

# The Impact of Social Media Usage on the Academic Performance of Student

Badar Mohammed Al Mughairi<sup>1</sup>, Hamad Khalifa Al Hakamani<sup>2</sup>, Yusra Mohammed Al Mughairi<sup>3</sup>, Prof. Dr. Asif Mahbub Karim<sup>4</sup>

<sup>1,2</sup>PhD Researcher at Binary University of Management & Entrepreneurship, Malaysia,

<sup>3</sup>PhD Researcher at Sultan Qaboos University, Oman

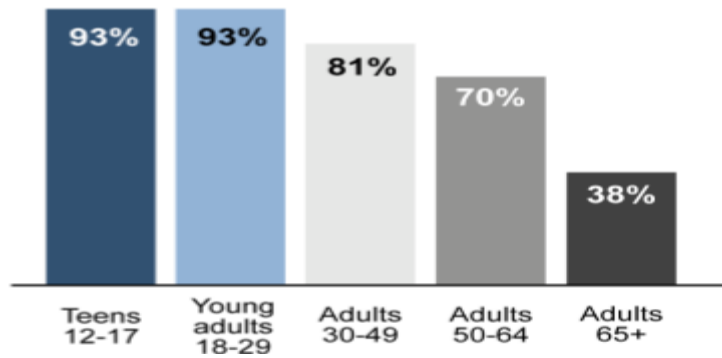
<sup>4</sup>Dean, Binary Graduate School, Binary University of Management & Entrepreneurship, Malaysia

**Abstract:** *The growth of the internet services and application, the social media services and application become a major attraction of the user and organization. This lead to the extensive use of social media to achieve different type of objectives that meet individual and also the organisation interest. Consequently, this use can create a positive or negative impact. This article studies the impact of social media usage on the academic performance of the students. moreover, it illustrates the different impact based on the literature review on the types and the age of student. In addition to that, It demonstrate the existed and related theories, reviewing the concepts and other studies related to the impact of social media in related to academic performance.*

**Keywords:** *Social Media, Academic Performance, Social media Impact*

## 1. INTRODUCTION

Social media utilized by the people when it started to communicate with each other. Nowadays it is playing a significant role in our life considered as a one of the best and successful invention which affect the human life reflecting the use and power of technology. The social media with its variety becomes a most popular product or service and extensively used. In this study, the social media refers to any web interface or mobile application that used by anyone utilizing the internet to communicate and share view between each other. Therefore, the student becomes clients and creators of social media due to their needs, interest and the availability of the internet service which enable them to be available online and at any time. This lead to Greatest number of students gradually live in a virtual world accessing information and communicate through the social media service such as Facebook, Instagram, Twitter, Whatsapp, Blogs, Imos, Smartphones, and Text Messaging. Moreover, it let the student shape and maintain relationships and inspire others to be a part of an online student community. The use of such services can have a positive and negative impact on the student performance and the academic result. The following graphs show the social media & mobile internet use among teens and young adults based on the Pew Internet & American Life Project published by Pewinternet.org on February 3, 2010, which give us an indication of the current status (Amanda Lenhart, Kristen Purcell, Aaron Smith and Kathryn Zickuhr, 2010).



## 2. LITERATURE REVIEW

Academic performance of the university student become impacted by the different type of aspects. However, the effect of social media on the student academic performance is more critical than others cause. According to Daluba and Maxwell, there is an indication which shows millions of people over the world practice a social media on a regular basis for a different aspect (Daluba & Maxwell, 2013). People spend more time communicating and share information with their friends on social media and interacting websites (Das & Sahoo, 2010). The young people utilize social media for socialization and entertainment (Kalra and Manani, 2013). They spend around 13 to 20 hours per day on social media (Rosen, 2011). Therefore, the education stakeholders over the globe concerned about the effects of social media on academics performance (Shah, Subramanian, Rouis, & Limayem, 2012). Over 1.79 Trillion members and it is still growing, and approximately 85% of undergraduate students are Facebook users. The advertise and published statistics show the trend of social media and its future usability which reflecting the rise of social media networks ( websites and mobile application). With this fast growth and different utilization of social media, Social media connectivity has become an integral part of the students (Shah, Subramanian, Rouis & Limayem, 2012). In addition to many studies debates on the positive and negative impact on the student (Yahya, Olalekan, Afolabi, & Ayelaagbe, 2013). Consequently, Oman government establish a new communication mean to communicate with the public using social media in October 2017.

### 2.1 Socials Media Users statistics

The following table shows the growth of registered user in different social media networks which indicated the user interest in using such communication channels as a medium for communication, interaction and sharing an interest.

Social Media Type	Year	Number of Registered Users
Facebook	2016	1.79 Trillion
Instagram	2016	300 Million
Twitter	2016	317 Million
LinkedIn	2017	16.6 Million
Snapchat	2015	100 Million
Whatsapp	2010	1 Million

## 2.2 The trend of Using Social Media in Oman

The below table shows the trend of a social media network based on Oman user.

Social Media	Number of Registered Users per year	Sources
Facebook	The number of Facebook subscribers in Oman crossed 800,000 as of May 2014 with 264,480 new users between Jan to May 2014.	(Salem, Mourtada, & Alshaer, 2014).
Twitter	Twitter had increased from 14 000 in 2012 to 38 000 in 2013	(Arab Social Media report, 2015).
LinkedIn	LinkedIn had 115,761 members on LinkedIn of which 89% were aged between 18 and 34.	(GWI, 2015).
Instagram	40% of social media users are users of Instagram	(Arab Social Media Report, 2015)

## 2.3 Theoretical Framework

Based on the literature review the following are the main theories related to the usage of social media that frames the challenges and opportunities.

### 2.3.1 Social Learning Theory (SLT)

Albert Bandura originated this theory in 1962. He hypothesized that the observation is a way of learning from each other and interactive relation or media sources attend as models (Bandura, 1986). The Social Learning Theory (SLT) is a suitable to explain and expect the effects of social media or any other media in related to human behavior (Olson, Kutner, and Warner, 2008). The SLT theory assumes the continuous human interaction with a media resulting in a significant effect on the human behavior either positive or negative.

### 2.3.2 Uses and Gratification Theory (UGT)

According to the view of uses and gratification theory, there are a variety of media available, which enable the user of the media to facilitate and select from based on the users need and interest, and this theory believed extensively by the communication provider and facilitator (Lin, Singletary and Richmond, 1999). Consequently, the Uses and Gratification Theory adopted by many researchers such as; the study which conducted by the Cho and Roberts which aims to find if there is any relation of using the internet among the motivations and consequences (Ko, Cho, and Roberts, 2005). This theory focuses on the use of media by users and what the does the media do for the users.

### 2.3.3 Time Displacement Theory (TDT)

The Time Displacement theory or models admitted that the individuals have a restricted and limited time to do a specific task and activities and expand the time with another task by not have sufficient time as per the plan and its requirement (Mutz, Roberts, and van Vuuren, 1993). Accordingly, while student spent more time on the social media website or social media application will result in the displacement of the time located for academic activities. Thus ultimately will affect the academic achievement of the university student negatively (Koshal and Gupta, 1996), (Aderson, Huston, Schmitt, Linebarger, Wright, and Larson, 2001), (Shin, 2004), and (Shejwal, and Purayidathil, 2006). The researcher can apply this theory be reflecting the effect of social media on the student academic performance. Many

researchers used the TDT theory to study the impact of the media on kids and teenagers as it is relevant to this work as it will explain whether or not the time spent by students on social media has any displacement effect on their studies and by extension, their academic performance.

### 3. SOCIAL MEDIA COMMUNICATION

Communication activities are as described. Communication is a central part of human life and one of the society and civilization that include the share of information, socializing with others and making a relation (Schramm, 1977). However, the social appeared frequently phrases used them to define the electronic ways of interacting using different forms of communication platforms either mobile or web (Mozee). Many researchers describe the social media communication as the modern communication channels using web-based services or mobile application which enable the people to communicate and interact with each other sharing and exchange same interest (Bryer, and Zavattaro, 2013). Therefore, the social media growing and expanding very fast and become commonly used in official and personal communication in Sultanate of Oman and over the world. In 2013 Anjugu has categorized the social media to different types as shown in the following table (Anjugu, 2013):

Social media Type	Used For
Social Bookmarking	Used to cooperate by labeling the website and searching the website bookmarked by others websites
Social News	Used to interact by voting for articles and commenting on them
Social Networking	It can be used to build a communication channel between friend and establish a new connection with others with the capability to share photo profile, groups and conduct a discussion.
Social Photo and Video Sharing	Its allow the internet user to share photos, video and communicate with each other in the same interest.
Wikis	Enable the internet users to add, edit and share a write-up to the public.

Utilizing one of the above social media channels gives the user two-directional communication and provide interactive nature of communication which differentiate it from the traditional way and medial of communication like television radio and others (McQuail, 2010).

### 4. ACADEMIC USE OF SOCIAL MEDIA

Nowadays, the Social media used by a massive number of people over the world on a daily basis as a regular activity for diverse reasons. Many research shows that the student colleges are the most users who use the social media services. In 2011 a report published on the EDUCAUSE website and based on a survey of 3000 College student from around the United States (US) showed the 90% of them registered with Facebook and 37% are using Twitter (Dahlstrom, de Boor, Grunwald, and Vockley, 2017). With the growth of social media, a

good number of colleges and universities over the globe using the social media to advertise the social media consider it as a marketing tool in addition to a communication channel with their involved parties includes; partners, students, academic group, and parents. Some of the academic professors are efficiently utilizing the social media in the education system by communicating with their students with an aim to enhance the learning outcomes. Therefore, they used it as a technique to keep a connection with the student outside the class resulting on effective information sharing and news transfer to some candidate fastly (Al-rahmi, Othman, and Musa, 2014). However, a considerable number of academicians have stated that the time spent by the students on social media is more than needs. The considerable time spent on social media resulting on affecting their performance and limit their learning outcomes afar way from the expected result (Moran, Seaman, and Tinti-Kane, 2012), (Rowlands, Nicholas, Russell, Canty, and Watkinson, 2011).

## 5. CONCLUSION

Firstly, the paper is based upon various research and published articles, in the area of Social Media, specifically within the Social Media impact to the accamic performance, which shows that , it has positvie and negative impact based on the type, and usage objectives of social media. Those has been depends on the nature of use either in the acadmic field under supervision or without control to the usage. However with the growth and the availabitoiy and usage of such technology, the social media become a tools for learning and communitating between student and accademic facality which streanghn the accademic performance. However , the utilization of the social media without controls in some cases leads impact the performance negatively. Finally to ensure the best use of the social media its need to establish a controold and manage social media tools dedicated for the acadmic need and meet the rules and regulation of the accademic field.

## 6. REFERENCES

- [1] Aderson, Huston, Schmitt, Linebarger, Wright, and Larson. (2001). Early childhood television viewing and adolescent behavior: The recontact study. *Monographs of the Society for Research in Child Development*, 66, 1 - 154.
- [2] Al-rahmi, Othman, and Musa. (2014). The improvement of students' academic performance by using social media through collaborative learning in Malaysian higher education. *Asian Social Science*, 210 - 221.
- [3] Amanda Lenhart, Kristen Purcell, Aaron Smith and Kathryn Zickuhr. (2010). *Socail media & Mobile Internet Use Among Teens and Young Adults*. US: Pew Internet.
- [4] Anjugu. (2013). Impact of social media on students academic performance. .
- [5] Bandura. (1986). *Socialfoundations of thought and action: A social cognitive theory*. Prentice-Hall: Englewood Cliffs.
- [6] Bryer, and Zavattaro. (2013). Social media and public administration: Theoretical dimensions and introduction to symposium. *Administrative Theory & Praxis*, 327.
- [7] Dahlstrom, de Boor, Grunwald, and Vockley. (2017, 11 10). *educause*. Retrieved from National study of undergraduate students and information technology: <http://net.educause.edu/ir/library/pdf/ERS1103/ERS1103W.pdf>
- [8] Daluba & Maxwell. (2013). Effect of social media on the use of academic library by undergraduate students in tertiary institutions: A case study of Kogi State University, Anyigba. *Academic Research International*, 4(5), 536-542.

- [9] Das & Sahoo. (2010). Social Networking Sites – A Critical Analysis of Its Impact on Personal and Social Life. *International Journal of Business and Social Science*.
- [10] Kalra and Manani. (2013). Effect of social networking sites on academic achievement among introverts and extroverts. *Asian Journal of Social Sciences & Humanities*, 2(3), 401 - 406.
- [11] Ko, Cho, and Roberts. (2005). Internet uses and gratifications. *Journal of Advertising*, 57 - 70.
- [12] Koshal and Gupta. (1996). Academic achievement and television viewing by eighth graders: A quantitative analysis. *Applied Economics*, 28 , 919 - 928.
- [13] Labs, M. (2016 , July 27). *Taking Steps to Fight Back against Ransomware*, McAfee Labs on. Retrieved from McAfee Securing Tomorrow: <https://securingtomorrow.mcafee.com/mcafee-labs/taking-steps-to-fight-back-against-ransomware/>
- [14] Lin, Singletary and Richmond. (1999). Clarifying Communication Theories: A Hands-on Approach. *Iowa State University Press*.
- [15] McQuail. (2010). *McQuail's mass communication theory*. London: Sage Publications.
- [16] Micro, T. (2016, August 19). *Ransomware: Behind the Scenes* . Retrieved from <https://www.trendmicro.com/vinfo/us/security/news/cybercrime-and-digital-threats/ransomware-behind-the-scenes>
- [17] Moran, Seaman, and Tinti-Kane. (2012). Blogs, wikis, podcasts and Facebook: How today's higher education faculty use social media. *Pearson Learning Solutions*.
- [18] Mozee. (n.d.). The impact of social media use on academic performance at oneurban university: A Pilot Study. *OJRUR*, 1 - 10.
- [19] Mutz, Roberts, and van Vuuren. (1993). Reconsidering the displacement hypothesis: Television's influence on children's time use. *Communication Research*, 20 , 51 - 75.
- [20] Networks, P. A. (2017, November 07). *Unit 42 Report Ransomware: Unlocking The Lucrative Criminal Business Model*. Retrieved from paloaltonetworks: [https://www.paloaltonetworks.com/apps/pan/public/downloadResource?pagePath=/content/pan/en\\_US/resources/research/ransomware-report](https://www.paloaltonetworks.com/apps/pan/public/downloadResource?pagePath=/content/pan/en_US/resources/research/ransomware-report)
- [21] Nworgu. (1991). Educational research: Basic issues and methodology. *Wisdom Publishers*.
- [22] Olson, Kutner, and Warner. (2008). The role of violent video game content in adolescent development. *Journal of Adolescent Research*, 55-75.
- [23] Robert Lipovský, Lukáš Štefanko, and Gabriel Braniša. (2016). *Rise of Android Ransomware*. Retrieved from welivesecurity: [https://www.welivesecurity.com/wp-content/uploads/2016/02/Rise\\_of\\_Android\\_Ransomware.pdf](https://www.welivesecurity.com/wp-content/uploads/2016/02/Rise_of_Android_Ransomware.pdf)
- [24] Rosen. (2011). Poke me: How social networks can both help and harm our kids. *Washington, DC: American Psychological Association*.
- [25] Rowlands, Nicholas, Russell, Canty, and Watkinson. (2011). Social media use in the research workflow. Learned Publishing. *Learned Publishing*.
- [26] Schramm. (1977). Nature of communication between humans. *The Process and Effects of Mass Communication*, University of Illinois Press.
- [27] Shah, Subramanian, Rouis & Limayem. (2012). A study on the impact of Facebook usage on student's social capital and academic performance. *AMCIS Proceedings*, 1 - 13.
- [28] Shah, Subramanian, Rouis, & Limayem. (2012). A study on the impact of Facebook usage on student's social capital and academic performance. *AMCIS 2012 Proceedings*, 1 - 13.
- [29] Shejwal, and Purayidathil. (2006). Television viewing of higher secondary students: Does it affect their academic achievement and mathematical reasoning? . *Psychology and Developing Societies*, 8, 201 - 213.

- [30] Shin. (2004). Exploring pathways from television viewing to academic achievement in school age children. *The Journal of Genetic Psychology*, 165, 367 - 381.
- [31] Yahya, Olalekan, Afolabi, & Ayelaagbe. (2013). Online social networking and the academic achievement of university students: The experience of selected Nigerian universities. . *Information Technology Management*, 3(5), 109 - 116.