



# THE IMPACT OF SOCIAL MEDIA ON THE ACADEMIC PERFORMANCE OF THE STUDENTS IN INDIA

Name of the Author: Arshi Khanam

Designation: Research Scholar (Ph.D)

Central University of South Bihar, Gaya

## ABSTRACT:

Social media is nowadays widely popular among the youngsters, mainly the students who are the keen users of the social media as the various social media apps lure the student to use it for different purposes. A number of social media apps like Whats app, face book, YouTube, Instagram, LinkedIn and snap chats are the centre of attraction for the students all over India and the world. Students are accessing these social media applications for various purposes like entertainment, work and study.

The average Indian spends more than seventeen hours weekly on social media. India stood at 310 million social media users in January 2019, which is expected to be 448 million by 2023.

This study is purely based upon primary data collected online on students from various parts in India and content analysis will be done on the basis of the data collected. The purpose of this research is to discover that whether social media helps or hinders the students in enhancing their academic performance and also the paper deals about the distractions which the students are facing due to inappropriate use of social media. The paper also provides recommendations and suggestions to make effective use of social media by the students

**Keywords: Social media, Academic Performance, Students, Distractions**

## INTRODUCTION:

Social media is a medium which facilitates social interaction. The term “Social media” refers to a computer based technology which helps in sharing of ideas and information through online network. The term has risen slowly since 2006. Social media differs from the industrial media like newspaper, television and film etc. It is a cheap and easily available tool which enables to access information.

Social media has three components first is concept which includes art, information or meme. Second is media which includes physical, electronic or verbal. Third is the social interface which includes intimate direct community engagement (Arya.N, 2011).

Indians now download more apps –12.3 billion in 2018 – than residents of any other country except China. The average Indian social media user spends 17 hours on the platforms each week, more than social media users in China and the United States. Indian internet users are fond of social media. In 2021, it is estimated that there will be around 448 million social\_network\_users in India, a significant increase from 2019 where it figures at 351 million. Face book is the most popular\_social\_networking\_site in the country. There are about 270 million Face book users in India as 2019, placing India as the country with the largest\_Face book user base in the world

The evolution of social media can be traced back to 550 BC. In the ancient time people communicated with smoke signals in the day time and by beacon fires in the night in china. Drums were the prevalent sources for communication. In Iran, horse riders and horse wagon were used to carry mails .The 18<sup>th</sup> and 19<sup>th</sup> century brought the communication devices like telegraph which was invented in 1792. Telephone, invented in 1890 and radio ,invented in 1891. Also, in the 20<sup>th</sup> century, the development of internet gave communication a different level. It was in that period that important sites like ARPANET, BBS (Bulletin Board System), USENET, IRC (Internet Relay Chat) were developed and communication took a faster pace. (Dowerah.et.el, 2012)

The first social networking sites launched in India was SixDegrees.com. It was launched in 1997. Social networking sites provides us fast and helpful information which can help us for various purposes (Ateeq, 2011).

Live Journal was the second social networking site which came in 1999. It helped to exchange journals between friends. Some other social networking sites with a fast communication technology were www.Linkedin.com., MySpace.Com. and Several other instant communication applications which were invented were Orkut.com in 2004 and www.Facebook.com which is quite popular in India, USA and Brazil.

Social media has become an interaction tool by which people share their ideas, opinions and helps in living inter-connected. A social networking site contains user to build their profile on the homepage, it is the user's personalised web page and it keeps the information of the user (Rout and Patil, 2016)

Social media is being used in every field, Apart from the professionals or youngsters it is immensely used in education by the students for studying. It is also used for entertainment & accessing various sites.

The easy and cheap access to internet and smart phones has made social media widely spread in the whole world. With the help of the social media, people living far-off places can easily contact and stay connected with their family, peer and friends. There are a number of video games which connect players

with each other on social media, also with the help of social media, we can publish news and views and interact and discuss on any issue.

Every society has its norms and values. It makes us who we are, what we feel connected to and how we behave. One of the aspects of culture is social interaction between people. Our society has been greatly impacted by the technology we use. Each technology changes the communication and interaction pattern. All the technologies from the beginning era like the cave drawing to the internet to the next developing technologies, they are of great use and understanding. Throughout the development of the technologies, it influenced the interaction and relation between each other. (E, Venter, 2019)

How we behave to one another and in which way we do that. Social media has a great role in developing interaction between individual. We do not have to talk to a person to know what is running in their life. We just look on twitter, face book or Whatsapp. This leads to less interaction in their real life.

Social network enforces a powerful impact in guiding the perceptions and use of technology. Technology that we use is different according to the person we contact. We belong to various groups, we contact them differently, some by the emails, others by the text. Our status by using these technologies may vary from groups to groups as having iPods, may be common to some individual or group while in other groups it earns a higher social status. (Campbell and Russo, 2003)

Social media has also largely impacted the society. Social media sites have changed the behaviour and socialisation pattern of individual on the web. It provides an opportunity to individual to connect to their friends; they can share information and content, pictures, audios and videos amongst themselves. Social media changes the lifestyle of the individual. Achievement of goals is possible on the social media platforms because it unites people on a big platform. Social media generates awareness among people through campaigns, surveys, promotions which helps individual to remain up to date with current information.

Some of the negative impact of social media on society is that people get addicted to social media sites which drive away the concentration from a specific work. Photos and videos which are violent, affects the individual and transforms the behaviour of individual. People's privacy is lost and social and family ties weaken because people are busy in connecting to strangers.

Social media influences the behaviour of adolescents. It influences the teen in an adverse way. Health risk is there like morbidity and mortality among adolescents such as risky sexual behaviour, alcohol use. Cyber bullying is another serious problem which harasses an individual both mentally and psychologically. It includes hacking of the face book account, insults, denigration, stealing information etc. Cyber bullying is more vulnerable from traditional bullying as traditional bullying is face to face and while cyber bullying can happen anywhere, the one suffering it can feel constantly harassed. Sexting is another form of social media harassment. It refers to sending and receiving sexually explicit message or pictures via texting or mail or through social networking sites.

Social media has positively impacted the students as students can get the information regarding a specific topic within a fraction of seconds. With the improved technology, students are building skills. As the social media is easy and affordable to use, it can help students to do a number of creative works like uploading pictures, videos, sharing music and receiving feedback from their family and friends. This leads to enhance the artistic qualities in students and helps in boosting up the confidence in them. The inner potential comes out in the form of art.

Apart from these positive impacts of social media, there are some negative impacts too. As using excess of social media, it shifts the concentration of youth from study and students get addicted towards it and their interaction is decreased. Participation in sports is affected. Students ignore ground realities and their real life realities are neglected. Many students are trapped in between fake accounts and identities which lead to embarrassments and finally depression. Students consume less time in learning. The health related problem of the student are developed. The timing and food habit are disturbed and they do not sleep on proper timing. They have a problem of eye irritation, regular headache, improper digestion etc.

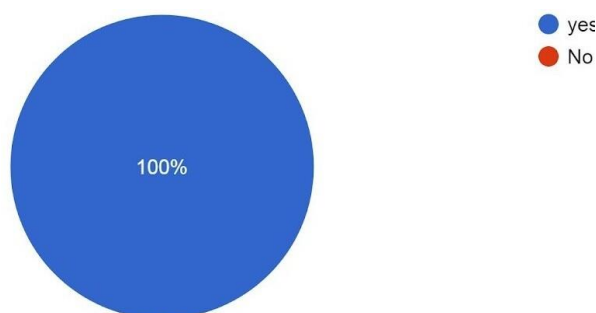
### Objectives

1. To find out the time duration spent on social media sites by the students
2. To know the how much time students are spending on social media
3. To know the reasons for using social media
4. To know that if social media is wastage of time and addictive in nature
5. To know the academic performance of the social media usage students

### Hypothesis

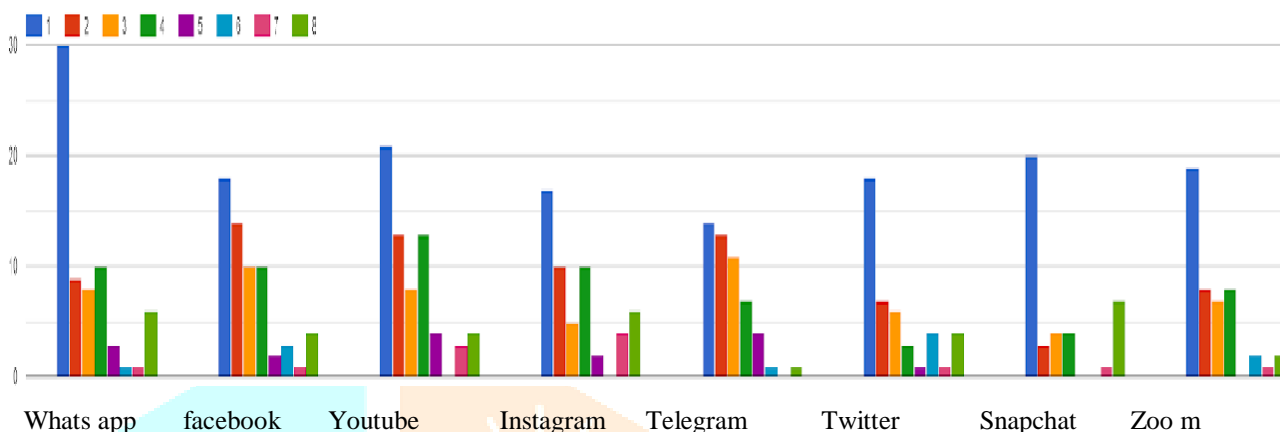
1. The percentage of social media usage directly affects on academic performance
2. Social media sites leads to lose concentration power on their academic activities and reading habit
3. The more time spent on social media leads to lower academic performance
4. Social media is more used for communication purpose more than academic activities

### Do you use social media?



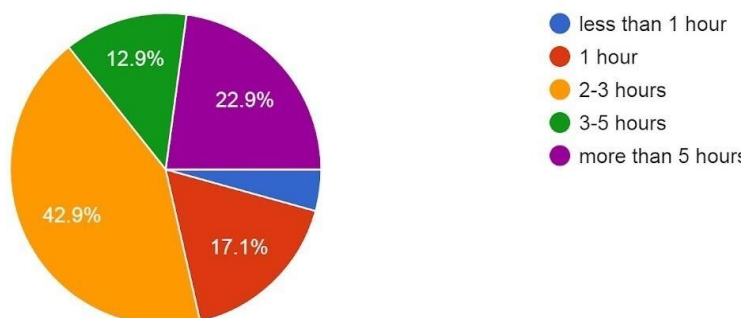
Social media has become the part and parcel of an individual's life so each and every student has access to it. Clearly examining the above data it is evident that 100% of the students have been using the social media sites irrespective of gender, caste, creed, region and religion.. Thus every student nowadays has access to social media sites.

**If yes, give your preference on the basis of your interest and usage ?**



According to the data collected based on the preference of their interest and usage of the social networking sites, it was observed that most commonly used social media sites is the whatsapp i.e. 42.85% which means the majority of the students have given their first preference to whatsapp. Youtube which is also a prominent social media site is used by 30% of the respondents as their first preference. 28.57% respondents reported that they like to use snap chat the most. Zoom is preferred by 27.14% respondents as a potent social media application. Other than these 25.71% respondents reported that Face book and Twitter is their favourite social media tool. Instagram was reported the first choice by 24.21% respondents whereas Telegram was noted first preference by 20% of the respondents

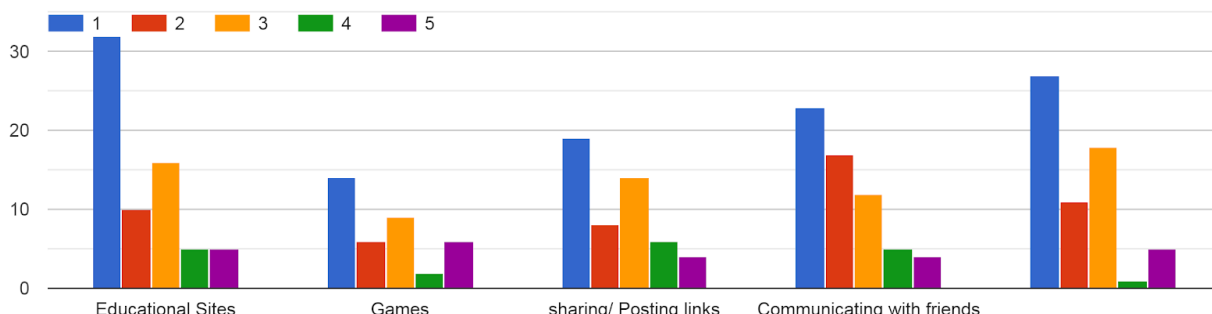
**If yes, how much do you spend your time on social media per day?**



The above chart shows that average hours a day the students are using social media. It was observed that 22.09 percent of the students used them for more than five hours while 12.9 percent of the students use it for 3.5 hours. The majority of the students using social media that is 42.9 percent of students are using for 2-5 per day while the students who use for an hour are 17 percent and students who using social

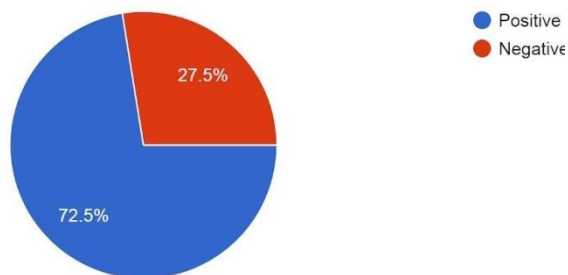
media least that is less than an hour are just 4.3 percent Majority of the students 42.9 percent are spending their time on social media that is 2-3 Hours per day, While 17 percentage of the students are using less than a hour, 2 percent of the the students are exclusively spending 5 hours on social media sites. 12 percent are spending 3-5 hours per day.

What are the factors that attracts you to use social network sites ?



The above chart indicates the main factors which attracts for using social media sites by the selected youth. The main purpose selected by 45.71% for using social media is for educational purpose respectively.38.57 % of the respondents are interested in watching photos and videos as their first preference. Sharing or posting links is the first preference given by 27.14% respondents.23% of the respondents are utilizing social media the most for communicating with friends..Playing games is the main factor for using social media by 20% of the respondents. Almost all the respondents are utilizing social media for various purposes.

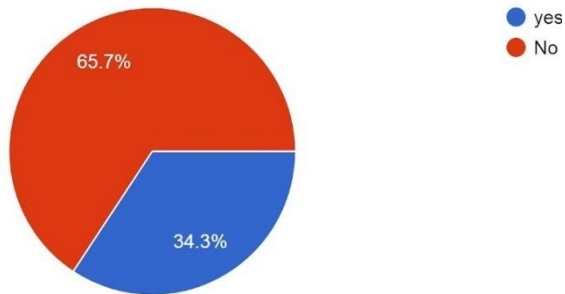
**How social media is affecting your academic performance?**



The above figure shows that academic performance bring affected by using social media the response in the percentage reported is that 72.5 percentage of tells that it has positively affected the academic performance while 27.5 percentage of the students gave their opinion that is social media is negatively impacting their academic performances **J Kaviarasu et.el (2019)** in their article **“Impact of Social Media On the Academic Performance of Undergraduate College Students Of Loyola College, Chennai City”** states that the relationship between social media and students is becoming inseparable

and it leads to poor academic performance. The finding of the study reveals that out of 357, all 86% of student carries a mobile phone with them with the internet facility. In this paper, students have been recommended to use the library for the research purpose rather than chatting with friends most of the time. To educate students about various sites that add values to the scholaristic works .Teachers should advice the students about dangers of using social media sites.

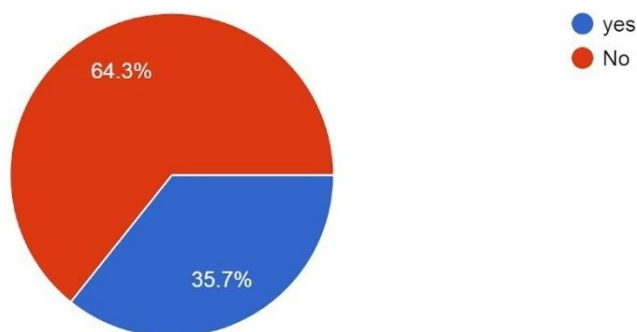
### Are you addicted to social media?



Inevitably, social media enable individuals to access and connect to a boundless world to make friends, share information, access entertainment, and receive news. However, spending hours on social media could lead to addiction, reduced motivation to participate in other activities, and perhaps cause physical health problems. Another downside of social media at the individual level is that users need to maintain their social profiles constantly, which may lead to severe stress.

Here we can see that 65.07% of the students are addicted to social media whereas 34.3 percent of students say that they were not addicted to social media. The above fig shows that the students response whether they had addiction for social media among them 65.7 percentage students said yes that they are addicted for social media

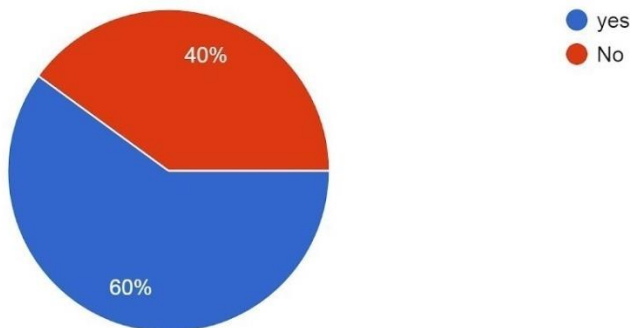
### Is social media a waste of time?



The above figure displays the Student who think that social media is not a waste of time while .64.03% students said that social media is not a waste of time while 35.07% of the students think that social media is a wastage of time. Time is more precious than any other valuable assets. According to Charles Darwin, the one who dares to waste one hour time he not discovered the value of life.

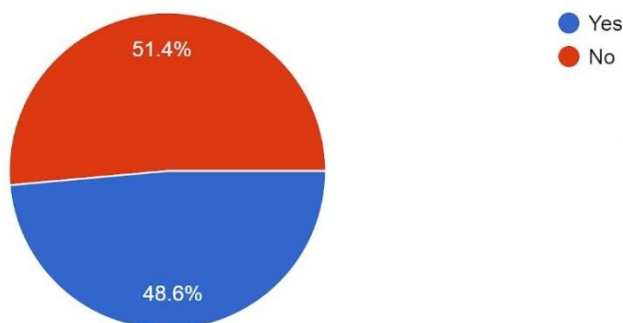
J.Parvathy and R.Suchitra (2015) in their Article “Impact of usage of social networking site on youth” has discussed that how the social networking sites has influenced the young children. He tells that in previous time, the use of social networking site was less, but with the passage of time, social networking site has attracted the youth and they are involved in online 13 chatting and sharing of music, videos, and photos. He says that the social media has both positive as well as negative impact on the youth

### Is social media affecting your concentration power?



The above figure displays the students who felt that social media is affecting their concentration power. 60% of the students said that yes, social media is affecting their concentration power; while 40% of the students said that social media is not affecting their concentration power.

### Does social media distracts you from studies ?



The above figure shows that 51.04% of the students gave their opinion that social media is a distraction tool for students while 48.06% students told that social media is not at all a distraction for them

### RECOMMENDATIONS:

Based on the findings of the study it is recommended that

1. There should be regulation on the use of social media by the students.
2. Parents of teenager students should have a check on their children’s activities on their mobile phones and they should make sure that they are using it for useful purpose



3. There should be an awareness programme for the students related to social media usage in educational institutions.

4 There should be laws restricting what content they should access through social media for the better development of the students.

## **DISSCUSSION AND CONCLUSION:**

In this paper, we have studied in detail about the activities which the students are involved with the social media sites. As the result shows that cent percent students are active on social media sites. They are using social media for various purpose Several positive and negative use of social media have been observed The result shows that majority of the students have been using the social media for the educational purpose as their main preference while some of them said that they are interested in communicating with family, friends and social networking. While others said that they like to play games on social media sites as their first preference.

Social media has positively impacted the students as students can get the information regarding a specific topic within a fraction of seconds. With the improved technology, students are building skills .As the social media is easy and affordable to use, it can help students to do a number of creative works like uploading pictures, videos, sharing music and receiving feedback from their family and friends. This leads to enhance the artistic qualities in students and helps in boosting up the confidence in them. The inner potential comes out in the form of art.

Social media is not a source of distraction for many of the students.52.85%of the students reported that they are aware of the negative impacts of the social media; therefore they utilize the social media for useful purpose. They are able to maintain a balance between their work and study as well as their utilization of social media for entertainment purpose. They said that they keep their social media notification closed or in silent mode if they are doing some important work or study so that they might not get disturbed Students felt that online classes done with the help of social media is very much helpful because it leads to easy understanding of the subject .

Apart from these positive impacts of social media, there are some negative impacts too. As using excess of social media, it shifts the concentration of youth from study and students get addicted towards it and their interaction is decreased. Participation in sports is affected. Students ignore ground realities and their real life realities are neglected. Many students are trapped in between fake accounts and identities which lead to embarrassments and finally depression. Students consume less time in learning.

Social media is a source of distraction for many of the students as its addiction leads to affect the students in negative ways. 47.14% of the students reported that social media is a source of great distraction to them as it kills a lot of time. The social media apps like whatsapp, facebook, Youtube etc are very much addictive to them which is distracting the students from their important works and studies. Various notifications and advertisements distracts the students which shows in the notification bar which slowly leads to lack of concentration in studies and important work. Some of the students said that as they are addicted to social media sites, they are losing their interest in studies and other routine work.

To sum up we can say that every technology has its positive and negative aspects therefore we have to be cautious that whether we are using it for good cause

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