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COMPREHENSIVE PROJECT REPORT ON “IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE OF PARUL UNIVERSITY STUDENTS”

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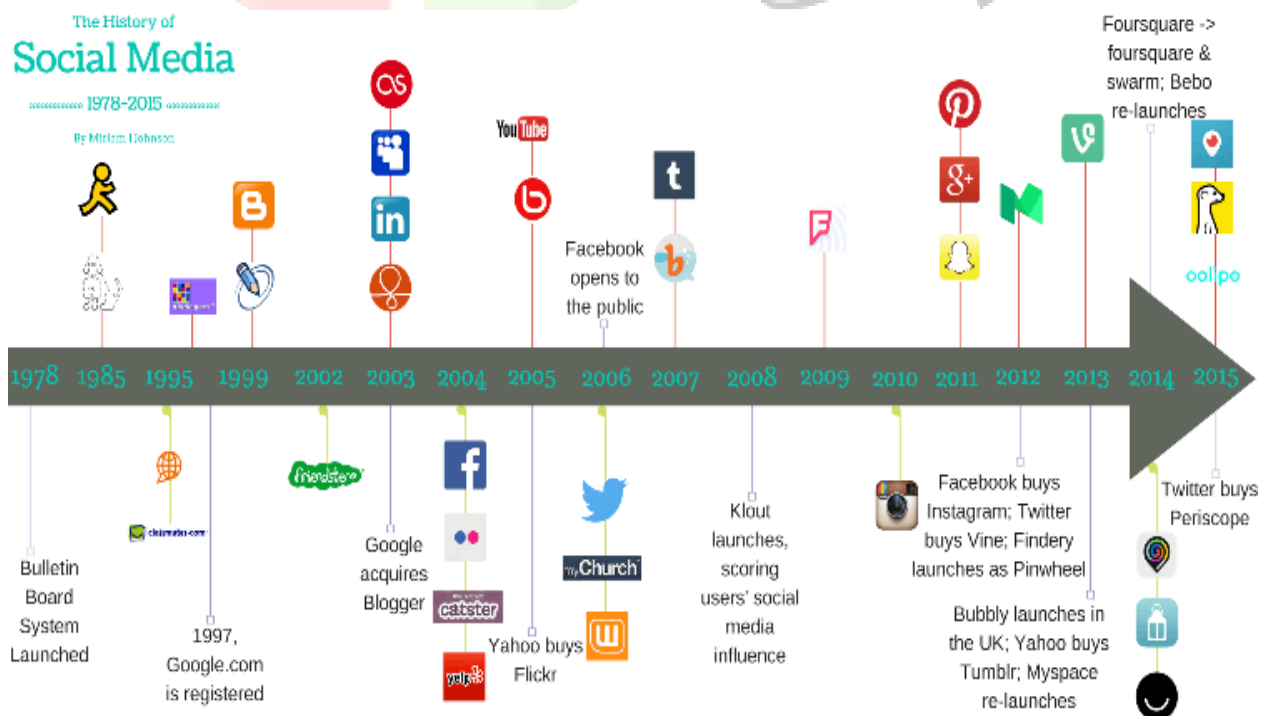
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Abstract: Social networking has become a common trend which has spread its reach to almost every corner of the world. The use of Social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Among the prominent users of the social media are the students. This research assesses the impact of social media sites on student academic performance. The research was conducted using a descriptive survey design. Students from various departments at Parul University were used as the sample population. A validated questionnaire used for data collection. As a result, it can be concluded that social media has a dual impact on student achievement, and that individuals' use of social media networks must be approached with ultimate responsibility.

Keywords- Social media, Social networks, Social media effect.

• INTRODUCTION

Today the Internet has taken a firm place in people's lives. It is difficult to imagine a young man who at least once a day did not check for updates in social networks and did not leaf through the news lines. The modern reality requires us to stay in touch and keep abreast of the latest news and trends. However, does this trend affect the performance of students?



Source: -<https://www.future-marketing.co.uk/the-history-of-social-media/>

When social media such as Facebook, YouTube and Twitter appeared, our world was divided into online and offline. Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people.

With their help, we can communicate with each other, even on different continents, listen to music, read books, look at photos and much more. Social media have greatly simplified our lives and tightly tied to ourselves.

During the time spent discovering individuals for acquaintances, youngsters go into different connections and get the chance to speak with a relatively boundless number of individuals and premium gatherings, with a wide range of identities, take in a considerable measure of stories, have the opportunity to trade suppositions and talk about issues important to them. Therefore Users of social networks, in most cases, are a representative of the younger generation.

In current years technology has tried to fulfill its role in helping humankind leading to the substantial medium of interaction in the social world as well as in teaching and learning. Over the years in education has explore the exciting opportunities new technologies bring to institutions, educators and students. Technology has changed the way people interact and has brought about the emergence of an open social platform such as social media that allows the inhabitants of this planet earth to connect with each other making the world a global village.

Social media such as Facebook, Twitter, Google Plus, and Flickr, Instagram, WhatsApp, Hike, Snapchat are being used in learning for the purpose of appropriate communication with other students and theoretically with others outside the class such as students of the same topic and subject experts. The advent of social media has impacted significantly on how students learn and the mode instructors teach. In today higher education settings, social media is has influence instructors, students, and others to cooperate with each other on the tasks of knowledge construction in learning.

The impact of social media on the academic performance of students may be a negative or positive impact both are possible. If students spend more time on social media its impact negatively on students' academic performance. In other case students use less time for social media or spend less time on social media its positively impact or its increase students' academic performance.

• Literature Review.

Talae, G. M., AlSaad, A., AlRushaidan, N., AlHugail, A., & AlFahhad, S. (2018). The research paper identifies that the positive and negative impact of social media on students' academic performance. The statement of the problems is what social media is and why students use it? , How much time do students spend using social media? What is the impact of social media on students' academic performance? The assumptions of the study were Students use social media to communicate and study. On average, students spend at least an hour a day for social media use. They was used research design is descriptive research design, research methods was used quantitative and qualitative. Based on the findings, social media becomes an integral part of the student's full life, took up most of his spare time. The time spend by the respondents on social media stressed that the impact on their academic performance ends up negative.

Hasnain, H., Nasreen, A., & Ijaz, H. (2015, August). The research paper identifies that Analysis was set out with the objective to assess student's attitudes and behavior patterns towards social media usage. Results suggest social media has an inverse relationship with academic performance. If social media is used in a positive manner it can help students and youth in gaining knowledge that can be used to enhance their academic performance. In order to understand the relationship between social media usage and its impact on academic performance they have developed hypothesis. Hypothesis 1: Social media has negative impact on academic performance. In a data collection method they use structured questionnaire and data was collected from 171 students.

Al-Rahmi, W., & Othman, M. (2013). The research paper identifies that the hypotheses and objectives like to examine the impact of time appropriateness (H1:- ACCEPTED), the impact of nature of usage (H4:-ACCEPTED), the impact of health addiction (H5:-ACCEPTED), the impact of time duration (H2:- REJECTED), the impact of friends and people connection (H3:-ACCEPTED), the impact of security/privacy problems (H6:-REJECTED). Quantitative method was chosen for the research. Data was collected using primary data set through the distribution of questionnaire. The number of questionnaire respondents 120. So, the research was findings that negative impact on the academic.

Celestine, A. U., & Nonyelum, O. F. (2018). The research paper identifies that four research questions and three hypotheses guided the study. The study adopted descriptive survey design. The population used as sample was students from Samuel Adegboyega University in Edo state. A validated questionnaire with 0.96 reliability was used for data collection. Frequency counts, percentage and mean were the quantitative statistics used. The inferential statistics was applied to assess the significance of the hypothesis. Analysis of Variance (ANOVA) was the technique of estimation and the Statistics was used to determine whether the hypotheses was significant at 0.05. The result shows that there is significant relationship between time spent on social media sites and academic works. It also revealed that the nature of social media activities which the student engages in does not have any significant impact on the student academic performance.

Bernard, K. J., & Dzandza, P. E. (2018). The research paper identifies that the type of research adopted was descriptive survey and the instrument for data collection was the questionnaire. A total sample size of two hundred (200) using cluster sampling technique of probability sampling was used to acquire the relevant data from the population. The findings of the study showed that a number of students are addicted to social media and this was found to be detrimental to their academic life despite its importance on students' academic life such as disseminating knowledge, group discussions and building relationships through these sites.

Rithika, M., & Selvaraj, S. (2013). The research paper identifies that Objectives of the study were to determine how social networking websites affects student's academic performance. To understand the impact of social networking sites on education system. To explore the consequences of social networking sites in education system. Purpose behind the usage of social networking sites. Data collection method is primary data; sample size 100 respondents were only students. Result and findings was based on hypothesis analysis. Based on person Chi-square analysis. Academic performance analysis with use of social networking websites shows that the students having 69% marks mostly use social networking websites and the total average of

students scoring 60- 80 % is 69% of total population. Students who scored 60- 80% of marks generally use social networking websites for entertainment.

Amin, Z., Mansoor, A., Hussain, S. R., & Hashmat, F. (2016). The research paper identifies that the problem statement of the research In that statement, determine the Social Media's impact on the university and college student On the basis of random sampling a sample of 300 students was selected. Questionnaire was used as an instrument for data collection. Research objectives Investigating the impact and relationship between social Media and performance of student, Resolve the misunderstandings and confusions of people about use of social media, and identify the problems of individuals in using social media. Research variables like Student's performance as dependent variable, Social media as independent variables. In this hypothesis test also applied correlation test, ANOVA for hypothesis result.

• **Problem Statement Of The Study.**

This study aims to find out the positive and negative impact of social media on students' academic performance. So, the following questions answers define the problems statements of the study.

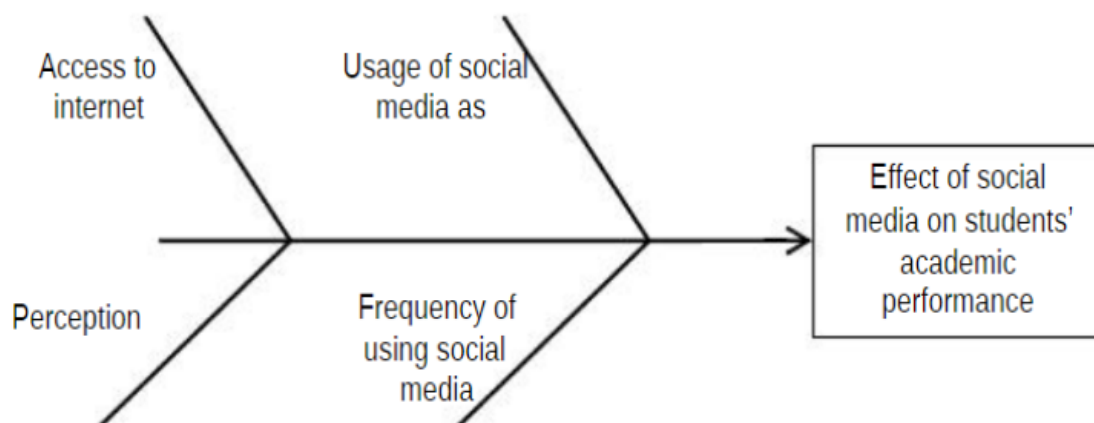
1. What is social media and why students use it?
2. How much time do students spend using social media?
3. What are the impact of social media on students' academic performance?

• **Objectives Of The Study.**

- To determine how much time students spends on social media for academic related activities.
- To Analyze that social media effect on students academic performance.
- To Analyze that purpose behind the usage of social networking sites .

• **Research Methodology**

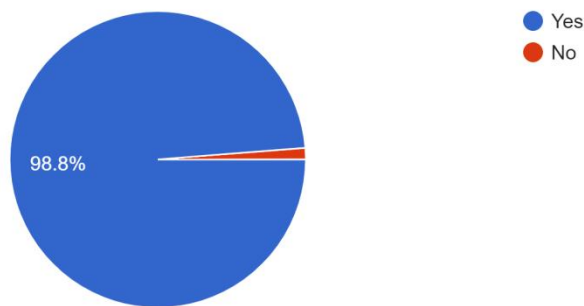
- Research methodology is outline the plan and method that how the study is conduct. So, mention below details about it.
- **Research Design:** Descriptive research Design
- **Sources of Data:** We collect data from the all students like diploma, graduate, post graduate and PhD.
- **Data collection method:** Primary data
- **Population:** All students of parul university, vadodara.
- **Sample size:** From the population of all students 150 or more students
- **Sampling method:** Random sampling method
- **Data collection instrument:** Questionnaire (Google form)



• **DATA ANALYSIS AND INTERPRETATION**

Do you use any social media?

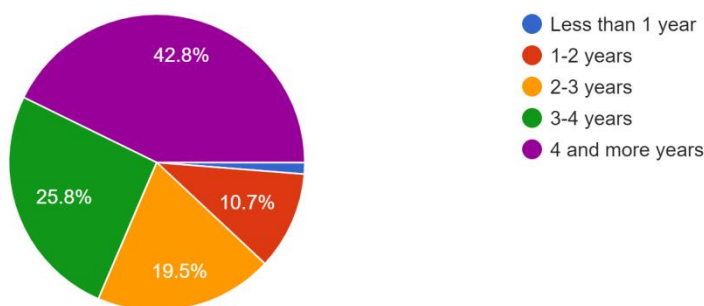
160 responses



It can be observed from above chart that out of total respondents survey 98.8% peoples use social media.

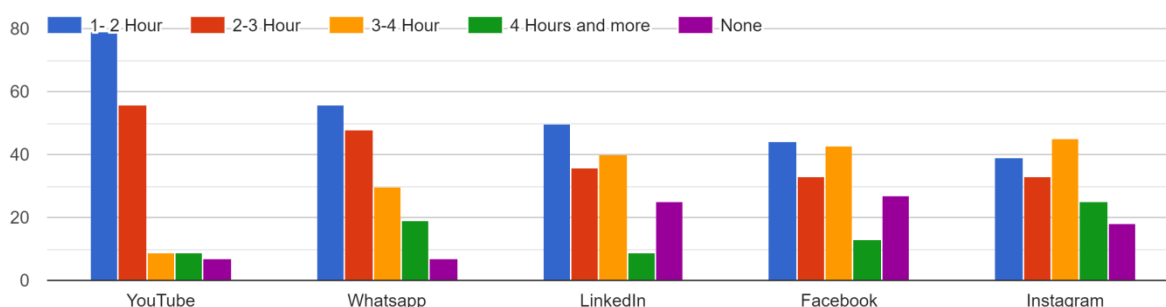
If yes, since how many years you are using social media?

159 responses



It can be observed from above chart that out of total respondents 42.8% people using social media since 4 and more years. 25.8% peoples using social media since 3-4 years. 19.5% peoples using social media since 2-3 years. 10.7% people using social media since 1-2 years.

How much hours do you use social media for academic purpose?



It can be observed from above table that out of total respondents students spends time on youtube for academic purpose. 79(49.3%) students use 1-2 hours on youtube . 56(35%) students use youtube for 2-3 hours. 9(5.7%)students use youtube for 3-4 hours .and 9(5.7%)four hours more use whatsapp and 7(4.3%) students not using youtube for academic purpose.

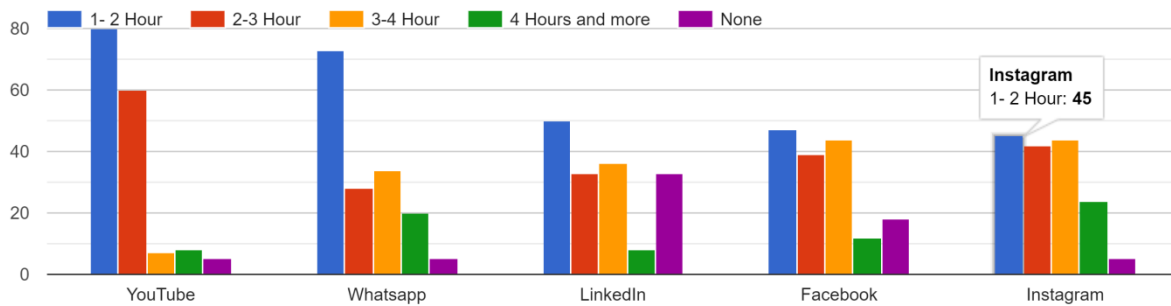
students spends time on whatsapp for academic purpose. 56(35%) students use 1-2 hours on whatsapp .48(30%) students use whatsapp for 2-3 hours. 30(18.8%)students use whatsapp for 3-4hours.19(11.9%) students use whatsapp for 4 and more hours.7(4.3%) students not using whatsapp for academic purpose.

students spends time on linkedin for academic purpose. 50(31.2%) students use 1-2 hours on linkedin .36(22.5%) students use linkedin for 2-3 hours. 40(25%)students use linkedin for 3-4hours. 9(5.6%) students use linkedin for 4 and more hours. 25(15.7%) students not using linkedin for academic purpose.

students spends time on facebook for academic purpose. 44(27.5%) students use 1-2 hours on facebook.33(20.7%) students use facebook for 2-3 hours. 43(26.9%)students use facebook for 3-4hours. 13(8.1)% students use facebook for 4 and more hours. 27(16.9%) students not using facebook for academic purpose.

students spends time on instagram for academic purpose. 39(24.3%) students use 1-2 hours on instagram.33(20.7%) students use instagram for 2-3 hours. 45(28.1%)students use instagram for 3-4hours. 25(15.7%) students use instagram for 4 and more hours. 18(11.2%) students not using instgram for academic purpose.

How much hours do you use social media for non-academic purpose?



It can be observed from above table that out of total respondents students spends time on youtube for non-academic purpose. 80(50%) students use 1-2 hours on youtube . 60(37.5%) students use youtube for 2-3 hours. 7(4.3%)students use youtube for 3-4 hours.8(5%)students use youtube for 4 and four hours more and 5(3.1%) students not using youtube for non-academic purpose.

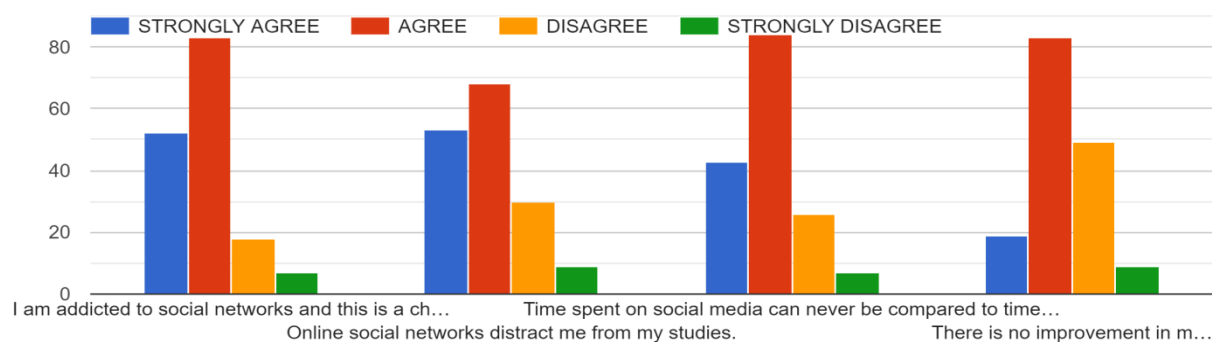
students spends time on whatsapp for non-academic purpose. 73(45.7%) students use 1-2 hours on whatsapp .28(17.5%) students use whatsapp for 2-3 hours. 34(21.2%)students use whatsapp for 3-4hours.20(12.5%) students use whatsapp for 4 and more hours.5(3.1%) students not using whatsapp for non-academic purpose.

students spends time on linkedin for non-academic purpose. 50(31.2%) students use 1-2 hours on linkedin .33(20.7%) students use linkedin for 2-3 hours. 36(22.5%)students use linkedin for 3-4hours. 8(5%) students use linkedin for 4 and more hours. 33(2.7%) students not using linkedin for non-academic purpose.

students spends time on facebook for non-academic purpose. 47(29.3%) students use 1-2 hours on facebook.39(24.4%) students use facebook for 2-3 hours. 44(27.5%)students use facebook for 3-4hours. 12(7.5%) students use facebook for 4 and more hours. 18(11.2)% students not using facebook for non-academic purpose.

students spends time on instagram for non-academic purpose. 45(28.1%) students use 1-2 hours on instagram.42(26.2%) students use instagram for 2-3 hours. 44(27.5%)students use instagram for 3-4hours. 24(15%) students use instagram for 4 and more hours. 5(3.1)% students not using instgram for non-academic purpose.

Students' addiction to social media.



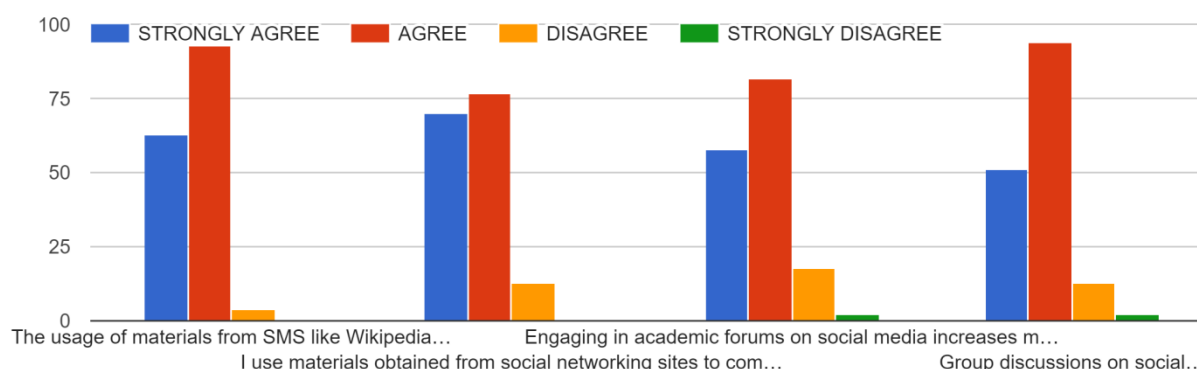
STATEMENT	SA	A	D	SD	TOTAL
I am addicted to social networks and this is a challenge that affect my academic life.	52 (32.5%)	83 (51.9%)	18 (11.3%)	7 (4.3%)	160 (100%)
Online social networks distract me from my studies.	53 (33.1%)	68 (42.5%)	30 (18.7%)	9 (5.7%)	160 (100%)
Time spent on social media can never be compared to time spent on my studies.	43 (26.9%)	84 (52.5%)	26 (16.2%)	7 (4.4%)	160 (100%)
There is no improvement in my grades since I became engaged into these social networking sites.	19 (11.8%)	83 (51.8%)	49 (30.7%)	9 (5.7%)	160 (100%)

Table presents results on the students' addictiveness to social media. (52%) and (83%) students responded strongly agree and agree respectively that they are addicted to social media. (18%) and (7%) disagree and strongly disagree. Social media network distract me from my study (53%) and (68%) students responded strongly agree and agree respectively that they are distract from studies and (30%) and (9%) students disagree and strongly disagree which doesn't matter much from social media.

(43%) and (84%) responded strongly agree and agree respectively that they spend more time on social media than their studies while (26%) and (7%) responded disagree and strongly disagree.

(19%) and (83%) also responded strongly agree and agree respectively that there has been no improvement in their grades since they became addicted to these networking sites while (49%) and (9%) disagree and strongly disagree.

Positive influence of social media on academic performance of students.



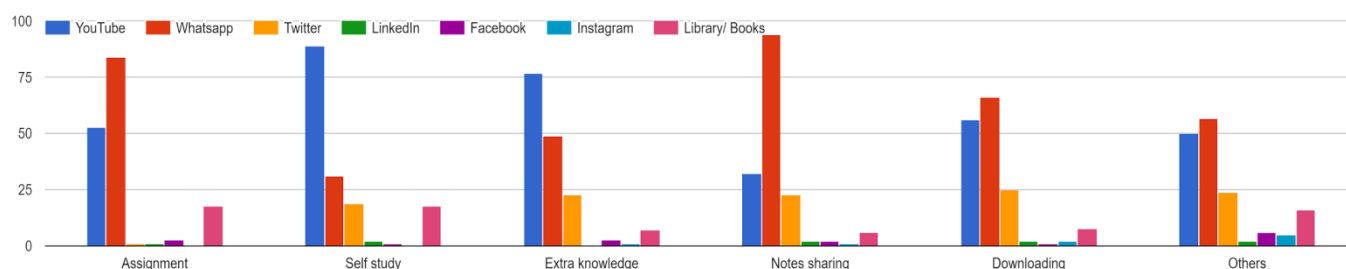
STATEMENT	SA	A	S	SD	TOTAL
The usage of materials from SMS like Wikipedia for research has helped improve my grades.	63 (39.4%)	93 (58.1%)	4 (2.5%)	0	160 (100%)
I use materials obtained from social networking sites to complement what I have been taught in class.	70 (43.8%)	77 (48.1%)	13 (8.1%)	0	160 (100%)
Engaging in academic forums on social media increases my understanding of topics	58 (36.3%)	82 (51.3%)	18 (11.2%)	2 (1.2%)	160 (100%)
Group discussions on social media yield good results as far as my academics are concerned.	51 (31.9%)	94 (58.8%)	13 (8.1%)	2 (1.2%)	160 (100%)

The use of materials from SMS such as Wikipedia for research has helped improve student grades, as shown in the table above, with 63 (39.4%) strongly agree, 93 (58.1%) agree, and 4 (2.5%) disagree.

Thus the number of students who either strongly agree or agreed to using social media to retrieve relevant materials to improve their grade are 70(43.8%). 77 (48.1%) of the respondents strongly agree to using materials obtained from social networking sites to complement what they have been taught in class, 13 (8.1%) strongly disagree. This responses indicated that majority of the respondents (91.9%) agree to using materials from social media platforms to enhance their academic work.

Again, a majority of 140 (87.6%) agreed that participating in academic forums on social media improves their understanding of topics discussed in class, and 145 (90.7%) believe these discussions yield positive results.

Select which option you use mostly for the following activities:



Statement	Youtu be	WHATSA PP	TWITT ER	LINKED IN	FACEBO OK	INSTAGR AM	LIBRARY/BO OK	TOTA L
Assignment	53 (33.1%)	84 (52.4%)	1 (0.7%)	1 (0.7%)	3 (1.9%)	0	18 (11.2%)	160 (100%)
Selfstudy	89 (55.7%)	31 (19.3%)	19 (11.9%)	2 (1.2%)	1 (0.7%)	0	18 (11.2%)	160 (100%)
Extraknowle dge	77 (48.1%)	49 (30.7%)	23 (14.3%)	0	3 (1.9%)	1 (0.7%)	7 (4.3%)	160 (100%)
Notes sharing	32 (20%)	94 (58.8%)	23 (14.3%)	2 (1.2%)	2 (1.2%)	1 (0.7%)	6 (3.8%)	160 (100%)
Downloading	56 (35%)	66 (41.2%)	25 (15.7%)	2 (1.2%)	1 (0.7%)	2 (1.2%)	8 (5%)	160 (100%)
Others	50 (31.2%)	57 (35.7%)	24 (15%)	2 (1.2%)	6 (3.8%)	5 (3.1%)	16 (10%)	160 (100%)

It can be observe from above table students use social media for assignments purpose 53(33.1%) students use Youtube,84(52.4%)students use whatsapp,1(0.7%)student use twitter,1(0.7%)students use linkdin,3(1.9%)students use facebook and 18(11.2%)students use library and books. Majority 137(85.5%) students use whatsapp and youtube for assignment.

Students use social media for self study 89(55.7%)students use youtube ,31(19.3%)students use whatsapp,19(11.9%)students use twitter, 2(1.2%)students use linkdin,1(0.7%)students use facebook and 18(11.2%)students use library/books for self study. again 120(75%) majority students use youtube and whatsapp for self study.

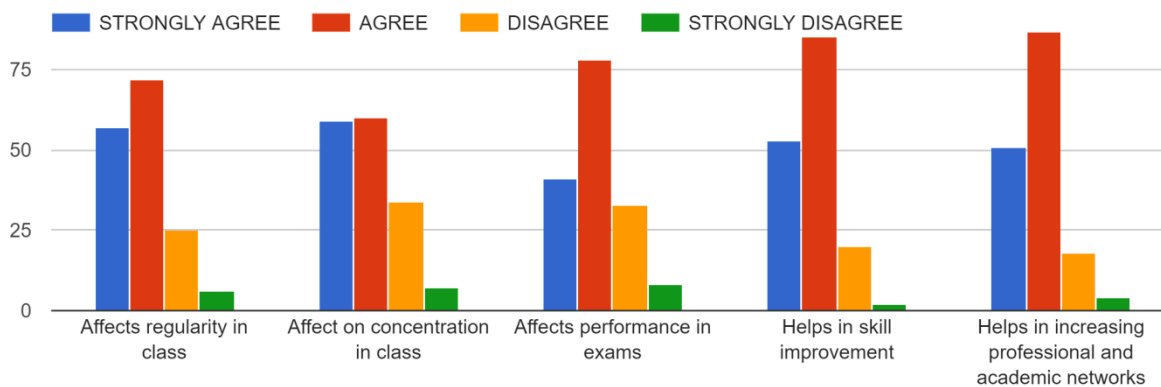
Students use social media for Extra knowledge 77(48.1%)students use youtube ,49(30.7%)students use whatsapp,23(14.3%)students use twitter, 3(1.9%)students use facebook 1(0.7%)students use Instagram and 7(4.3%)students use library/books for Extra knowledge majority 126(78.8%)students use youtube and whatsapp.

Students use social media for Notes-sharing 32(20%)students use youtube ,majority 94(58.8%)students use whatsapp,23(14.3%)students use twitter, 2(1.2%)students use Linkdin, 2(1.2%)students use Facebook,1(0.7%)students use Instagram and 6(3.8%)students use library/books for notessharing .

Students use social media for downloading 56(35%)students use youtube ,66(41.2%)students use whatsapp,25(15.7%)students use twitter, 2(1.2%)students use Linkdin, 2(1.2%)students use Facebook,2(1.2%)students use Instagram and 8(5%)students use library/books for downloading.

Students use social media for other activities 50(31.2%)students use youtube ,57(35.7%)students use whatsapp,24(15%)students use twitter, 2(1.2%)students use Linkdin, 6(3.8%)students use Facebook,5(3.1%)students use Instagram and 16(10%)students use library/books .

What is your opinion about the impact of social media on your academic performance?



STATEMENT	SA	A	DA	SD	TOTAL
Affects regularity In class	57 (35.7%)	72 (45%)	25 (15.6%)	6 (3.8%)	160 (100%)
Affects on concentrations in class	59 (36.9%)	60 (37.5%)	34 (21.2%)	7 (4.4%)	160 (100%)
Affects performance in class	41 (25.6%)	78 (48.7%)	33 (20.7%)	8 (5%)	160 (100%)
Helps in Skill improvement	53(33.1%)	85(53.1%)	20(12.5%)	2(1.2%)	160 (100%)
Helps in increasing professional and academic networks.	51 (31.9%)	87 (54.3%)	18 (11.2%)	4 (2.5%)	160 (100%)

It can be seen in the above table. 129 students (80.7%) strongly agree and agree that they have an affect on class regularity, while 31 (19.4%)students disagree and strongly disagree. 119 (74.4%)students strongly agree and agree that they have an affect on class concentrations, while 41(25.6%)students disagree and strongly disagree..119(74.3%) students respondents strongly agree and agree that they are affects performance in class and 41(25%) respondents disagree and strongly disagree.138(86.2%) students respondents strongly agree and agree that they are helps in skill improvement 22(13.7%)students disagree and strongly disagree.138(86.2%)students respondents strongly agree and agree that they are helps in increasing professional and academic network 22(13.7%)respondents disagree and strongle disagree.

• **LIMITATION OF THE STUDY.**

Only data from Parul University students in Vadodara, Gujarat, was collected.

• **CONCLUSION**

Thus, it can be concluded that impact of social media on students' academic 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 putting their people in harms way future. In our survey (98.8%) students using social media .YouTube and Whatsapp are used by the majority of students for academic purposes. for sharing notes, assignments, self-study, and additional knowledge Students who use social media (80.7 %) say it affects class regularity, (74.4 %) say it affects class concentrations, and (74.3 %) say it affects class performance.(86.2%) said that social media has greatly helped them in improving their skills. (86.2%) said that using social media has helped them expand their professional and academic networks.

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

Hence, if used effectively for constructive purposes such as learning or sharinginformation online, social media can prove to be a helpful tool for students. On the otherhand, excessive social media use for social networking or entertainment can seriouslynegatively affect their academic performance.

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