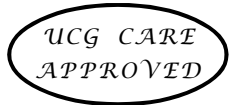


INFLUENCE OF SOCIAL MEDIA ON ACADEMIC ACHIEVEMENT OF STUDENTS OF THE CENTRAL UNIVERSITY OF PUNJAB



ABSTRACT

The purpose of this research study is to examine the influence of Social Media on Academic Achievement of the students of the Central University of Punjab. To achieve this, the descriptive survey research design was adopted. The Stratified random sampling technique was used to select a sample of 100 students. Research findings showed that a great number of students in Central University of Punjab, are addicted to social media. The findings revealed that social media has a positive effect on the academic achievement of post-graduate students because the educational sites and study material on the internet helped the student to perform better in academics. The study also revealed that there is no significant difference in usage of social media between the science and humanities students. It was found that both science and humanity students use social media equally and there is a significant difference in the usage of social media among boys and girls students and it was observed that the usage of social media in boys is higher than the girls.

Introduction

The twenty-first century is the world of technology where most of the people do not even imagine their life without technology. Modern Technology in communication has no doubt turned the complete world into a “Global Community.” It helps individuals to be better learned, open-minded and keeping informed with global growths. Technology discloses humanity to a better way of doing things. Even our today’s day starts with alarm in mobile phone and ends with what’s app messages on the smart phone, this situation is prevailing even in most of the rural areas. It can be interpreted that half of all youngsters who have Internet access are also the members of social networking sites, and use the web to make procedures and socialize with friends (Kist, 2008).

Using technology in the classroom has two sides same as coins, both positive as well as negative.

The excessive usage of the social media websites could have an addiction especially amongst the students, and it can cause problems in the academics Akhtar (2013). Most of the schools give more importance to computer education and in using of mobile learning app because of using this technology in today’s classroom helps in student engagement, active learning, working at the pace of the

student’s need, getting feedback from an expert teacher. Incorporating Facebook into university courses provided students with opportunities to interact with people within and beyond peripheries of a classroom, but abuse of Facebook as a form of instruction is time-intensive for both faculty and students (Barczyk and Duncan, 2013). But most of the educational institutions do not allow their students to use mobile because they think that by using such type of technology student’s may become addicted to technology and do less participate in face to face interaction with parents, teachers and their colleagues which play the crucial part in improvement in social skills. Spending time on Social Networking Sites has many aspects, one aspect is that University students spend more than one hour on Facebook for nonacademic purposes and the academic use of Facebook is very limited Alhazmi and Rahman (2013). In today’s era, we find that young students always engage with their technology toys, even most of the road accidents due to the using of the mobile phone during their travelling. Students can learn about different cultures and societies by connecting with people in other countries. The social media

Shazia Kouser

Research Scholar, School of Education, Central University of Gujarat.

have made it possible for like-minded individuals to discuss important topics, widen their personal knowledge and discover things they never knew before. The young people are actively involved in public affairs since social media have provided new opportunities for active participation of people (Barker, 2009). Social networking users face severe health risk because they reduce face-to face contact and become addicted in a virtual world of relationships. People spent hours chatting with their friends and browsing profiles on social networking sites. It becomes a compulsive habit to visit own profile several times in a day for checking friends' updates, changing status, and commenting on others photos and videos. With regard to access the time spent on Social Media platforms that can affect the grades of the students, there is no link of how much times a student spends on social media platforms that can affect the grades directly or indirectly (Martin, 2009). The same result was supported by one another study that was carried out by University of New Hampshire in the year 2010.

Social networking site that once was thought to be helping people across the world to unite and making new relationship can also damage the relationship and make life miserable (Das and Sahoo, 2011). With regard to linking Social Media with the academic achievement, It has been found that there is no relationship among social media and students' academic performance (Ahmed and Qazi, 2011, Hanqittai and Hsich, 2010, Pasekand Hanqittai, 2009).

Social media and networking sites have become the main way to communicate, share ideas, play games and find information directly. These sites have become so popular that even the most intelligent students spend their free time without thinking about its negative impact. Social media has become gradually popular among students but it is negatively affecting students educationally because they are placing less importance on grades and are missing out on critical knowledge and skills needed for higher education or future jobs and carriers. According to Roberts and Foehr (2008), time spent by students on social networking sites is the same time that they usually uses for extracurricular activities and consequently they are not able to devote time for extracurricular activities. Although Social networking sites are very helpful tool in students' hands, it was found by several studies that a negative impact of social network sites usage

on academic performance could arise the results pointed to negative impact of online social media usage on academic performance; hence, as time spent on social networking sites increases, the academic performance of the students is seen to decline.

Significance of the study

Social media play a crucial and important role in every student's life. It is easier and convenient to access information and to provide information and communicate via social media. Online tools such as social media provides new opportunities for citizens and stakeholder groups to be informed, identify common interests, express and share opinions and demands, organize, and coordinate interventions. Teaching learning practices are evolving day by day in higher education with emphasis being shifted to student centric learning. Various efforts are being put into practice to use social media to harness effective learning. As younger generations are using such technology in the classrooms, they remark the educational landscape. For learning and teaching, social media is used in a variety of different contexts - language learning, writing development, after-class discussion, synchronous and asynchronous communication, community building and curricular tool. In the recent years academics have been expanding their social media usage to offer after-hours support for students, deliver and host lectures, disseminate information and engage in discussion. The use of social media has also demonstrated increased teacher-student and student-student interaction. With social media, students also become adept at the use of online technologies in learning environments. Use of social media in higher education has enhanced learning, increased participation and engagement, improved content dissemination and improved pedagogy and information sharing. In a related study, Ricoy & Feliz (2016) concluded that twitter promoted a pleasant and motivating climate to students and helped students to improve their reflective, critical judgment and information selection skills. Balakrishnan (2014) assessed the use of Facebook, Twitter, and YouTube in which it is reflected that these sites led to establishment of improved communication among students and lecturers leading to a better teaching and learning environment. While many researchers support the usefulness

of social media handles and many among them are those who brings forward the negative aspects of these platforms. So it becomes an important aspect to study the effect of these websites on the academic achievement of the students.

of Punjab was developed by the investigator.



Objectives of the study

1. To determine the influence of student addictiveness to social media.
2. To explore the differences in the usage of social media among science and humanities students of Central University of Punjab.
3. To determine the differences between the boys and girls students usage of social media network in relation to academic achievement

Hypotheses

1. There is no significant relationship between student’s addictiveness to social media and academic achievement.
2. There is no significant difference between science and humanities stream students of Central university of Punjab in the usage of social media.
3. There is no significant difference between male and female students of Central university of Punjab in the usage of social media.

Methodology

Research Method

Descriptive Survey method has been used for the present study entitled “Influence of social media on Academic Achievement of the students of the Central University of Punjab”

Population and sample

For the Present study the investigator used the stratified random sampling technique for collection of data. The data was collected from the Central University of Punjab, Bathinda. A total sample size of 100 students were randomly selected, as the sample is subdivided into different strata’s i.e. of Science and Humanities and further it can be divided into boys and girls.

Tools

Self-made Questionnaire on Influence of Social media on academic achievement of students of Central University

Table 1
Item wise criteria of the questionnaire on social media

Criteria	Total number of Questions
Students addictiveness to social network and academic performance	10
Usage of social media and student’s academic performance	10
Gender usage of social media	4

Table 2
Scoring Procedure

S. No.	Response	Scores of Positive Items	Scores of Negative Items
1	Strongly Agree	5	1
2	Agree	4	2
3	Undecided	3	3
4	Disagree	2	4
5	Strongly Disagree	1	5

Analysis of Data

Table 3
Coefficient of Correlation between social media and academic achievement of PG students of Central University of Punjab

Group	N	‘γ’ value	Ramark at 5% level
Social media	50	0.82	Positively correlated
Academic achievement	50		

Table 3 shows the coefficient of correlation between social media and academic achievement of post-graduate students of Central University of Punjab. From the table 3 it is clear that coefficient of correlation between addictiveness of social media network and academic achievement has been found to be 0.82 which is strongly and positively correlated. So, it can be interpreted that there is significant

positive relationship between social media addictiveness and academic achievement of post-graduate students. Therefore, the null hypothesis is rejected at 0.05 level.

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Findings of the study

The major findings of the study are:

1. There was significant positive relationship between addictiveness to social media and academic achievement of post-graduate students of CUPB. The findings reveal that social media have positive effect on the academic achievement of post-graduate students because the educational sites and study material on the internet help the student to perform better in academics
2. There was no significant difference in usage of social media between the science and humanities students of central university of Punjab, Bathinda. It was found that both science and humanity Students use social media equally.
3. There was a significant difference in the usage of social media among male and female students of central university of Punjab, Bathinda. From the mean difference it is evident that the usage of social media among male are higher than the female students.

Table 4

Mean, S.D and 't' value of science and humanities students' score of social media scale

Category	N	Mean	S.D	Calculated 't' value	Remark at 5% level
Science	50	86.3	8.853	0.298	Non significant
Humanities	50	85.74	9.899		

Table 4 shows that the mean score of science stream respondents was 86.30 and the humanities stream respondents was 85.74. The standard deviation of science students was 8.853 and the humanities students was 9.899. The difference between mean was 0.560 and it was in favour of science students. The calculated 't' value was 0.298 is less than the table 1.96 at 0.05 level of significance. Hence the null hypothesis is accepted which means there is no significant difference in usage of social media between the science and humanities stream students of central university of Punjab, Bathinda.

Table 5

Mean, S.D and 't'-value of male and female students score of social media scale

Category	N	Mean	S.D	Calculated 't' value	Remark at 5% level
Boys	50	88.38	10	2.597	Significant
Girls	50	83.66	8.05		

Table 5 shows that the mean score of male and female respondents. It is clear from the table that the mean value of male respondents is 88.38 and for female respondents is 83.66. The standard deviation of male students was 10.019 and the female students were 8.050. The difference between mean was 4.720 and it is in favor of male students. The calculated 't' value was 2.597 is greater than the table value 1.96 at 0.05 level of significance. Therefore the null hypothesis is rejected. Hence it is concluded that there is a significant difference between male and female students of central university of Punjab, Bathinda in the usage of social media.

Conclusion

Social media has now become a very crucial part of our personal and professional life. The growth of social media over the years has transformed how most users experience the internet. There have been diverse reactions from academics and researchers on the impact of social networks and how they affect academic performance. Hence, their academic performance must be managed well keeping in view all the factors that can positively or negatively affect their academic achievement. The students who are using the social media need to be monitored about their usage of these websites. Despite the fact that the Universities are banning the surfing of these websites in their campuses still there is a need to ban the third party software's which help students to access these websites.

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