

IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE: A STUDY AMONG THE ARTS AND SCIENCE COLLEGE STUDENTS OF TUTICORIN DISTRICT

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Abstract

Social media is a key enabling factor to improve human progress in sustainable nature. It is understood that the role of social media in facilitating social and economic progress is well recognized. It improves the functional and analytical ability of college students at a radical level. Besides, social media's broadest sense of development is the most crucial input for empowering the students' community with knowledge and skills that provide them access to improve their academic performance.

Keywords: *College, Students, Social Media, Gadget and Academic Performance*

Introduction

In the contemporary educational system, social media plays a crucial role in the development of the student community. The student development covers the aspect of academic performance such as active learning and participation and physical activities – sports and games these core factors are most important for enabling the student for their future course of action. In order to develop student academic performance, social media support is very much needed in the form of providing appropriate information and material. At present, social media is one of the powerful platforms and a precursor in developing the academic transactions of the college students which promotes their learning skills and opportunities worldwide with the support of modern technologies¹.

In this context, the present study is an attempt to examine the social media impact on academic performance of college students particularly to find out the adverse impact on academic transactions – students' career growth and academic performance.

Review of Literature

Sandeep [2019] study found that the majority of the respondents are undergraduates ([57%] in the age group of between 18 to 24 years. The proportion who confirmed using social media was 88.58 percent such as confidence in academic activities². Further, the study observed that social media usage was more prevalent among medical students compared to paramedical and nursing students ($P = 0.009$), although the extent of use for an academic purpose was comparable. It is understood that two-thirds [61%] of the respondents are having social networking as a positive impact on academic performance. However, the perceived impact on interpersonal relations was inconclusive [45%].

Srijan [2018] research study indicated that respondents used social media primarily for chatting 57 percent, downloading 22 percent, posting photos 16 percent, and blogging 5 percent. Most of the

¹Vikram Gopinath, "Role of Information and Communication Technology in the Rural Development: Study of Thangachimadam Village Resource Center and its Village Knowledge Centers (2007).

²Sandeep Lahiry. Impact of social media on academic performance and interpersonal relation: A cross-sectional study among students at a tertiary medical center in East India. Journal of Education and Health Promotion. 219

respondents thought that social networking sites have an impact on their habits and change one's nature³. It is noticed that 86 percent of respondents thought that social networking sites can be an effective tool for e-learning while the rest 14 percent thought that book learning gives the best results.

OwusuAcheaw [2015] study revealed that the majority of the respondents had mobile phones which also had Internet facility on them and had knowledge of the existence of many media sites. The study further confirmed that most of the respondents visit their social media sites using their phones and spend between thirty minutes to three hours per day⁴. Further, study findings revealed that the use of social media sites affected the academic performance of the respondents negatively and there was a direct relationship between the use of social media sites and academic performance.

The study recommends among others that, students with mobile phones having internet facility should be encouraged to use it to supplement their research in the library rather than the usual chatting with friends all the time. Students should be encouraged to limit the time they spend on their social media sites per day and advise them to rather substitute those hours to read novels to improve their knowledge. Since the use of social media sites had affected the academic work of students negatively there is an urgent need for the introduction of students to the availability of novels and other information resources or materials that can help them academically.

Objectives of the study

- To study the socio-economic condition of the respondents
- To examine the influencing factors of social media among college students
- To analyze the negative impact of social media on the academic performance of students
- To offer suggestions to improve the academic performance of college students

Research Methodology

The study is confined to the Arts and Science College of Thoothukudi District. The researchers have used convenience sampling method on the basis of simple random technique. For the study, 50 samples have collected from arts and Science College. The structured interview schedule was used for collecting data from the students and data are analyzed with statistical tools and systems. The study results have presented in line with the objectives of the study.

1. Profile characteristics of the respondents

In any study, it is inevitable to analyze the characteristics of the respondents for providing a clear picture of the student background; in turn, it will help in framing appropriate policy implications. Hence, basic details about students' characteristics are collected analyzed and presented in the followings

1.1 Place

Table 1.1 Distribution of respondents according to their domicile

S.No	Particulars	Number	Percent
1	Rural	48	96.00
2	Urban	02	04.00
Total		50	100.0

A close look at the data presented in Table 1.1 shows that of the total respondents, a large spectrum [96%] from the rural area. Only a few [4%] of the respondents are from the Urban area. The study may be concluded that the majority of the students are studying from rural settings.

1.2. Gender

Table 1.2 Distribution of respondents according to their Gender

³Srijan Sunar, Vishnu Priya and. Gayathri. Effect of social networking site on academic performance. Drug Investigation Today. Vol.10 (9). 2018.

⁴OwusuAcheaw and Agatha Gifty Larson. Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana. Journal of Education and Practice. Vol.6 [6], 2015

S.No	Particulars	Number	Percent
1	Male	25	50.00
2	Female	25	50.00
Total		50	100.0

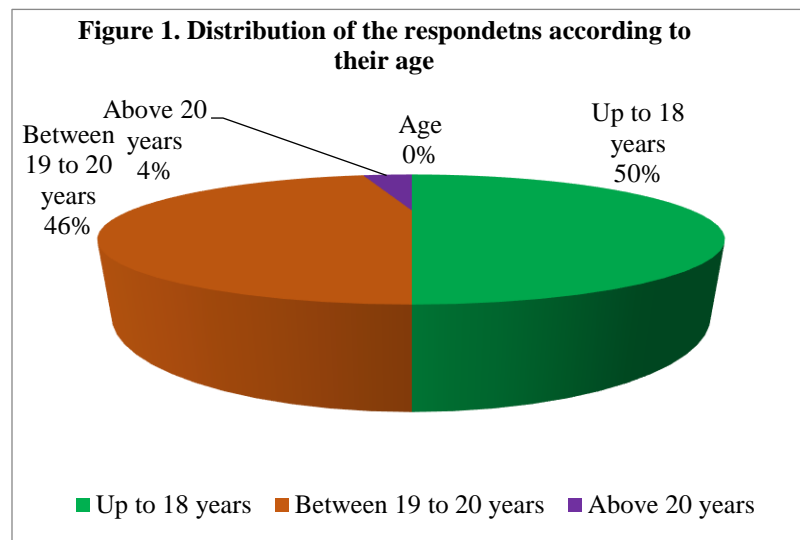
The available data in Table 1.2 reveals that half of the respondents [50%] are male in the study area, followed by [50%] female. The study may be concluded that male and female students are equally accessed the social media.

Age

Age has been considered as a factor, as it may reveal the mental maturity of an individual to make decisions. Therefore, it has been included in this study. Data collected on the age of the respondents were analyzed and presented in Table 1.3

($n = 50$)

Table 1.3 Distribution of respondents according to their			
S.No	Particulars	Number	Percent
1	Up to 18 years	25	50.00
2	Between 19 to 20 years	23	46.00
3	Above 20 years	02	04.00
Total		50	100.0



The available data in Table 1.3 reveals that half of (50%) of respondents are below 18 years, followed by [46%] between 19 to 20 years age group category. Only four percent of the respondents belonged to the age category of above 20 years. The study may be confined that the large spectrum of the students is very young aged.

1.4 Course of Education status

Education is the process of bringing about desirable changes in human behavior. It improves one's capability to cope up with different situations and also helps in taking correct decisions. The distribution of respondents according to their studying course was analyzed and presented in 1.4

Table 1.4 Distribution of respondents according to their Course			
S.No	Particulars	Number	Percent
1	Tamil	09	18.00
2	English	10	20.00
3	Mathematics	02	04.00
4	B.Com	13	26.00
5	BBA	06	12.00
6	BCA	10	20.00
Total		50	100.0

Table 1.4 reveals that a considerable portion [26%] of the respondents is studying B.Com, followed by [20%] English and BCA [20%]. It is observed that a small proportion [18%] of the respondents in Tamil, followed by [12%] BBA. Only a few [4%] of the respondents are studying Mathematics. The study may be implied that most of the students are preferred to study the Arts course.

1.5 Year of Studying

Table 1.5 Distribution of respondents according to their Gender			
S.No	Particulars	Number	Percent
1	1 st Year	16	32.00
2	2 nd Year	09	18.00
3	3 rd Year	25	50.00
Total		50	100.0

It is observed from Table 1.5 that half of [50%] of the respondents are from final year students, followed by [32%] 1st-year students. It is noted that a small portion [18%] of the respondents are from 2nd-year students. The study may be concluded that a significant level of students is final and second-year students.

1.6 Application of Social Media using by the students

Table 1.6 Distribution of respondents according to their application of social media			
S.No	Particulars	Number	Percent
1	Facebook	11	22.00
2	Whatsapp	11	22.00
3	Twitter	03	06.00
4	Instagram	05	10.00
5	Youtube	13	26.00
6	Snapchat	07	14.00
Total		50	100.0

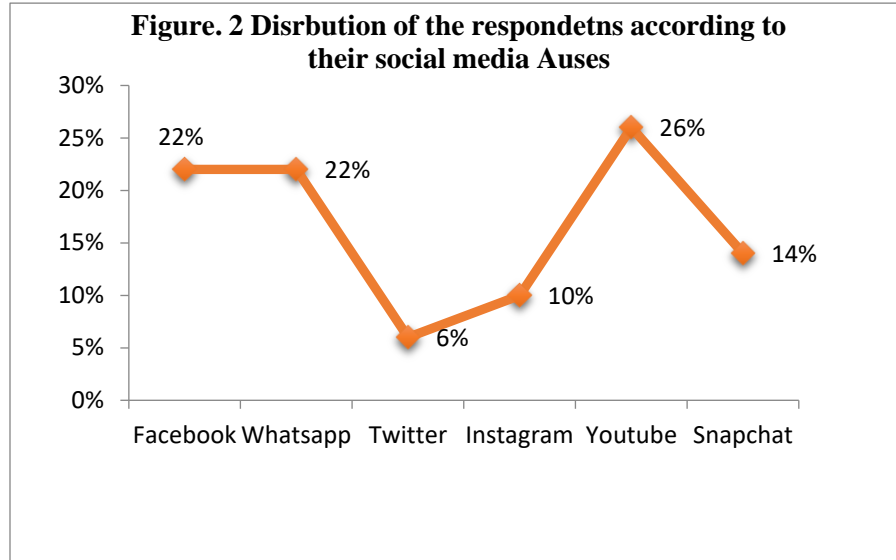


Table 1.6 indicates that 26 percent of the respondents are using YouTube, followed by [22%] Facebook and Whatsapp [22%]. It is understood that a considerable [30%] of the respondents are using the application of Snapchat [14%], Instagram [10%] and Twitter [6%]. The study can be implied that most of the students are using the social network of Youtube, Facebook, and Whatsapp for their communication.

S.No	Particulars	Mobile	Laptop	Other devices	Percent
1	Facebook	10	0	1	11 [22%]
2	Whatsapp	11	0	0	11 [22%]
3	Twitter	2	0	1	3 [6%]
4	Instagram	2	1	2	5 [10%]
5	Youtube	8	2	3	13 [26%]
6	Snapchat	0	5	2	7 [14%]
Total		33 [66%]	8 [16%]	9 [18%]	50 [100%]

Note: $\chi^2 = 3.446$ significant at 0.01

Table 1.7 reveals that social media has accessed by various technological devices such as mobile, laptop and I-Pad and so on. The study revealed that mobile phones [66%] are prime tools for accessing social media. The study result revealed that statistically [according to the results of Chi-square value 0.01] social media application has correlated with gadgets. The study may be implied that the mobile phone is a key enabler for accessing social media among college students.

1.8 ICT tool using/ Mode of the device used for social media

S.No	Particulars	Number	Percent
1	Mobile	33	66.00
2	Laptop	08	16.00
3	Other devices	09	18.00
Total		50	100.0

The available data [Table 1.8] reveals that a significant proportion [66%] of the respondents are using mobile as a tool for their communication sharing. It is observed that a small portion [18%] of the respondents is using other devices such as I-Pad and Laptop [16%]. The study may be concluded that students are using mobile as a prime tool for their social sharing.

1.9 Purpose of using social media

Table 1.9 Distribution of respondents according to their purpose			
S.No	Particulars	Number	Percent
1	Gaining Knowledge	12	24.00
2	Entertainment	14	28.00
3	Internet surfing	19	38.00
4	Other purposes	05	10.00
Total		50	100.0

Table 1.9 shows that of the total respondents, 38 percent of the respondents are using social media towards internet surfing, followed by entertainment [28%] and gaining the knowledge [24%]. It is found that only 10 percent of the respondents are using social media for their communication purpose and so on. The study may be implied that more than half of the students are using social media for social sharing. However, some of the students are using social platforms for their career growth and improving their knowledge of their study-related up-gradation.

1.10 Issues and challenges in using social media

Table 1.10 Distribution of respondents according to their constraints faced			
S.No	Particulars	Number	Percent
1	Poor service and network	22	44.00
2	High cost	09	18.00
3	Unwanted news and calls	19	38.00
Total		50	100.0

Table 1.10 indicates that a significant [40%] of the respondents are faced with poor services and network problems while they are in social media, followed by [38%] unwanted calls, advertisements and calls and high costs [38%] of package. The study may be concluded that social media is becoming one of the trouble-making platforms among the students due to unrestricted content and privacy.

2. Influencing factors of social media among age students

Table 2.1 Distribution of respondents according to their source of knowledge			
S.No	Particulars	Number	Percent
1	Self	19	38.00
2	Friends and relatives	23	46.00
3	Studying Institutions	08	16.00
Total		50	100.0

The data presented in Table 2.1 reveals the following pattern on the knowledge gained about social media of the students

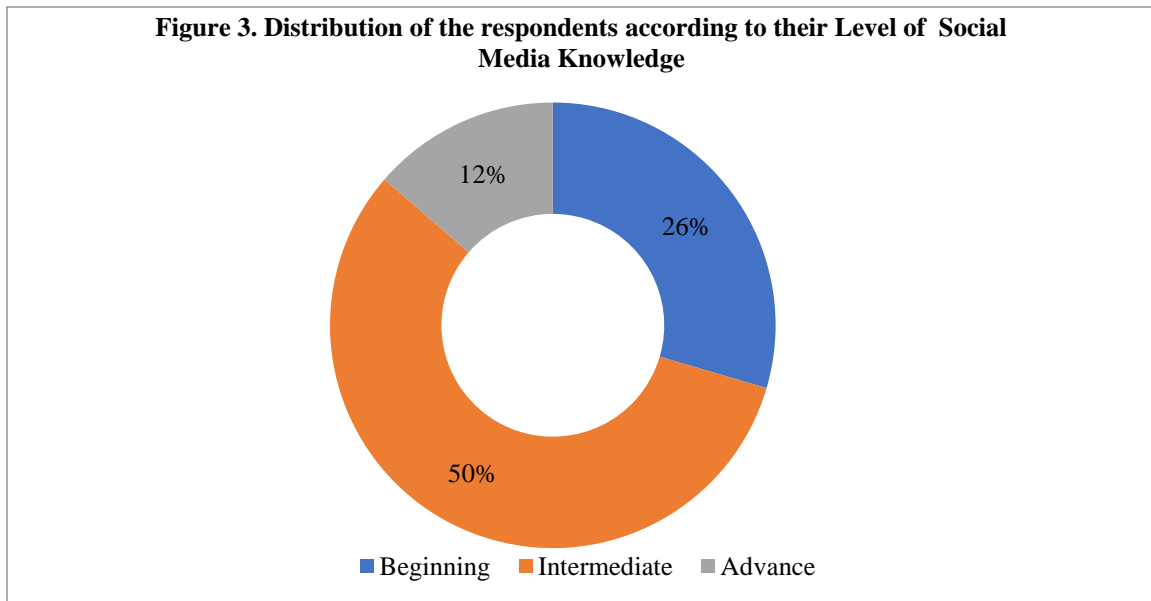
- A significant [46%] of respondents is known about social media by friends and relatives. It means that among the students, there is a quick spread of awareness about Social media.
- 38 percent of the respondents came to know through their self-interest. It is possible that the students are motivated to learn and use social media for their own purpose.

- Only 16 percent of the respondents are known about social media from their studying institution for study-related activities.

The study can be confined that students are gained knowledge on social media through various sources such as friends, relatives, and educational institutions. However, students are learned how to use social media with self-interest.

2.2 Knowledge Level in using Social Media

S.No	Particulars	Number	Percent
1	Beginning	13	26.00
2	Intermediate	25	50.00
3	Advance	12	12.00
Total		50	100.0



The available data [Table 2.2] reveals that half of [50%] of the respondents are at an intermediate level at using social media, followed by the beginning stage. Only 12 percent of the respondents are at advance levels at using social media. The study can be concluded that a large spectrum of students is using social media at a safe level.

2.3 Time of using social media per day

S.No	Particulars	Number	Percent
1	Once in a day	06	12.00
2	Twice in a day	09	18.00
3	Thrice in a day	09	18.00
4	Above thrice in a day	26	52.00
Total		50	100.0

Table 2.3 shows that more than half of [52%] of the respondents are using social media as more than thrice in a day, followed by thrice [18%] and Twice [18%]. Only a few [12%] of the respondents are

using social media once in a day. The study may be implied that most of the students are using social media multiple times in a day which could affect their academic performance.

S.No	Particulars	Once in a day	Twice in a day	Thrice in a day	Above thrice in a day	Percent
1	Mobile	3	9	7	14	33 [66%]
2	Laptop	1	0	0	7	8 [16%]
3	Other devices	2	0	2	5	9 [18%]
Total		6 [12%]	9 [18%]	9 [18%]	26 [52%]	50 [100%]

Note: $\chi^2 = 9.91$ * significant at 0.128

The available data [Table 2.4] reveals that most of the respondents [66%] are accessing social media through their mobile phones, followed by [18%] other devices and [16%] Laptop. It is understood that students are using all the gadgets more than half of the respondents [52%] more than thrice in a day, followed by [18%] twice, thrice [18%] and 12 percent of the respondents are accessing all gadgets once in a day. The study results are not statistically significant [according to the results of Chi-square value 0.218]. It implies that social media accessing time span and gadgets are not associated with them.

3. Impact of the social media on students Career Development aspect

S.No	Particulars	Number	Percent
1	Depression	13	26.00
2	Cyber bullying	07	14.00
3	Sleep deprivation	03	06.00
4	Lower self-esteem	18	36.00
5	Social isolation	08	16.00
6	Conflict with parents and teachers	14	28.00
7	Decreased physical activity	10	20.00
8	Internet addiction	19	38.00
9	The disintegration of classmates relationship	03	06.00
10	Irregular time of food consuming	12	24.00

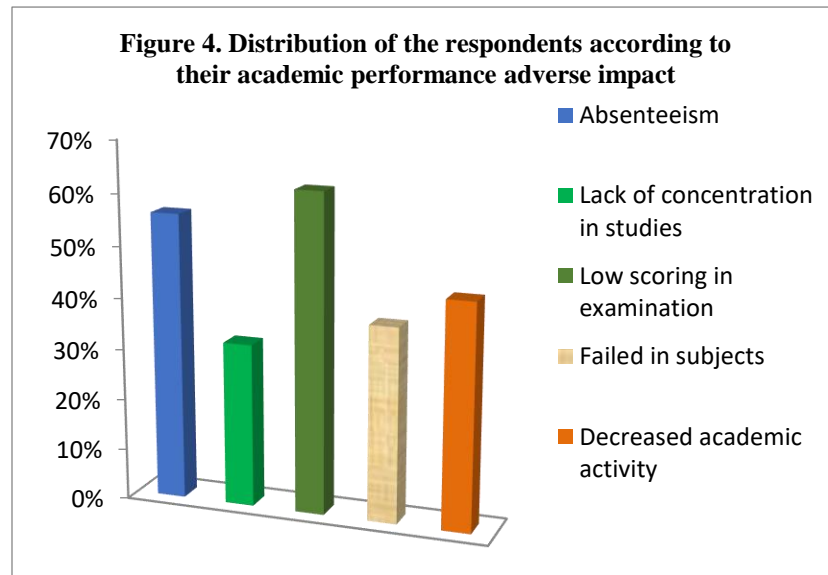
The pattern of social media impact on career development of students presents as follows

- The study found that 38 percent of the students are felt the internet is inseparable from them. It is noticed that social media has made the students feel they are of low value in society.
- The study highlights that social media has become a trouble maker [28%] between students and parents as well as teachers.
- It is understood that 26 percent of the students are having depression, followed by [24%] irregular food consuming while they are using social media.
- The study observed that 20 percent of the students are decreased their physical activities, followed by [16%] social isolation.
- The study reveals that a considerable proportion [26%] of the students are faced with cyber bullying [14%], sleepless [6%] and a lower level of classmates support [6%].

Therefore, the study may be concluded that social media has become a barrier in the career development of students particularly make them have depression, social separation, a dispute with kith and kin, unbound food taking habits and lower level of confidence and self-esteem.

3.1 Impact of social media on the academic performance of students

Table 3.2 Distribution of respondents according to their academic performance aspects			
S.No	Particulars	Number	Percent
1	Absenteeism	28	56.00
2	Lack of concentration in studies	16	32.00
3	Low scoring in examination	31	62.00
4	Failed in subjects	19	38.00
5	Decreased academic activity	22	44.00



The available data in Table 3.2 indicates that a significant level [62%] of the students have got low scoring in their examinations due to using of social media, followed by [56%] high level of absent to college and 44 percent of students are stepping down their academic activities such as participation in seminars, group discussions, competitions [debate, drawings, etc] and sports and games. It is understood that a considerable portion [38%] of the students have failed in their course subjects and 32 percent of the students have opined that they could not concentrate in studies while they are using social media. Hence, the study results highlight that social media has become one of the vital tools in people life, however, it also becomes a destroyer particularly in students academic performance such as regular absent to college, disintegration with academic activities [sports and games], failed in course subjects and poor concentration memory in studies

Salient findings of the study - Profile characteristics of the students

- The study found that among the respondents a large spectrum [96%] from the rural area. Only a few [4%] of the respondents are from the Urban area.
- The study revealed that half of the respondents [50%] is male, followed by [50%] female in the study area.
- Half of (50%) of respondents are below 18 years, followed by [46%] between 19 to 20 years age group category. Only four percent of the respondents belonged to the age category of above 20 years.

- A considerable portion [26%] of the respondents is studying B.Com, followed by [20%] English and BCA [20%]. It is observed that a small proportion [18%] of the respondents in Tamil, followed by [12%] BBA. Only a few [4%] of the respondents are studying Mathematics.
- The study is observed that half of [50%] of the respondents are from final year students, followed by [32%] 1st-year students. It is noted that a small portion [18%] of the respondents are from 2nd-year students.
- The study findings indicate that 26 percent of the respondents are using YouTube, followed by [22%] Facebook and Whatsapp [22%]. It is understood that a considerable [30%] of the respondents are using the application of Snapchat [14%], Instagram [10%] and Twitter [6%].
- A significant proportion [66%] of the respondents are using mobile as a tool for their communication sharing. It is observed that a small portion [18%] of the respondents is using other devices such as I-Pad and Laptop [16%]. The study may be concluded that students are using mobile as a prime tool for their social sharing.
- The study found that 38 percent of the respondents are using social media towards internet surfing, followed by entertainment [28%] and gaining knowledge [24%]. It is found that only 10 percent of the respondents are using social media for their communication purpose

Challenges and Issues of social media

- A significant [40%] of the respondents have faced poor services and network problems while they are in social media, followed by [38%] unwanted calls, advertisements and calls and high cost [38%] of package.

Influencing factor of Social Media - Source of Knowledge on Social Media

- A significant [46%] of respondents is known about social media by friends and relatives. It means that among the students, there is a quick spread of awareness about Social media.
- 38 percent of the respondents came to know through their self-interest. It is possible that the students are motivated to learn and use social media for their own purpose.
- Only 16 percent of the respondents are known about social media from their studying institution for study-related activities.

Knowledge Level in Using of Social Media

- Half of [50%] of the respondents are at an intermediate level at using social media, followed by the beginning stage. Only 12 percent of the respondents are at advance levels at using social media. The study can be concluded that a large spectrum of students is using social media at a safe level.

Time Span

- The study found that more than half of [52%] of the respondents are using social media as more than thrice in a day, followed by thrice [18%] and Twice [18%]. Only a few [12%] of the respondents are using social media once in a day.

Impact of Social Media on Career Development

- The study found that 38 percent of the students are felt the internet is inseparable from them. It is noticed that social media has made the students feel they are of low value in society.
- The study highlights that social media has become a trouble maker [28%] between students and parents as well as teachers.
- It is understood that 26 percent of the students are having depression, followed by [24%] irregular food consuming while they are using social media.
- The study observed that 20 percent of the students are decreased their physical activities, followed by [16%] social isolation.
- The study reveals that a considerable proportion [26%] of the students is faced with cyberbullying [14%], sleepless [6%] and a lower level of classmates support [6%].

Impact of social media on the academic performance of students

- A significant level [62%] of the students have got low scoring in their examinations due to using of social media, followed by [56%] high level of absent to college and 44 percent of students are stepping down their academic activities such as participation in seminars, group discussions, competitions [debate, drawings, etc] and sports and games.
- It is understood that a considerable portion [38%] of the students have failed in their course subjects and 32 percent of the students have opined that they could not concentrate in studies while they are using social media.

Suggestions

- The Government should create a system to harness the social media usages by students through getting Aadhar card numbers to access social media so as could increase the academic performance of college students.
- Parents should take control over to use of gadgets of their children
- Parents should encourage them to play real sports and games instead of virtual games in mobiles so as parents can join with them in sports and games in real-time basis
- Educational Institution should restrict the mobile phone uses within the campus which mitigates the usages of social media and encourage them to concentrate in their studies and academic transactions particularly participate in a competition like debates, drawing and sports and games
- The Government, parents and educational institutions inculcate them to use social media in order to develop their personal and academic careers.
- The student should avoid social media while the study hours and use social media for their knowledge gaining.
- The students should avoid social media particularly to play the games and entertainment to improve their studies' performance.
- The students should actively participate in a college competition and sports and games to improve their academic performance and enriching their career growth
- The educational institution should encourage them to actively participate in academic performance by assigning seminars, assignments and group discussions and also inculcate them to visit the library for gaining their knowledge across various subjects.

Conclusion

In the 21st Century, social media is significantly playing a major role to develop college student skills and knowledge. However, it has an adverse impact on student academic performance such as making them as internet addict, restrict them to the virtual players and ultimately make them a poor performer in academic activities. For improving the student academic performance it is understood that students could limit their usage of social media and concentrate on their studies and academic transactions such as college competitions like debate, drawings, seminars, conferences and sports and games. In this context, the colleges have made possible in improving the student academic performance by utilizing social media as a learning platform so as it develops learning applications in order to enhance their academic performance with their participation whereas the educational institutions are effectively scaling up their students towards performing well in academic activities instead of spending a long time in using of social media.

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