

## **Impact of Social Media of Student's Academic Performance**

Zahid Amin, Ahmad Mansoor, Syed Rabeet Hussain And Faisal Hashmat

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**Abstract:** *The focus of the study is to determine the effect of growing use of social media sites on the academic performance of the students of universities and colleges. On the basis of random sampling a sample of 300 students was selected. Questionnaire was used as an instrument for data collection. 97% questionnaire received back from respondents on which descriptive statistics apply for data analysis. Results indicate that the effect of social media can be positive as in this study closely determined the real effect of social media sites. In recent time it encourage the carrier and future of students'. The social media sites like Facebook, twitter, Google+, And Skype capture the attention of students for study and affecting positively their academic Grade points.*

**Keywords:** *Social Media sites, students, Academic performance*

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### **I. Introduction**

Social media is started when people start to communicate. Social means human society, as interference of people & the groups and word media is the medium of expressions. Most of the forms of social media are not digital. It generates a large number of innovations and Social Media is one of the biggest inventions of technology, which is now most popular and widely used.

We define Social Media as “technologies that made social communication easy and enable discussions among its participants”. While in our study, the word social media means a web-based mobile application that allows people or companies to make, interact with, and share new user-generated or current material, in digital environment. Students are consumers and producers of media.

Thanks to the Internet and social web including Facebook, twitter, blogs, Smart phones, and text messaging, most students increasingly live in a world where information is access to communication technologies. For example, in 2010 as reports shows American teenagers about 73% of them use social networking sites, and 75% have a cell phone

Students are not always have Media literacy skills that can help them to effectively analyze, understand, and evaluate new forms of information and make smart decisions about its Quality and uses (Rowland's et al., 2008)

The use of social media has become comprehensive and currently, the most popular social media platforms are Facebook, Twitter, MySpace, LinkedIn and Google +, Skype and smart phones. Facebook user profiles allow the user to communicate information with each other and allow users to build and maintain relationships and encourage others to be a part of a community among students of colleges online social websites become popular.

In the last previous years social media is used to connect with higher education students is increasingly responded (Martinez-Aleman & Wartman, 2009). This in turn put pressure on members of faculty to use social networking within the classrooms and outside the classrooms to connect with students. There are many advantages for universities and colleges that can be gained by connecting with students through the social media

In Twitter, social relations were increased among students. It is used to increase thinking and building of communication. A research is done in which graduate a seminar is conducted for students to post weekly tweets in discussions of classroom. Twitter is used by Students to connect with each other. A study completed on 132 students that check on the relation between social media on the student engagement & social media on the grades of students. They made two groups of students; one group did not use Twitter and other group uses it. Students use Twitter to discuss the study material, connect with classmates, and organize study groups. Junco with his co-workers comes to know that students uses Twitter had superior GPAs and greater results as compare to other group.

The invention of smart phone has increase the usage of social media. It enable users to access multiple social networking sites through just few clicks these social Medias has a great impact on students on which large number of researches has been conducted and each research shows unique results. Some studies prove that social media negatively affect the performance of students while according to some researches it improves the learning of its users and improve their communications skill

### **II. Background Of The Problem**

Student's academic performance is effected by a large number of factors but the impact of social media on the performance of student is most important than any other factor.

According to Das, B & Sahoo, js (2010) People consume additional time in interacting with their friends as share information on social media websites. So they become addicted to look over own status after few minutes in a

day. A Research is conducted in which 237 workers of business are selected. 77 % of the workers use MySpace or Facebook intime of working. And outcome is drop of 1.5% in efficiency of workers as compare to other organizations not giving full ease of using MySpace and Facebook

#### **Problem statement**

In that statement, determine the Social Media's impact on the university and college students

#### **Research Objectives**

- 1) Investigating the impact and relationship between social Media and performance of student.
- 2) Resolve the misunderstandings and confusions of people about use of social media.
- 3) Identify the problems of individuals in using social media.

#### **Variables**

In our research we select two variables, which are following

- Student's performance as dependent variable
- Social media as independent variables

### **III. Literature Review**

It is scripted by an investigator who views the significant points of recent information which contain outcomes, abstract and methodological addition to a specific topic. Literature reviews are secondary resource as did not report any new or creative experiment work

Mostly literature reviews are linked with academic-oriented literature, consisting thesis or fellow-reviewed article, it mostly takes a research proposal and results paragraph. Its major objective is to locate the recent study in the body of literature and to give reference of a specific reader. It is combining of researches in near every educational area.

It relies on a research question, calculation, select and analyze all high quality research suggestions related to the question. Analysis is a system that can be used for statistical methods, which efficiently link the information used on all chosen studies to develop effective outcomes.

Social media is the interaction among individuals in which they create, share information and ideas in communities and also in networks. Social media rely on cell phone and internet-based technologies for developing most interconnected platforms which help people and groups to discuss, create, share out, and convert generated content

Student is a scholar, or person connects to educational complex. In our Pakistan twelve-year school is fall in category of 3 stages: Primary level, Secondary level and Higher level school. It contains 5 years of a student to graduate through Primary level, 3 years for Secondary level and 2 years for higher level school. Bachelor's degree is of 4 years and after that 2 years of Master's degree.

Basically this study is about how social Media networks effects the performance of students that how their grade points affected through using such networks. Some most commonly used social Medias are Facebook, Skype, twitter, YouTube, Google. In different countries a large number of researchers have been work on this issue to evaluate this increasing trend among students. Most of the studies presented the results in against Social Media and argued that it has negative results for student and younger generation. According to this study social media has emerging positive effect on the students and causes for their high results grade. These studies also argued that students spent most of their time on such activities and easily completed their home assignments and Projects.

Students having age group of 23 were notice to like more to use text messaging and web calling instant messaging by a significant margin. An annual survey of ECAR made a collection of data and chooses undergraduates of 100 universities and colleges in USA. According to their statistics usage of social networking in not much changed for young students. In a survey of 2007, in older students there is a dramatic increase of social networking. As in 2007, up to 90.1 % of students having age group of 18-24 year-olds used sites of social networking and in 2010; this ratio had increased by three points only. As compare to age group of 25-29 year-olds students, increase in social networking in that time period increased by 38 points as from 57.6 % to 85.7 %. In contrast Twitter, also, promotes social networking among students. It can be used to increase communication skills and thinking among them.

Domizi (2013) a seminar is conducted in graduate students in which they were told to use Twitter and weekly post tweets in order to extend discussions of classroom. After that Students used Twitter account to connect with their content and with other students. In Addition, students having remarks about twitter is that 'twitter is useful personally and professionally'

Junco, Heiberger, and Loken et al (2011) a study is conducted on 132 students in order to examine the relationship of social media and engagement of students with it & social media and grades of students. To examine this relationship the students were divided into two groups, one group use twitter and the other group did not use twitter account. It was used to make discussions about study material, organize the study groups in a

manner, also post the announcements of class, and remain in touch with class fellows. Junco and his coworkers (2011) surprised that the students of Twitter group achieve greater GPAs and higher scores than the other group

J,S et al (2011) Examine by online mailing questionnaires to respondents that the Person having smart phones are the most frequent users of social networking sites and have easy access to these sites, more over it showed that junior and senior student are more interesting to use twitter, LinkedIn and read blogs. twitter and LinkedIn having more rating by older students to communicate and shared information and material with their friends and the younger are frequent user of Facebook for their different activities while usage of such media have no negative effect on students grades

Shambare, R et al. (2012) Conduct a study on Social networking habits among students their study indicates that such Medias most commonly used by Younger's and Facebook is most widely using by a large number of communities and have multiple effects on student's life. The high speed and quickly approach to internet and the development of smart phone technology are most important drivers behind the adoption and connectivity with social networking websites and conclude that SNS enhance their knowledge level.

Ahmad,A(2011)their study showed that social networking sites have number of advantages for their users, it enable the community to keep in touch with their peers and relink with old ones and help to find new friends according to your interest from all around the and a large number of persons are linking with these networks. Hence the network of social media is growing globally.

Heeter, (2006) a study at University of Michigan State give information about technology use in higher education, particularly in relation to faculty. This survey interprets teaching and learning habits for staff members online, students that are graduate and undergraduate are also included. About 65 % of faculty and students both read blogs but here faculty for personal information was more likely read them. Students post for both educational and personal proposes. Faculty used online photo sharing programs more than students such as Flickr, but about 50 % of both groups used it. Students used Facebook 70 percent while faculty used less than 10 percent of either Facebook or MySpace. Students send text message more likely.

Lenhart (2009), for online users most popular is social networking a group age of 25 years old students and that ratio decreased for each succeeding group 10 % or for adults is less over 55. in November 2011 A paper is released which stated that 66 % of "adults" use different types of social media which is MySpace, Facebook, and percent use Twitter

Kim et al. (2009) roles of international students are support through internet and social network sides. Specially, for particular international students which are using their internet for building new relationships, also for study, and the other students using the internet in their host country. To develop new relationships with students they also utilized technologies from their entertainer country. Rather than focus on build and maintain relationships, primary goal of students' was to meet academic needs this research's major focus on using Internet as a whole

Lin et al. (2011) focusing on a study conducted primarily on the Facebook outcomes, which are used by international students in the USA. The researchers found that Facebook usage contributed to students' ability to participate socially and culturally in their new environment. It is founded in a survey that out of the international students, 46 % of students point out a social media site

DeAndrea et al. (2002) it is founded that the social support is expanded by social networking. New students are allowed to adjust in successful academic study.

Junco et al (2011) it is founded that when Facebook Groups allow the students to do political or public engagement, rather than using social networking websites for social contribution, students are using these sites for public involvement. This perception is carry by Junco study, where it was originated that students use Facebook for cause other than to socialize. Information collecting and Information sharing activities make up a time to spend on Facebook as student. Students which use Facebook more for data sharing and collecting activities get high grades than those who used it for socializing This evidence suggest that students use Facebook for study activities however it is positive or not

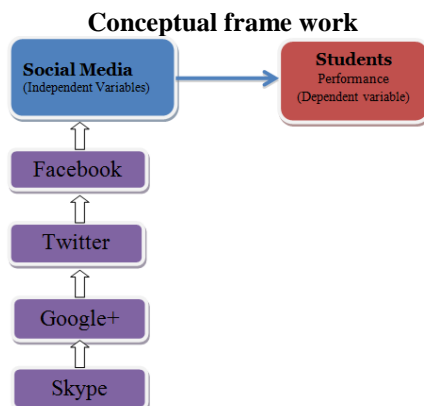
#### IV. Research Methodology

This part elaborates the research that how it was performed. It covers the details of the research design, methodology for collecting the data, and population.

The purpose of the study is to examine the effect of social media on the performance of the students of colleges and universities. The performance of student will be measure through their grade points.

##### Variables

Anything whose value changes according to situation or with the situation. The values can differ at different times for the same object or person. Examples of variables are production unit, Motivation, absenteeism



**Independent variable** is that who influence the dependent variable

**Dependent variable** is researcher's aim to understand and describe the dependent variable

In our research we select two variables which are following

- ❖ Student's performance as dependent variable.
- ❖ Social media as independent variables

##### Research approach

Qualitative research is a method of investigation working in many different academic disciplines, traditionally in the social sciences, but also in market research and additional contexts

Quantitative research includes the gathering of numerical data, which includes survey, questionnaire, and experiments.

Quantitative research approach is used.

##### Research hypothesis

A hypothesis is a proposed explanation for a phenomenon. For a hypothesis to be a scientific hypothesis, the scientific method requires that one can test it. A working hypothesis is a provisionally accepted hypothesis proposed for further research.

##### Type of study:

This study is focus on exploratory work to find out the impacts of social media sites on the student performance. An exploratory study is a way of gathering information by means of direct observation or experience. It is used to answer empirical questions, which must be exactly defined and answerable with data.

##### Research interference

This research is conducted with minimal interference.

##### Unit of analysis

The **unit of analysis** is the major entity that is being analyzed in a study. It is the 'what' or 'who' that is being studied. In social science research, typical units of analysis include individuals (most common), groups, and social organizations.

Unit of analysis of this research is educational sector.

##### Target population and sample:

Target population for data collection of this study is educational sector of Pakistan including the University of Education Lahore (Okara campus), Comsats University, University Of Central Punjab, District Public School and College Okara, Suffa Educational Complex, Punjab College Okara. On basis of random sampling a sample of 300 students of above institutions are selected for data collection.

##### Sampling technique

In statistics, a **random sample** is a subset of individuals (a sample) chosen from a larger set (a population). Each individual is chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process. Random sampling technique is used.

**Data Collection**

To determine the effect of the usage of social Media on the educational performance of student a survey was conduct from the students who used different social networks. In survey a questionnaire was used to collect data from the students .In questionnaire closed-ended questions asked from the target population.

**Impact Of Social Media On Students Academic Performance**

Dear respondent: I am the student of university of education Lahore, okara campus, going to write a research paper in which the researcher has to analyze the impact of social media on student academic performance. This questionnaire is designed to get your response about this research and I hope so you will fill this questionnaire with full attention and devotion. Thank You.

Respondent Profile:

Age (under 20, above 20)

Gender (Male, Female)

Qualification (Under Graduate, Graduate)

(Strongly disagree =SD, Disagree =D, Neutral =N, Agree =A, Strongly Agree =SA)

Sr.	Questions	SD	D	N	A	SA
<b>Facebook</b>						
Q:1	Facebook positively affect my study timings in routine life					
Q:2	I timely submit my assignments whether spending time on Facebook					
Q:3	Groups and pages related to studies are created by scholars on Facebook helps students in their study					
Q:4	IsFacebook has a positive impact on students academic performance?					
Q:5	I find it flexible to focus on work by logging into Facebook as it helps me to remain in contact with classmates					
<b>Twitter</b>						
Q:6	It's my routine habit to use twitter in my daily life					
Q:7	Usage of twitter sites in my routine life affect my academic					
Q:8	Students share study material on twitter that helps other students which are weak in studies performance					
Q:9	I prefer to express my ideas and feelings on twitter?					
Q:10	My membership on twitter website is important					
<b>Student</b>						
Q:11	Social networking sites are affecting the way of speaking or writing in students life					
Q:12	Social networking sites can be an effective tool for E-learning for students?					
Q:13	Do you think social networking sites change the behavior of students in effective manner?					
Q:14	Social networking sites are more effective in communicating with our friends					
Q:15	Is social networking sites differentiates students on the bases of their demography?					

**Research Findings**

**Research Question**

What is Impact of social media usage on Academic performance of student?

**Table 1**

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.704	3

The reliability of the data is 0.704

**Table 2**

<b>Statistics</b>				
		Age	Gender	qualification
N	Valid	290	290	290
	Missing	9	9	9

This table shows the valid number of respondents which gave their response towards my research total number of responded is 300 about which 290 are valid and 9 of them are missing

**Table 3**

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 20	101	33.8	34.8	34.8
	above 20	189	63.2	65.2	100.0
	Total	290	97.0	100.0	
Missing	System	9	3.0		
Total		299	100.0		

As this age table shows that under age 20 respondents are having frequency 101 which is 33.8 % of total and above age 20 respondents are having frequency of 189 which is 63.2 % of total.

**Table 4**

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	155	51.8	53.4	53.4
	female	135	45.2	46.6	100.0
	Total	290	97.0	100.0	
Missing	System	9	3.0		
Total		299	100.0		

This table indicates that the 155 of respondents are male which is 51.8 % of total and 45.2% of respondents are female which are having number 135 females.

**Table 5**

Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under graduate	102	34.1	35.2	35.2
	graduate	188	62.9	64.8	100.0
	Total	290	97.0	100.0	
Missing	System	9	3.0		
Total		299	100.0		

This table shows that under graduate students are 102 which is 34.1% of total and graduates are 188 which is 64.9 % of total

**Table 6**

Correlations				
		Student	Facebook	twitter
Student	Pearson Correlation	1	.298**	.233**
	Sig. (2-tailed)		.000	.000
	N	290	290	290
Facebook	Pearson Correlation	.298**	1	.728**
	Sig. (2-tailed)	.000		.000
	N	290	290	290
Twitter	Pearson Correlation	.233**	.728**	1
	Sig. (2-tailed)	.000	.000	
	N	290	290	290

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Interpretation**

In correlation test, correlation is significant at the 0.01 level 2-tailed tests. The results of table shows there is moderate correlation of students with Facebook as (  $r = 0.362$  ). All variables are significant at 1% level of significance.

Above table shows that there is a moderate positive correlation between student and Facebook 0.298, moderate positive correlation between Facebook and twitter 0.728 , weak correlation between student and twitter 0.233.

**Table 7**  
**Regression**

Model Summary					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.299 <sup>a</sup>	.089	.083		.34052

a. Predictors: (Constant), twitter, Facebook

If one unit is changed in twitter and Facebook their will b .089 change in students performance

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.269	2	1.634	14.096	.000 <sup>b</sup>
	Residual	33.279	287	.116		
	Total	36.547	289			
a. Dependent Variable: Student						
b. Predictors: (Constant), twitter, Facebook						

### Coefficients of regression

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.432	.154		22.229	.000
	Facebook	.172	.052	.273	3.326	.001
	Twitter	.021	.050	.034	.419	.675
a. Dependent Variable: Student						

If one unit is changed in Facebook then .273 changes occurs in students

If one unit is changed in twitter then .034 changes occurs in students

### Results

**Significant level is 5% or 0.05**

**Confidence level is 95% or 0.95**

**H1 is accepted because p-value < significant level (0.00 < 0.05)**

**H2 is rejected because p-value > significant level (0.675 > 0.05)**

## V. Discussion

The study is about determining the impact of most popular factor of modern age social Media usage on the academic performances of the students. What activates performed by student on these Medias and how much time they spent on these sites in their routine life? Firstly take a review of the literature from previously conducted researches related to the study. Then identified the methodology to conduct the study and for the analysis of results.

Then, instrument for data collection is selected. The instrument selected was the questionnaire, which contained the close-ended questions, which were adopted from the base study, then modify according to our research. After selecting the instrument identified the target population to conduct the research. Target population selected was the students of University of Education Okara Campus, Comsats institute of information technology Sahiwal campus,

University of Central Punjab, Punjab College, Suffa College and District Public School and College Okara. A sample of 300 students was selected for data collection. From 300 questionnaires we received back 290 questionnaires from respondents.

The reliability of the data was 0.704, which is acceptable. After checking the reliability disruptive statistic methods apply for data analysis. And frequency distribution was used to test the data. Survey showed Respondents most commonly used Facebook, & twitter. While most of the respondent was agreed that using these social media they well prepare their home assignment and habit of these sites encourage them to concentrate on their studies. Students were agreed that it is their routine habit to use these social Media sites and they were also agreed that usage of these social media sites effect their academic performance positively

## VI. Conclusion

The study gives the illuminating and confirming information. In recent years; use of social media has become very popular all around the world due to a great development of technology. Not only celebrities but general public has also turned out to be a huge user of these social media sites. The basic purpose behind conducting this study was to see the academic outcome of student who spend most of the on such interacting sites. The findings from conducted studies has find out to be mostly positive because students spend time of their day activities on these social media sites have able to share and generate new ideas and concepts related to their studies they also use these sites for having fun as these social websites are helpful in their academic work.

Use of these interacting social media has become the routine habit of student they spend the major part of their time on these sites for entertainment and also concentrate on their studies. Students are a precious asset of any country. Through these social websites they do their academic work with enjoyment.

## **VII. Future Research**

As usual all researches have some future scope, the currently study was also not free from that scope. Firstly due to shortage of time could not increase sample size from 290 by increasing sample size results may vary. The value of adjusted R square indicates that there is limitation and need of more in depth study in this field. As, apart from these two main variables discussed in this study there are some other variables included also which affects

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