



Research Paper

THE IMPACT OF SOCIAL MEDIA ON STUDENTS' ACADEMIC PERFORMANCE- A CASE OF MALAYSIA TERTIARY INSTITUTION

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Abstract

Social media are web-based services that gives individual the opportunity to create either a public or semi-public profile within a bounded system, add a list of others to with they share a connection and view and transvers their list of connections and those made by others within the system. Therefore, this study was carried out with the aim of examining the impact of use of social media on students' academic performance in Malaysian Tertiary Institution. In other to measure social media platforms a questionnaire was developed based on past literatures. The independent variables includes: time appropriateness, time duration, Nature of Usage, Health Addiction, Friend-People connection and security/privacy problems while the dependent variable was student academic performance. This research adopted descriptive and explanatory research design. It also employed the use of cross sectional survey method using survey questionnaires that contains 42 items with a Likert Scale (Disagree-1 and 5 for Agree). The sample of 102 students from Erican College was selected using convenient sampling method. The data collected was analyzed using description means and regression via SPSS 21. The Pearson's correlation coefficients of four independent are correlated with student's academic performance while two are not. However, using the regression analysis four variables is significant which include: Time appropriateness, people-friend connection, nature of Usage and health addiction while Time duration and security/privacy problems are not significant. Thus considering the abnormal use of Social media platforms by students, it is expedient that Universities and colleges in Malaysia educate their students to positively use these platforms for educational purposes which will eventually result in a positive impact on their academic performance.

KEY TERMS: *Social media, Academic performance, Time appropriateness, Time duration, friend-people connection, nature of usage, health addiction and security/privacy problems.*

1. Introduction

The use of social media among students has reached high levels and has affected their study time, poor grammar and wrong spellings when socializing on social media as well as diverting their attention from their studies (Ndaku, 2013). Students spend much of their study time on social networks than in their academic undertakings and it has affected their Grade Point Average (GPA).

Investigation on impact of social media was done here in Malaysia which focused on student's academic performance in tertiary institution (Khan, 2009) just a few research has been done so far in the tertiary institution pertaining this topic and the researcher's respondent were information technology students (Helou & Rahim, 2014). Hence, the concentration of this research will be Management, Information Technology (IT) students Erican College both in Kuala Lumpur Malaysia.

The overall objective of the research is to investigate the social media impact on academic performance of students in Malaysia. Precisely, the purpose of this study seeks:

- To examine the impact of time appropriateness on students' academic performance of social media on time appropriateness.
- To examine the impact of nature of usage on students' academic performance.
- To examine the impact of health addiction on students' academic performance.
- To examine the impact of time duration on students' academic performance.
- To examine the impact of friends and people connection on students' academic performance.
- To examine the impact of security/privacy problems on students' academic performance.

2. Literature Review

The advanced and improved usage of social media platforms such as Facebook has become a worldwide phenomenon for quite some time. Though it all started has been a hobby for several computer literates individual has changed to become a social norm and existence-style for students around the world (Nicole, 2007). According to Nicole, (2007), students and teenagers have especially recognized these social media platforms to be able to contact their peers, share information, reinvent their personas and showcase their social live.

Facebook users often experience poor academic performance. Also Karpinski (2009) stated that social media has a negative association with students' academic performance which is much greater than the advantages derived through the use of social media platforms. People around the globe have been addicted to the internet which has given rise to more students using social media more often than before. Nalwa & Anand (2003) advised and recommended that those who are addicted users love to use the internet to set back their personal and professional responsibilities in which the final outcome is poor academic performance.

It was highlighted in the finding of Karpinski (2009) that social media platforms (Facebook, watsapp etc) users usually devote lesser time to their studies has to compared to nonusers did and subsequently has lower GPAs. It was also mentioned by Karpinski, & Duberstein (2009), that among the major distraction of current generation that social media platform (such Facebook, Watsapp etc.) remains a major distractions. According to Kubey, Lavin, and Barrows (2001), there is a correlation between academic performance and the dependency on social media platforms.

Researchers have conducted different studies to find out the influence of social platforms users, for instance a study on "impact of Facebook on undergraduates academic performance", stated that social platforms have negative impact on students.

According to the outcome, students' academic performance is affected the more they use Facebook. Social platforms are mainly used by students for socializing activities rather than academic purpose (Oye, 2012). In addition (Oye, 2012) said that majority of students feel that social platforms have positive impact on academic growth. In a different research conducted by Shana (2012) it was ascertain that students use platforms mainly for chatting and making friends. "The consequences of internet and social platforms on students' academic growth" a study than by Young (2006) it was seen that internet has spread its wings to reach teenager's school life. It was also observed by Young that students are more dependent on internet to access info that pertain their academic life as well as entertainment. Additionally, Young said that internet, though take a lot of time, and have less impact on studies. It was observed by Wang (2011) that impact of social platforms rest on the degree of usage. Jeong (2005) observed that internet addiction is significantly and negatively related to students' academic growth, as well as emotional attributes. Seo (2004) confirms Jeong statement when he opined that the negative influence of internet is only on excessive users and not on all users. Rather (2013, p. 69) avers that: the social platforms which are being used today with great desire and enthusiasm have altered the way of using internets in this modern age by defining online tools and utilities which allow users for communication, participation and collaboration of information online. Today's young generation, especially teens and youth are using technology through innovative ways due to which they are referred to as millennial and have changed the way they think, work and communicate even though they are in formative years of their life. Today's youth because of social platforms have become technology addicts and are quite withdrawn.

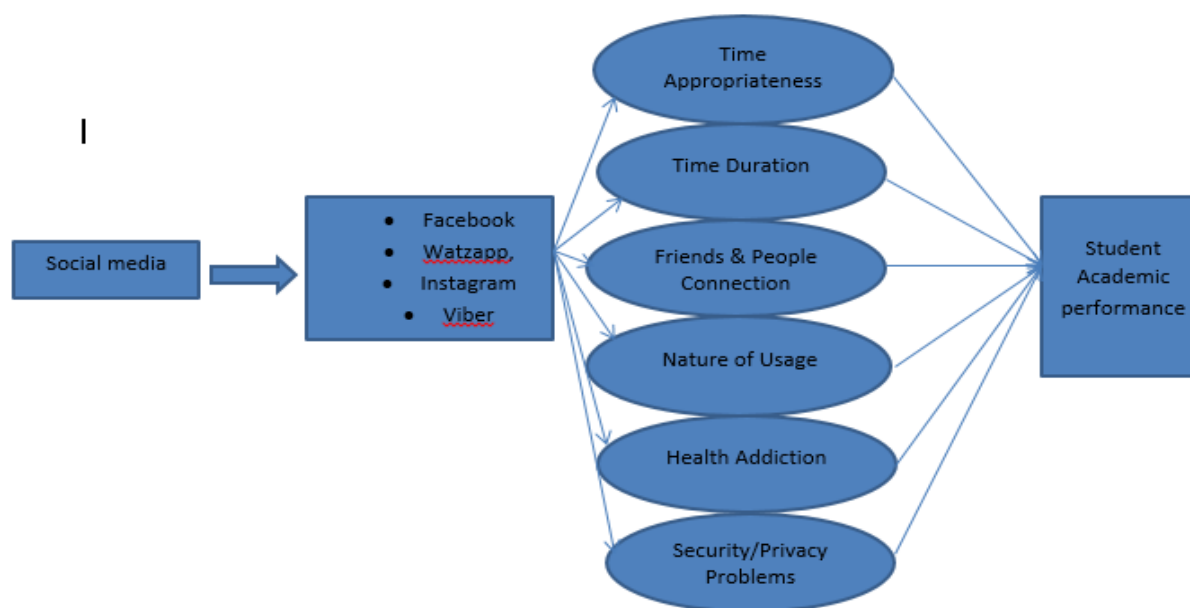


Figure 1: Conceptual framework

H1: There is a significant relationship between time appropriateness and students' academic performance.

H2: There is a significant relationship between time duration and students' academic performance.

H3: There is a significant relationship between friends and people connection and students' academic performance.

H4: There is a significant relationship between nature of usage and students' academic performance.

H5: There is a significant relationship between health addiction and students' academic performance.

H6: There is a significant relationship between security/privacy problems and students' academic performance.

3. Research Design and Methodology

Quantitative method is chosen for the research. Data was collected using primary data set through the distribution of questionnaire. According to Bakar (2001) questionnaires to acquire primary data the best suitable research are based on experiment, observation and survey. Hence, the survey method can supply researchers with data on attitude, feelings, beliefs and Envisioned behavior that is said by Tull and Kawkins (1990). Additionally, the assembling of different kind of info from the respondents, questionnaires will be appropriate for this research which will enable get the actual info from the target population.

A random sampling technique was used. In this research two department of schools are involved. This is because in Malaysia research are hardly done in this area. The second reason is that the researcher chose these department as it has more number of students in both colleges as compared to other departments. 120 questionnaires will be distributed in both colleges by means of direct contacts which is face-to-face with the respondents. The questionnaires is divided into two sections, section A consist of the demography of the respondents such as (age, gender, departments, race and nationality) while as section B contains the targeted questions to convey the entire enquiry.

The respondents differ from first semester students to final year students.

The investigation uses convenient sampling. Since, respondent are willingness to participate in the research. This makes it further suitable for this research than any other form of sampling and respondents will be picked at random.

In order to formulate the research questions, hierarchical sampling techniques will be used to sample the respondents. The research will use an evaluation question that is written in English language because instructions in these two universities are based on the queen's language which all the students understand and can answer the questions asked without any difficulties. Nonetheless, according to Saunders et al (2007), Likert scale is the utmost suitable rating to be used in designing the research questionnaires. A scale of 1-5 will used to finger out respondent pact to questions enquired. This scale is best suitable since it gives respondents the assertion for strong pact or not.

This study will analyze the data collected through quantitative analysis. Because statistical analysis give the scholar the chance to get expressive information through mean output (Carrol, 1991). Percentage will help to survey if the mean is in line with the view (Saunders et al, 2007). To analyze the data the descriptive statistics of questionnaire will be acquired from SPSS in order to find out the normality of the questionnaire based on skewness and kurtosis statistics. Followed by the running of the reliability test, validity test, correlation, regression and also find out the sample adequacy using the SPSS in order to analyze the collected data for the findings of the study. This will allow the researcher ascertain whether the respondents agree to it or not that the variable social media platform have an impact on their academic performance in Malaysia tertiary institution.

4. Results and Discussion

This section of the paper is a summary of the findings of the multiple regression analysis conducted for the purpose of investigating the research questions.

Table 1 below shows the explanatory power of the regression model used in this research. The dependent variable of the model is students' academic performance and the independent variables (predictors) are privacy problems, time appropriateness, and duration, nature of usage, networking and addiction. As indicated by the R Square, the predictors explain 50.5% of variation in students' academic performance.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711 ^a	.505	.474	.32914

Table 2 below indicates the overall significance of the model, which suggests that the regression model is statistically significant as the p-value is less than 0.05.

Table 2: Model Significance (ANOVA)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.492	6	1.749	16.142	.000 ^b
	Residual	10.291	95	.108		
	Total	20.783	101			

As shown in Table 3, there is a ***negative and significant influence of time appropriateness on social media platform and students' academic performance*** because the beta (-0.303) is negative and the p-value (0.000) is less than 0.05. This means that students that spend more time on social media platforms for mere casual chats are most likely to see a drop in their academics performance. This is been justified by Paul, Baker, Cochran (2012) in one of their written article also proved that social media platforms affects students' academic performance. The researchers further said that as time spent on social platforms increases, the academic performance of students is seen to deteriorate. There is ***no significant influence between time duration on social media platforms and students' academic performance***. This is so because some students can spend time on social media platforms and yet their performance for the semester or academic year still remains the same which is similar to some cited researches earlier in the course of study. There is a ***positive and significant relationship between Friend-People connections and students' academic performance***. This so because students can form study groups which facilitates better means through which students improve on their studies. Also lecturers can connect with students to provide and ready study material can be helpful and useful to students. There is a ***positive and significant influence of Nature of Usage with students' academic performance***. This finding is supported by the research work of; Anne (2011) states that social networking sites provide an avenue for students join to interesting groups that allow them to learn new skills in area of their choice. There is a ***significant relationship between internet addiction and students' academic performance***. This is so because the more addicted one is to the internet the more time they spend on it. They spend more time without taking into consideration their meal. Missing of the meal could affect the health of the students which in turn will have an impact of the academic performance on the students. ***There is no significant influence of privacy/security problems on students' academic performance***. This is so, because of the changes that are been made frequently on these social media platforms which could have the concentration of students on their studies and thus affect their test or examination score.

Table 3: Regression Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta		
(Constant)	2.241	.368		6.099	.000
Time Appropriateness	-.251	.066	-.303	-3.811	.000
Time Duration	-.026	.080	-.025	-.324	.747
1 Friends_People_Connectio n	.116	.054	.168	2.159	.033
Nature Usage	.137	.042	.257	3.243	.002
Health Addiction	.205	.049	.351	4.181	.000
Social_Privacy_Problems	.098	.053	.157	1.856	.067

a. Dependent Variable: Academic Performance

Thus, the summary of hypotheses analysis is presented as follows;

Hypotheses	Beta	P-Value	Decision
1. H1: There is a significant relationship between time appropriateness and students' academic performance.	-0.303	0.000	Accepted
H2: There is a significant relationship between time duration and students' academic performance.	-0.025	0.747	Rejected
H3: There is a significant relationship between friends and people connection and students' academic performance.	0.168	0.033	Accepted
H4: There is a significant relationship between nature of usage and students' academic performance.	0.257	0.002	Accepted
H5: There is a significant relationship between health addiction and students' academic performance.	0.351	0.000	Accepted
H6: There is a significant relationship between security/privacy problems and students' academic performance.	0.157	0.067	Rejected

5. Conclusion

It is concluded that social media platforms has a significant impact on students' academic performance in Malaysia tertiary institution. Nevertheless, among the six variables used in this research, time appropriateness and health addiction has a stronger significant influence on students' academic performance. This is because time management plays an essential role in determining the success or failure of an individual. Thus students who lack time management can easily fall prey to the negative impact which social media platforms present to its uses. Likewise, health addiction, students who are engrossed with social media platforms ends up skipping their meals which has a health impact on them. Such students become malnourished and could possibly fall ill which is will directly have an impact on students. Also, the nature of usage and friend-people connection has an impact also on the performance of students but not

as impactful as the aforementioned variable. Finally, time duration and security/privacy problems have minimal or no significant influence on students' academic performance.

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