Social Media Effect On Students Academic Performance Based On Their Usage

Dr.V.Krishna Priya, Dr.P.G. Thirumagal, Dr.G.Madhumita

Abstract: Social Media is the internet services which helps an opportunity to create public based profile with in a boundary. The present study is based on the effects of social media on students academic performance based on the usage. In this study, to measure the effects of social media a structured questionnaire was framed based on the past reviews. Social Media is considered as a independent factor and Time Duration, Connectivity with friends and people, privacy concerns, technology advancement are mediating factors whereas academic performance is considered as dependent factors. The sample size collected for this study was 725. The collected data was analyzed through SPSS 21.V. The statistical tool regression is applied to analyzed the data. From the current study, it is revealed that based on the usage of social media there is a almost positive impact on the student's academic performance.

Keywords: Social media, Connectivity with friends and people , Time Duration , technology advancements, privacy concerns and Academic performance.

1. INTRODUCTION:
In the current scenario, usage of internet has been increased significantly. Social media is an internet based application that helps people or organization to interact with each other in the digital world. It is a multiple communication, where Social media has spread very wide and for interaction regularly used social media platforms are whatsapp, face book, Instagram, You tube, Linked In, Twitter etc. Usage of social media among students has been drastically increased now-a-days. Zahid Amin(et.al (2016). Students spend most of their time on social media for various academic purpose such as exchange of materials, academic discussion, downloading academic content etc. In the present scenario, many people are drastically shifting from listening to radios and watching television to using of social media. Therefore the social media impacts on human life style and society specially in the student's academic performance stated by Faijun et.al (2018). There are various factors of social media which has an impact on the students performance especially in academics, but factors like Connectivity with friends and people , Time Duration , technology advancements, privacy concerns are considered for this study discussed by Thirumagal et.al, (2019).

OBJECTIVES OF THE STUDY:
- To examine the impact of social media on students academic performance.
- To analyse the influence of time Duration, Connectivity with friends and people, privacy concerns, technology advancement on students academic performance.

REVIEW OF LITERATURE:
Asur and Huberman, (2010) observed that Social media helps in sharing of information, digital communication between individuals and also establishment of new relationship. Usage of social media is changing continuously. Personal interaction between people has affected a lot. Hence, the present generation are losing the charm of personal relationship among family members, friends, neighbours and in the society. Krithika, et.al (2013) articulated that social media offers many opportunities like connectivity between friends and people with common interest. Most of the students depend on social media for gathering information related to the academices. Social media has revolutionised the world whereas social media can be exploited by students for the better future. It has to be connected to share information, opinion or exchange of ideas related to academics but not on wasting the time. Gilbert, et.al (2018) studied that social media helps students for overall development, can find new friends and also discuss various issues like academics, entertainment, sports etc. Most of the studies found out that students who are interacting more on social media has a positive impact on their academic performance because they share ideas and generate new concepts related to their subject. Social media sites creates opportunities throughout the world depends on individual interest. Academic institutions also plays a major role in the usage of social media, institutions should promote social network not only for entertainment and communication but also create interest in learning. Sonia(2019) has mentioned that Students who has participated in social media has presented a better academic performance that who did not participate or took the traditional style of learning. Kingsley (2019) has highlighted that social media is a communication tool among students especially in the higher education which helps tutor to use technology for effective delivery to promote learning among students. Krishna prasad,et.al(2015) has studies that social media is a good technology based platform where people connect to old friends, share their ideas and express feeling with each other.

- Dr.V.Krishna Priya, MBA,M.Phil, Ph.D, Assistant Professor, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Chennai-117. E-mail: krishna.sms@velsuniv.ac.in, priya.raghavan83@gmail.com
- Dr.P.G. Thirumagal, MBA,Mphil, NET, Ph.D, Associate Professor, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Chennai-117. E-mail: thiru.raji2003@gmail.com
- Dr.G.Madhumita,MBA,SET,Ph.D, Associate Professor, School of Management Studies, Vels Institute of Science, Technology and Advanced Studies, Chennai-117. E-mail: madhu.sms@velsuniv.ac.in, madhusail2@gmail.com
MATERIALS AND METHODS:
In this study descriptive research method was adopted and the sample size considered is 725. A Non probability convenience sampling technique has been considered. Both Primary data as well as secondary data are used. Primary data is collected by using a self developed structured questionnaire and secondary data is through magazines, Journals, websites etc. Questionnaire comprises of 2 major sections, Sec A is used to collect the demographical details of respondents such as gender, age, usage of social media sites etc while as Sec B includes variables like time duration, connectivity with friends and people, privacy concerns, technology advancement and students through 5- point likert’s scale ranging from 5- strongly agree to 1- Strongly Disagree. Reliability of data was tested using Cronbach's alpha test and value from the test was 0.775, which was found to be high reliability of data. Hence, it was concluded the data can be utilised for further statistical analysis.

DATA ANALYSIS AND INTERPRETATION

Multiple Regression:
Impact of social media on students’ academic performance:
H01: There is no significant impact of SMS helps studies on students’ academic performance
H02: There is no significant impact of routine habit on SMS daily on students’ academic performance
H03: There is no significant impact of SMS connects other college students on students’ academic performance
H04: There is no significant impact of sharing materials in SMS on students’ academic performance
H05: There is no significant impact of feeling positive of SMS on students’ academic performance
H06: There is no significant impact of expressing feelings in SMS on students’ academic performance
H07: There is no significant impact of SMS affects my routine academic performance on students’ academic performance
H08: There is no significant impact of SMS negative effects on academic performance on students’ academic performance
H09: There is no significant impact of SMS has positive effect in my life on students’ academic performance

It was found from the above that the p value of SMS helps in studies, routine habit on SMS daily, sharing materials in SMS, feeling positive of SMS and expressing feelings in SMS was less than 0.05 which shows that null hypothesis H01, H02, H04, H05 and H06 were rejected. All these variables have an impact on students’ academic performance.

\[
\text{ACAPERF} = C + (\beta_1)\text{SM HELPS STUDIES} + (\beta_2)\text{ROUTINEHABIT_SM_DAILY} + (\beta_3)\text{SMS_CONNECT_OHERCOLLSTU} + (\beta_4)\text{SHARE_MAT_USING_SMS} + (\beta_5)\text{FEEL_POSITIVE_SMS_STUACA_PER} + (\beta_6)\text{EXP_FEELINGS_SMS_REGU} + (\beta_7)\text{SMS_AFFECT_ACA_PERF} + (\beta_8)\text{SMS_NEG_EFFECT_ACA_PERF} + (\beta_9)\text{SMS_POSITI_IIMPACT_MYLIFE}
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Model:

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<thead>
<tr>
<th>Model</th>
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b. Dependent Variable: academicperfl

R Square value was 0.221 which shows that all the independent variables together impact dependent variable with 22.1%

ANOVA

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It was found from the Anova table that the p value was less than 0.05 which shows that the model is fit.

Impact of time duration on students’ academic performance:
H010: There is no significant impact of spending more time in SMS disturbs regular life on students’ academic performance
H011: There is no significant impact of spending more time in SMS on students’ academic performance
H012: There is no significant impact of stay awake at nights and early to spend time in SMS on students’ academic performance
It was found from the above that the p value of spending more than in SMS and stay awake at nights and early to spend time was less than 0.05 which shows that null hypothesis H011 and H012 were rejected. All these variables have an impact on students’ academic performance.

\[ ACAPERF = C + (\beta_1)SPENDMORETIMESMSDISTURBSREGLIFE + (\beta_2)SPENDMORETIMESMS + (\beta_3)STAYAWAKE_NIGHTS_EARLY_SPENDTIME_SMS \]

R Square value was 0.031 which shows that all the independent variables together impact dependent variable with 3.1%

ANOVA\(^a\)

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H015: There is no significant impact of interact more with people on social media sites rather than face to face on students' academic performance

H016: There is no significant impact of get academic related information from my social media site members on students' academic performance

H017: There is no significant impact of access to online information helps me to learn new concepts along with my friends on students' academic performance

H018: There is no significant impact of friends made by social sites are trustworthy on students' academic performance

H019: There is no significant impact of Social media easily distracts me during class hours on students' academic performance

H020: There is no significant impact of have lot of friends on social media than in real life on students' academic performance

H021: There is no significant impact of prefer to share my feelings, ideas in social media sites on students' academic performance

Impact of connectivity with friends and people on students’ academic performance:

H013: There is no significant impact of connected with my friends and teachers regularly in SMS on students’ academic performance

H014: There is no significant impact of SMS helps to connect with old friends on students’ academic performance

H016: There is no significant impact of get academic related information from my social media site members on students' academic performance

H017: There is no significant impact of access to online information helps me to learn new concepts along with my friends on students' academic performance

H018: There is no significant impact of friends made by social sites are trustworthy on students' academic performance

H019: There is no significant impact of Social media easily distracts me during class hours on students' academic performance

H020: There is no significant impact of have lot of friends on social media than in real life on students' academic performance

H021: There is no significant impact of prefer to share my feelings, ideas in social media sites on students' academic performance
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\[
\text{ACAPERF} = C + (\beta_1)\text{CONNECT_FRIENDS_TEACHERS_REGU} + (\beta_2)\text{SMS_HELP_CONNECT_OLD FRIENDS} + (\beta_3)\text{INTERACT_MORE_SMS_MORE_FTOF} + (\beta_4)\text{GET_ACAD_INFO_SMS} + (\beta_5)\text{HELP_F_TO_LEARN_NEWCONCEPTS_WITHFRIENDS} + (\beta_6)\text{FRIENDS_MADE_SMS_TRUSTWORTHY} + (\beta_7)\text{SM_DISTRACTS_CLASSHOURS} + (\beta_8)\text{HAVE_MORE_SMFRIENDS_REALLIFE} + (\beta_9)\text{PREFERENCES_SMP}.
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**Model:**

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b. Dependent Variable: academicperf

R Square value was 0.174 which shows that all the independent variables together impact dependent variable with 17.4%

**ANOVA**

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It was found from the Anova table that the p value was less than 0.05 which shows that the model is fit.

Impact of privacy concern on students’ academic performance:

H022: There is no significant impact of posting personal information on SMS misused on students’ academic performance
H023: There is no significant impact of feel there are various privacy issues related to social media site on students’ academic performance
H024: There is no significant impact of feel sharing of common things will be more useful than personal things on students’ academic performance
H025: There is no significant impact of privacy concerns social media sites should be used carefully on students’ academic performance
H026: There is no significant impact of regret any information shared or posted on social media on students’ academic performance
H027: There is no significant impact of regularly post pictures of my family, friends, home etc. on students’ academic performance
H028: There is no significant impact of always include contact information in my profile on students’ academic performance

\[
\text{ACAPERF} = C + (\beta_1)\text{PERSONALINFO_MISUSE_SMS} + (\beta_2)\text{PRIVACYISSUES_SMS} + (\beta_3)\text{SHARING_COMONTHINGS_MOREUSEFUL_THANPERSONAL} + (\beta_4)\text{PRIVACYCONCERNS_SMS} + (\beta_5)\text{REGRET_INFO_SHARED_SMS} + (\beta_6)\text{REGU_POST_PICTURES_SMS} + (\beta_7)\text{INCLUDE_CONTACTINFO_SMS_PROFILE}.
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**Model:**

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b. Dependent Variable: academicperf

R Square value was 0.112 which shows that all the independent variables together impact dependent variable with 11.2%

**ANOVA**

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R Square value was 0.186 which shows that all the independent variables together impact dependent variable with 18.6%.

**FINDINGS & DISCUSSIONS:**

Usage of social media sites and its different applications had increased significantly and it has become an essential part of students day to day life. In social media, SMS helps in studies, routine habit on SMS daily, sharing materials in SMS, feeling positive of SMS and expressing feelings in SMS have significant impact on students’ academic performance. In time duration, spending more time in SMS and stay awake at nights and early to spend time in SMS have significant impact on students’ academic performance. In connectivity with friends and people, connected with my friends and teachers regularly in SMS, SMS helps to connect with old friends, to get academic related information from my social media site members, access to online information helps me to learn new concepts along with my friends and friends made by social sites are trustworthy have significant impact on students’ academic performance. In privacy concern, feel sharing of common things will be more useful than personal things, privacy concerns social media sites should be used carefully, regret any information shared or posted on social media, regularly post pictures of my family, friends, home etc and always include contact information in my profile have significant impact on students’ academic performance.

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**CONCLUSION:**

Usage of social media sites has become very common in almost all age groups of people in the society as people started adopting technology in day to day activities.
Especially students community are getting addicted to social media sites for various purposes such as sharing of information, connecting with new as well as old friends, academic usage(Krishna priya,et.al 2018). From the above, it is concluded that usage of social media has almost positive impact on the student's academic performance. Among four variables considered in this paper, time duration and connectivity with friends and people privacy concerns has strong significant impact on students academic performance. Also, other variables such as privacy concerns and technology advancement has a minimal significant impact on students academic performance.

**SCOPE FOR FUTURE RESEARCH:**
In Future, researchers can study social media dynamism and its effect on user’s perceptions on social and academic innovations. Future effects of social media on politics, business marketing, educational transformation, employment opportunity, marriage and alliance portals, etc. are prominently noticed. The future researches would benefit by knowing SNS social reality from this model. The future research can concentrate social media impact on these societal issues.

**REFERENCES :**


