a student's life that has helped them to develop and groom them with the era of science and continue their study even sitting at home. Social media networking sites like Facebook, Youtube are very much involved in study activities. Students too are very much active on these sites, using both for entertainment and study purpose. ICT has brought together the mass from every corner to exchange ones ideas and thoughts and students, research scholars are greatly benefitted from it to access and furnish their work precisely. The students are able to clear their doubts regarding any minute topic and can get help from the top educators which has brought a positive attitude towards study through social media networking sites but most of the students use these sites usually for entertainment purpose which has engaged them more with the smart gadgets which is a negative sign. So it proves to be both positive and negative aspects. Where on the one side students are facilitated with their education to be better and are benefitted and growing with better influential results but on the other side it has also repealed students from the real world and has engaged them with the virtual things. So proper use of social media networking sites is to be maintained and should be utilized to its optimum for future betterment.

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