

Social Media and Academic challenges: An Overview of University Level Students in District Faisalabad

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Social media is an important tool to communicate with people, share task, information, evaluate, and interpret the events for everyone at the present era. The absolute and adverse effects of social media on student's academics and habits were explored in this study. A sample of 300 respondents was taken through multi stage sampling technique. Data were collected from three universities, located in Faisalabad, Pakistan. A well prepared Interview schedule was designed to get required data. The results highlighted that majority of students spend up to 6 hours per day on Social networking sites, which affected their scholarly achievements and resulted in frustration, tension, aggression. Their quality time and academic routine also interrupted, which finally resulted in drooping grades, poor physical and mental health. The current study increases the awareness to prevent the excess use of social media and suggests that there must be check and balance by parents on their children. Educational institutes and government should equally take steps to aware students about the positive and negative effects of social media.

Keyword: Effect of Social Media, Social Network, Students, Academic Performance

Social media or Social Networking is one of the Technological foundations of Web 2.0 which let people to form, receive, participate and swap instruction, data and concepts in effective area of people and webs. Moreover, is the collective contact between individuals in whichever people can receive or provide knowledge, facts or information? Internet Social means acknowledges for a communiqué opening. It has opened its arms as a channel of communication. Now a day it has been such a vast a medium that it affects every individual in a different way, weather it is students, teachers, works, trade, government, and religious communities. Social media is a voice of a common man. The communication is a tool which brings a meaning, containing radio waves, light way, notepad, motion picture display, cellular-phone, winks and communicate, the on line network, PC monitors, signboards, radio transmissions and TV signals, and a nonstop figure of supplementary messengers. (Baack, 2012).

“We are all now connected and interlinked by the Social networking web, like neurons in the giant brain” (Stephen Hawking). Nielsen (2012) stated, students keep on spending extra hours on the social mediums rather than other ground available on line. The entire time exhausted on social media crosswise cell phones enlarged by 58%, 122 billion min. in august 2013 as to 89 billion minute in august 2012. Kaplan, A. M., & Haenlein, M. (2010) classified social media as under:

Table 1. Classification of Social Media by social presence/media richness and self-presentation/self-disclosure

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Blogs and micro-blogs are primarily for exchanging views, ideas and opinions via text, using blogs people do send or post loaded media as pictures and video shots. Though By the advancement of technology, some features are apt to fuse, yet is a suitable categorization dependent the original idea.)High Self-representation, Medium Media Richness: Social connections Sites (Facebook, RenRen, Couchsurfing, Foursquare, Friend feed, Posterous, Orkut), Friendster (Social Gaming), Dating websites (Fubar). High Self-representation, High Media Richness: Virtual Social (Second Life)Low Self-representation, Low Media Richness: collective works (Wiki, Googl doc), Question&Answer symposium (Quora), old debate communities(Usenet, telnet, BBS), knowledge seeking &giving out (Yelp, Eventful, Sourceforge), ZoteroLow Self-representation, Medium Media Richness: YouTube, Flickr, Slate Box (collaborative visualization tool), Spotify, Xiami, LastFm(By using YouTube subscribers are composing music video diaries, that encourage greater individual description than Facebook. Basically, there are infinite and limitless potentials and opportunities to present people perception of using internet social mediums. The innovations give space users for doing so. Yet when the innovations don't sustain, subscribers will formulate it by develop the innovations. Its people's necessity and random beliefs that develop Social media. It is not like that how people classify the social media sites initially. The standard of classification of any social networking site is their preliminary or key function.)Low Self-representation, High Media Richness: World of Warcraft.The current study emphasizes on Impact of Social Media on students.“Social media is more about Sociology and Psychology than it is about technology”. What people post, share and comment is not only their post; it indicates their interests, feelings, emotions, and sometimes messages for others.

Social media sites are promoting lethargy, depression, aggression and pay not as much of focus to studies, which results in dropping grades. Teachers and parents must guide responsiveness towards students. Social media is a channel of connecting people but we must not let social networking to influence upon our associations of life. Students should use social media moderately so that their lives are not affected. Parents should monitor their children about their online activities such as social contacts, contents and time spent on social media. Government should ban illegitimate social system networking sites. They should be proscribed and prohibited so that these sites become out of the reach from teenagers. Students have obsession of Facebook and WhatsApp, these SNS sites are affecting their studies badly. Students would use and consume fewer interval on such social media sites. Sporting and other productive actions must be boosted between youth in their leisure time. Parents and teachers should embolden youth to take part in community sport, voluntary tasks. Government should encourage co-curricular activities and sports among youth. Parents should increase communication with their children. Promote family life, social relations instead of only social networking relations.

Rational of study

Social media is the center of attention for students. They learn fast and rapid on social media and using it for productive purpose also. Students can learn and educate via social media on the subject of the world, social order, people, civilizations, ideals, morals and customs, if it can be used in a constructive way. Sometimes, Students utilize social media tools in their studies also. They prefer to do online searches instead of using Library or books. They read online books, attend and watch online lectures. They make WhatsApp groups for studies purposes, where they discuss their studies matters or class ongoing activities, subject matter or a distinct focus of their curriculum with their campus group of people.

Several of teenagers don't make out how to use it safe and sound. While chatting and talking to students forget about the time, while online. Students remain involve in chatting and talking to each others. In some way, it is wear and tear of moment, by saving that instant students can learn supplementary by learning and studying. Social media tools

not much advantageous for students, who use social media, get so much obsessed to it and they forget about their other activities and responsibilities. Social media is more than an addiction to them as excess of everything is bad. Extra use of social media websites is dangerous for the students as they lose their personal data and information, they upload on the websites. Even when students get together in their institutions they remain talking about their online tricks and information like and share by them and their contacts. Social media have adverse effect on communication of youth through misleading, mishandling webs and unhealthy disclosure. Adults are also engaging in social media without realizing the harm consequences (Wallis, 2012). Young individuals are getting frustrated and escaped from their lives due to unrealistic media approach. Many of young's have done suicide as the result of adverse content and material being shared to them on the electronic communication network. Websites cannot guard young folks as of stuff uploaded through their fellows. Internet Social forums are more used for destructive activities such as to post harmful material to hurt individuals. It is an opening passage to spread prohibited, dangerous, nasty, vicious, and humiliating matters, which effect badly on youth personality and physical health.

Controlled reconnaissance is reachable regarding execute of individual to individual transmission connections on students. Internet connections are frequently out looked as ingenious with not similar as normal media, like Television, Movie and radio set as they allow straight bond with individuals. So the present research observed the hours consumed by students on social media and social networking sites. Such as Facebook, what's app, twitter, integral etc. what are the purposes, intensions of using it, how these antisocial mediums are valuable for interacting among Youth. The quality time students exhausted on SNS and its impact on their academic performance is rather constructive or unconstructive, and how much helpful social sites are in enhancing and receiving knowledge and information. Therefore, it appeared significant to explore the effect of Social Media on student's scholastic achievements. For this reason, the current study was conducted.

Problem Statement /Research Question:

The main aims and objects of the current study were to study the socio-economic characteristics of the respondents, to establish how social networking websites affects students' academic performance and health and to measures the usage of social networking websites by individuals.

Review of Literature

Oye et al., (2012) stated that majority of the youth especially students log in to social media sites primarily for socializing acts, they use social media for leisure and entertainment. They don't use it for academic purpose. They further concluded that most of the respondents believe that social media sites have further positive effects on their educational acts. In an additional study carried out by Shana (2012) revealed that student's access of social media is mainly for chatting and making friends. The findings showed that about 27 percent of students agreed that they utilize online social networking sites for getting help in their studies. Other 73 percent of respondents just use social media for entertainment activities. It is affecting their studies and is the major reason of drooping grades.

Shahjahanand Chisty (2014) stated that social media is necessary part of teens. Youth consider themselves incomplete without it they are so much involved in social platforms which make them addicted. They can't even think to stay away for a while from these social modes. In general the effect of social media on youth is negative because it is affecting their studies badly and the major cause of dropping grades is their intense involvement in social platforms. Parents are not concerned and conscious about their children's online activities. They even don't know about their online networking accounts that interrupt their family and educational life afterward. Social platforms has a strong grip over youth, teens don't intimate with family, relatives and peers and be short of self-confidence. Teens avoid confronting each other.

Khurana et al., (2015) illustrated that in India 76% of the young students use social mediums and modes for at least 2.5 hours per day. According to him cybercrime is increasing with a rapid pace and its main victim is youth. It's very common that youth being trapped in fascinated social media sites. It's only because of negligence of not being award of terms and conditions properly. And finally youth distract from their studies.

Siddiqui and Singh (2016) stated in detail the effective and ineffective visible feature of social networking. Youth especially students are getting obsessed in these SNS's. social media is very common among students they like to make groups of their class fellows on any social media stage. By using these online social mediums they can exchange views and communicate themselves, experience valuable knowledge and information and can analysis favorable circumstances for future. Students mostly use specific online social mode. Social media also divert student's attention and participation from their studies. Social media is a charismatic world, it diverts teen's attention. Students are not entirely well known about these social platforms. They exploit it by making false and bogus accounts amusing intentions and thus addicted to it. By using social media excessively students are affected in term of physical health and mental health. This results in poor sleep, fatigue, eating disorder, aggression, rudeness, irresponsible behavior.

El-Badawy and Hashem (2015) has made an effort to explain the determinants of social networking sites. According to him that social media has no direct relationship with student's academic performance. The impact of social media can be enhanced by its usage, whether students are using it for good or bad purposes. SNS's utilization determines its consequences. To find the findings, concentration is focused on sites used by respondents, time spend on SNS and purpose to use SNS. Thus the positive as well as negative impact is found on respondents study routine.

Mingle and Adams (2015) said that technology and innovation is blessing for mankind as it is a regular part of our lives especially in the shape of cyber world. Cyber world is all about internet and essence on internet is online social network which is social media or social networking. The question is how these mediums affect us. Above and beyond the positive influence of SNS on student's studies performance, it is harmful in countless means. Social media all catches the attention of students which disturbs their studies. They spent their quality time on these sites rather than to focus on their academic goals. This situation flusters their academic performance, results and grades.

Baig (2016) carried out a research on the effect of Social platforms in giving out and communiqué of data in Distance Education. Students' vigorously used online social mediums for taking help and for learning instructions. They considered social medium as an aid and e-learning tool that enhanced their learning. It is a tool in teacher student interaction, and student to student communication that resolve many pedagogical standards. It is extremely beneficent where teacher and students were separated; educators took part in learning activity by teleconferencing or using web cams, video tutorials. He further stated, Social medium Sites (SNS) are bring into being lethargic and fixing persons. Young ones especially students have obsessed of sharing, liking, uploading stuff or content of daily routine. These social modules have made information to contribute constantly and converse with pupil and tutor deliberately during a research on the negative effects of social networking platforms concluded that with the rapid expansion of technology students use gadgets like smart phone and operate their SNS accounts on cell phones. They even bring these cell phones to class and have access to social medium sites during lectures in the classroom. So while present in the class they remain absent, they don't pay much attention to class works which results in low grades. Social platforms are reachable continently to youth that is another reason for being obsessed by these sites. Students use these mediums day and night. This situation is also harmful for their health, dangerous for their studies regarding future and unsafe for their personal life. For getting more followers and getting popular users share their personal information, fake and bad users miss handle these data.

Methodology

This study examines the effects of Social media usage on university students, and how the social media and social networking sites affect their academic performance. The universe of the present study was university level students in Faisalabad. The sample of present study consisted of 300 respondents, 150 male students and 150 female students from three universities of district Faisalabad. From each university 100 respondents were selected. Multi stage sampling technique was used. At first stage district, Faisalabad was randomly selected. At second stage 3 universities of Faisalabad (University of Agriculture, Government College University, and Government College for Women University) was selected randomly. At final stage 100 students of each university was selected randomly. The researcher collected data from 300 respondents of GCUWF, UAF and GCUF from young students age (18-28). A well structured interview Schedule was prepared for the present study, which consisted of predetermined questions. The interviews were conducted and regulate by the researcher himself. To observe the efficiency, truthfulness and consistency interview schedule was examined and revised by the researcher. The collected quantitative data was analyzed by researcher via various statistical methods such as Univariate technique and bivariate technique. The data was analyzed by using SPSS. Both descriptive and inferential statistics were used. Chi square was used to test hypothesis about distributions of frequencies over the classification of data. To check the direction of association and interrelation between independent and dependent variables gamma statistics was applied.

Results and Discussion

It had been concluded that majority of the respondent's i.e. 70 percent were in between age group of 18 to 23, and remaining were above 23 years. The portion of male and female respondents was equal. About 55 percent of respondents were doing BS honors in different subjects, 28 percent students were doing masters. Some students were in M.Phil. More than half of the respondents were living in Joint family system. Respondents live in nuclear family were 132 out of 300. Majority of (70 percent) respondents had 3 to 6 siblings under education. More than half of respondents had their income from all resources was up to 60,000 per month.

Hypothesis testing

This study increases the report in some significant manners. Primary, it accesses time use and endeavors executed over a 7-day period by a diary-like method, that's an effort to contribute further precise and comprehensive evaluation of time use. Next, how SNS effect student's educational achievements and for what purpose student use it, a well supplied set of close ended questions were studied.

Table 1: Association between daily usage (in hours) of social media and its effects on student's behavior

	Agree	Natural	Not at all	
1-3 hours	22	73	11	106
	7.3%	24.3%	3.7%	35.3%
3-6 hours	2	53	36	91
	7%	17.7%	12.0%	30.3%
6-9 hours	22	23	14	59
	7.3%	7.7%	4.7%	19.7%
9+hours	21	19	4	44
	7.0%	6.3%	1.3%	14.7%
Total	67	168	65	300
	22.3%	56.0%	21.7%	100.0%

Chi-square = 65.820 P- value= .000 D.f=6 Gamma= -.115 Significance= .000

Table 1 indicates association between daily usage of social media and its effects on student's behavior. Result of chi square shows that there is significant associations between times spend on daily use of social media and behavior of the respondents. Therefore the hypothesis association between time spend on Social Networking sites and student's behavior is accepted. The Gamma value -.115 means there is negative strong direct relationship between hours spend per day on SNS and behavior of respondents. As the time of SNS use increased, it badly effects on the behavior of the students.

Table 2: Association between daily uses of social media and its effects on health

	Agree	Neutral	Disagree	
1-3 hours	52	35	19	106
	17.3%	11.7%	6.3%	35.3%
3-6 hours	21	38	32	91
	7.0%	12.7%	10.7%	30.3%
6-9 hours	16	24	19	59
	5.3%	8.0%	6.3%	19.7%
9+hours	11	8	25	44
	3.7%	2.7%	8.3%	14.7%
Total	100	105	95	300
	33.3%	35.0%	31.7%	100.0%

Chi-square = 33.208 P- value= .000 D.f= 6 Gamma=.325 Significant= .000

Table 2 displays that there is association between daily uses of social media and its effects on health. The chi-square value which is 33.208 specifies the strong relationship between time spend on social media and effects on health of the respondents. The Gamma value which is .325 there is strong direct relationship between time spend on SNS and health of the respondents.

Conclusion

Social Media is an institution itself, platform of global connection by means, channel of interaction among individuals. The sites of Social networking are extensively used by youth of the day. It's a core for them, a weapon to utilize, a world of their dreams, an origin of information. By using this tool student's give, receive experience, participate and accomplish mutually. These terminals are prevailing; adaptive, moderate and easy to use, 75 percent of students spend upto 6 hours per day. In this way they utilize most of their time on probing SNS by posting, sharing, transferring, saving data of their need. Their quality time effects and their academic routine also abrupt, which finally results in drooping grades and bad health. Internet is in access of every common now a day. It's up to individuals to

handle it productively or distractively. Students should encourage applying SNS in limits and for good reasons as well as they should keep aware from its adverse influence. Based upon the findings of this survey the researchers can make some useful recommendations for the students who use social media. We should turn social media into a tool for progression of our society. Do use social media in a constructive manner. Youth should use the internet in a balance way. Use social media as a platform for entertainment and studies. There should be time limit of using social networking sites. Use more for study purpose. Be aware of spreading rumors, destructive and dreadful material on social media. Avoid posting and sharing such kind of stuff. Students should not involve as much in net suffering that they ignore their studies. Using continuously social media can be harmful for physical and mental health. Students should be aware of importance of physical activities. Youth should be engaged themselves in outdoor games, athletics, gymnasium, sports for better physical fitness and mental health. Unfavorable consequences of social networking sites can be lessened by giving universal attentiveness via seminars in universities. There must be bounded access for youngsters to utilize social networking sites. Time and trade wait for none. Students should make realize by teacher and parents that time is precious for them and they should not waste their time on social media by ignoring their studies

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