

# **The Impact of Social Media on Educational Performance With Reference To College Students**

Dr. Tushar Tale  
PDIMTR, DNC, Nagpur  
9970284268  
tushartaley@gmail.com

## **Abstract**

The social media have penetrate the 21st century generations of Internet users, building it a very active mechanism of communications, especially among students of higher institutions of education. Consequently, academic activities in institutions and faculties are gradually more carried out through the social networks, such as Facebook, twitter, Instagram and LinkedIn. Social media use is very trendy amongst students as it provides them the liberty to do whatever they want to do using social media. They can generate and share the content, comment on anything they want to, connect and chat with their friends, associates as well as make new friends and groups. Social media can also be used as an educational instrument for learning amongst students. Students can connect with their professors, counselors or classmates online, if they face any problem related to their studies. This helps learners to connect with their teachers and classmates in a new way providing elasticity in learning.

However, there is also a harmful side associated with the social media use amongst students. Large number of students starts losing attention in studies due to their habit to social media use and these results in a drop in their overall academic performance. Academics is a very significant aspect of a student's life. A good academic performance helps to build a winning and secure future. However, social media has affected learners' focus towards learning in such a way that it has initiated interfering with their educational performance and thus indirectly their future. This report shall include a concise explanation of social media impact amongst students.

## **1. Introduction**

As we are living in a networking age, the marvelous growth of the internet has a huge impact on the development of the students in which they interact and socialize. During this era, communication is the most attractive term. Today, communication revolution brought us together regardless of geographical boundaries. The internet provides a different variety of

communication tools. Billions of people uses facilities like search engines, web pages, e-mails, e-journals, e-books, e- newspapers, internet banking, internet telephony, conferencing, multi-media sharing, online news rooms, social networking etc. Today internet is a necessary communication medium in professional as well as personal life. This research will detailed the positive as well as negative impact of using social networking sites on student's academic performance. This research contribution will analyze the pros and cons aspects of social networking on college education. The widespread use of media among college students from texting to chatting on cell phones to posting status updates on Face book and whatsapp may be taking an academic toll.

## **2. Literature Review**

As per learning conducted by Smith and Anderson (2018), social media use was maximum amongst younger population of the U.S. in the age group of 18 year to 24 year.

Social networking is an expression of the 21st century used broadly to define a number of technological tools that pressure the social facets in form of a funnel for communication, collaborative learning, and inventive expression; this is also to increase education in higher institution of learning (Dabbagh & Reo, 2011; Al-rahmi & Othman, 2013b ).

Social networking is playing a huge role in boosting academic like in social sciences and in education systems as a whole. Several studies have addressed various aspects of using social networking at various academic and social

levels. The accessible literature on social media gives needful suggestions of its application in higher institutions of education (Hamid et al., 2011).

UG students of IT attest that social networking has constantly enhanced their academic achievement from 2007 to 2010 (Smith & Caruso, 2010). Many students in higher institutions of learning wish their institutions alter their means of communication to social networks for strengthening class instruction as it is where they spend maximum of the time.

As per (Madge et al., 2009) social media usage enhance educational entrée and interaction and it fulfills the learning gap informally between learners and the counselors (Bull et al., 2008).

Integrating social media for both entertainment and learning is general among students in higher level of education system. College learners use different social media applications to extent that it is now an indispensable part of their everyday life for personal and learning purposes (Cao & Hong, 2011; Dahlstrom, 2012). Mobile technologies and smart android phones interweave social media in their palms and at their simple and customized command (Dahlstrom, 2012).

### **Positive Impact of Social Media on Educational Performance of Students**

There are many positive effects associated with the social media use amongst students related to their academics. Students can connect with different educational groups related to their field of study on social media and simply access all the main and authentic information shared by others. They can also share some good information they found out on such groups, which in turn will boost their confidence and this will help in the learning process.

Ability to form groups on social media enable professors to connect with the students to share important instructions for the class as well as necessary study material for the students.

Students can also share their viewpoints, innovative ideas or even doubts related to studies with their classmates and professors on these groups. This will assist students to actively participate in such group discussions and this in turn will assist to improve their knowledge. Counselors can also provide a link for students to upload their homework or assignments on such study groups. All of this will save a lot of time and effort of students which can be utilized for studying. Social media assists students to collaborate, if they are functioning together on some group project. This assists them to communicate and exchange informational data for the project simply, thus saving their energy and commute time that can be utilized for the project work.

Students use social media platform such as YouTube, which have millions of educational videos, which help students to broaden their scope of knowledge as well as develop various other good skills and talents. If students find some good and informative videos related to their studies, they can share it with their friends or classmates who can benefit by watching them.

There are many students who do not actively take part in class or group project discussions. Some of them do not favor even face-to-face communication with their colleagues. Such students find it simple and comfortable to take part in online study discussions on social media.

Presently, there are many academic counselors on social media who can help students to solve their academic problems. Learners also have exposure to contact experts or refer to their blogs in various fields of study using social media, to gain proper informational data and knowledge for their own field of study. This can facilitate them to gain some real-world and real knowledge, which will increase their knowledge scope. Students can use social media platform like LinkedIn to search for internships related to their field of study. This can assist them gain

practical knowledge, which in turn may help in improving their educational performance. Students can also examine various educational blogs which can help to advance their knowledge and thus help their studies.

As per Deng and Tavares (2013), social media help students to think clearly and this helps them to make wise decisions in their day-to-day lives. As per the research conducted by Apeanti And Danso (2014), students felt that their grades would be improved if they can contact professors openly through social media to get their doubts clarified. Yunus and Salehi (2012) pointed out that, social media use enhanced students' vocabulary and writing skill. Thus, it is clear that if used wisely for educational and constructive purposes, social media can have positive influence on students' academic performance. Despite the different positive effects that social media can have, if not utilise properly and vigilantly it can also affect students' educational performance negatively.

### **Negative Impact of Social Media on Educational Performance of Students**

Number of researchers have shown that there is a close correlation between the use of social media and degradation of overall educational performance of students. This means that, when a student gets too involved with the use of social media, it affects his overall educational performance. Many students use social media solely for social networking, chatting and just whiling away their time. This wastes their study time and thus they are not able to complete their homework, assignments or projects on time. This affects their studies which eventually hampers their GPA. Also, while studying, students keep checking their social media accounts for new updates and notifications. This distracts them and results in loss of concentration in studies which can affect their academic performance negatively.

It has been observed that social media use is prevalent even during lectures amongst students.

They do not pay attention to what is being taught and told in the class and instead chat with their friends on social networks or waste time reading some unnecessary stuff on social media. As a result, they might ignore some important information being shared in the class related to study, assignments or even exams. This can affect their grades negatively. Social media has hampered learners writing skills in such a way that they tend to use short forms of words or phrases everywhere. For eg: 'k' instead of 'okay', 'coz' or 'cuz' instead of because and so on. Use of such short forms in exams or assignments may not be appropriate and can affect their grades negatively.

Also, there are many students who only take part in online class or group discussions on social media and do not prefer to have face-to-face communication with their classmates or even professors. As a result, they may not develop good communication skills and might even lack confidence to interact with their peers or lecturers in the class or in person. As they will not be able to share their viewpoints with others in class or group discussions, they might end up getting lower grades.

Social media addiction poses many health issues. These issues include back pain owing to the use of social media for a very long time in improper or wrong posture, irregular sleep patterns, mood swings, and continuous strain for eyes, mental stress and many more. These health issues affect their effectiveness in studying and thus can cause a fall in grades. Also, excessive social media use can lead to various mental health issues amongst students such as anxiety, depression, and isolation from real world as well as psychological problems. These issues can lead to loss of focus towards studies and seriously affect their future.

According to Paul, Baker and Cochran (2012), the time spent on social media was dependent on the attention span of the learner. Attention span is the amount of time for which students can

focus on their study without getting distracted. They found out that, higher the attention span, lower is the time spent by students on social media. As per Junco (2011), time spent on Facebook was very strongly negatively related to the overall GPA of the students. As per the study of Kirschner and Karpinski (2010) found out that, over indulgence with social media can affect students' educational performance negatively.

As per Mingle and Adams(2015), Likert scale was used to survey the social media effect on grade performance amongst 526 students. A Likert scale is a scale used for research that involves questionnaire. Out of these 526 students, bulk confirmed that the use of social media affected their grades negatively. 62 (11.8%) learners strongly agreed, while a majority of students of strength 255 (48.5%) agreed that their grades dropped owing to the use of social media. In addition, 60 (11.4%) learners neither agreed nor disagreed. Finally, (8.2%) and 106 (20.2%) students disagreed and strongly disagreed correspondingly that their grades dropped, due to the use of social media

### **3. Conclusion**

Thus, it can be completed that impact of social media on students' college performance is two-way. This means that if used smartly and judiciously social media can have positive effect on academic performance of students, while if used carelessly and without awareness, it can affect students' overall academic performance, thus endangering their future.

The use of social media amongst students must be reasonable. They should be made fully alert of the difference between the real world in which they are living and the virtual world which they have created using social media. Students should know that the virtual world on social media is not going to assist them build a winning future, but superior educational performance will. This will help them to be more alert and responsible towards their studies.

Learners should try to create a balance between social media use and their studies, so that they do not get unfocused while studying. When using social media, students should aim to use it more often for educational purposes such as acquiring or sharing data, seeking help from associates, classmates or professors to get their doubts clarified, collaborating with classmates for group tasks and so on. They must attempt to limit the social media utilize for enjoyment purpose or just to misuse their time.

Therefore, if used efficiently for productive purposes such as learning or sharing information online, social media can prove to be a helpful tool for learners. On the other hand, excessive social media use for social networking or entertainment can seriously negatively affect their educational performance.

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