

# USAGE OF SOCIAL MEDIA INFLUENCING ACADEMIC PERFORMANCE OF COLLEGE STUDENTS IN COIMBATORE DISTRICT

K.P.BALAKRISHNAN<sup>1</sup>  
DR.S.SARAVANAKUMAR<sup>2</sup>

<sup>1</sup>Ph.D Research Scholar

<sup>2</sup>Principal

Vellakoil Arts & Science College  
Trichy Main Road, Vellakoil,  
Tamil Nadu, India, 638-111

## ABSTRACT

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? 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. According to the Statista survey in US during 2017, 81 percent of U.S. Americans had a social media profile, representing a five percent growth compared to the previous year. Significant negative impact among students due to the influence of social media is more vulnerable in this digital world, where, more affect is on teens and academic genre becoming ruthless down streaming their academic performances. Therefore, it becomes necessary to understand what level of influence affected students academic performance considered for the study from various arts, science and engineering colleges. The aim is to examine the influence of social media on academic performance of colleges students in Coimbatore district. Both primary and secondary data have been used in this study. The required primary data have been collected with pre-tested, well structured and non-disguised questionnaire from the college students of different streams (Arts, Science and Engineering). The Graduate and Post Graduate students from different colleges in Coimbatore are randomly selected 180 students for the study. Though social media plays integral role in the life of people, particularly for students it is an aide for development of knowledge and beast for addicts and this can be easily assessed through the academic performances of students how munificently they handle social media. Therefore, summary of results conclude, ill effect and low academic performance obviously found among students over using and using for entertainment purposes, especially students of arts and science stream. A kind advice to parents who are more accountable than educational institutions shall begin the education of students from their family that can further yield rich dividends from academic circumstances.

**Key Words:** Students, Arts, Science and Engineering Colleges, Usage of Social Media, Academic Performance, etc..

## 1. 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? 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 (**Social Media by Students, 2017**). 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 [**Shensa and others, 2015**].

### 1.1. Popular social media in the world

- 1 – Facebook. (largest and widely used)
- 2 – WhatsApp
- 3- QQ
- 4 – WeChat
- 5 – QZone
- 6 – Tumblr
- 7 – Instagram
- 8 – Twitter

According to the Statista survey in US during 2017, 81 percent of U.S. Americans had a social media profile, representing a five percent growth compared to the previous year. According to estimates, the number of worldwide social media users reached 1.96 billion and is expected to grow to some 2.5 billion by 2018.

U.S. population with a social media profile 2017 | Statista

## 2. REVIEW OF LITERATURE

**Ezgi Akar and Sona Mardikyan (2014)**, in their study stated that Advancement of technology and the Internet proliferation have visible effects in the world. One of the most important effects is the increased social media usage among the Internet users. For this purpose, factors having impacts on users' behavior intention to social media usage are investigated within the scope of the study. A research model based on technology acceptance model 2 is proposed and revised by the taking social media platforms into consideration. The effects of perceived ease of use, perceived usefulness, social influence, facilitating conditions, playfulness, and trust are measured. Data collected from 462 respondents are analyzed by structural equation modeling technique. According to results of the measurement and structural model validities, a fit and acceptable model is achieved to measure the related effects of variables. The results of study reveal the both direct and indirect positive impacts of the factors on users' behavior intention to use social media.

**Waleed Mugahed et.al., (2017)**, in their article stated that this research provided a systematic literature review of theoretical models on interaction and collaborations regarding Information system (IS) and Information Technology (IT). This paper conducted an review of studies dedicated to (IS & IT) on the basis of certain dimensions namely, research theories, review of constructivist theories, definitions of constructivism, social constructivism, theoretical of constructivism, active collaborative learning theory, technology acceptance model (TAM), theory of reasoned action, technology acceptance model and Its extensions, and finally research models and frameworks. The discussion of this research obtained revealed that the interest on the topic has shown an increasing trend over recent years that it has ultimately become a well-known topic for academic research in the future via theories use. From review of theoretical models and related theories we recommend to use constructivism, active collaborative learning theory with (TAM) to measurement performance and satisfaction with social media use as the mediator. However, to boost and enhance the IT continuance intention, it is important that future studies apply considerable use of theoretical and methodological approaches like the qualitative methods to examine the IT continuance intention.

## 3. STATEMENT OF THE PROBLEM

Significant negative impact among students due to the influence of social media is more vulnerable in this digital world, where, more affect is on teens and academic genre becoming ruthless down streaming their academic performances. The problem statement has reference to the authors 1) **Das,B & Sahoo** people consume additional time in interacting with their friends as share information on social media websites. So they become addicted to look over own status after few minutes in a day. 2) According to **Kolan and Dzdza**, the nature of social media as a useful servant but a dangerous master and a two-edge sword has been revealed in the findings of the study. Despite the benefits that students can harness from social media networks such as sharing of information, building relationship, partaking in group discussion, there is to some extent addiction and distraction of attention caused by the use of social media which could have serious consequences on the academic life of students. Therefore, it becomes necessary to understand what level of influence affected students academic performance considered for the study from various arts, science and engineering colleges.

## OBJECTIVES OF THE STUDY

- i. To examine the influence of social media on academic performance of colleges students under arts, science and engineering streams in Coimbatore district.

#### 4. METHODOLOGY

This study is an empirical research based on survey method. The research is descriptive in nature. Both primary and secondary data have been used in this study. The required primary data have been collected with pre-tested, well structured and non-disguised questionnaire from the college students of different streams (Arts, Science and Engineering). The Graduate and Post Graduate students from different colleges in Coimbatore are randomly selected for the study. The simple random sampling technique has been adapted to select sample of 180 student respondents. Statistical tools used for the present study are Percentage Analysis and Chi-square test.

#### 5. FRAMED HYPOTHESES

- H<sub>0</sub>1:** There is no significant association between age and academic performance  
**H<sub>0</sub>2:** There is no significant association between gender and academic performance  
**H<sub>0</sub>3:** There is no significant association between stream of education and academic performance  
**H<sub>0</sub>4:** There is no significant association between frequency of using social media and academic performance  
**H<sub>0</sub>5:** There is no significant association between purpose of using social media and academic performance

#### 6. ANALYSIS AND RESULTS

##### 6.1. Demographic variables and usage of social media

Demographic variables of the students studying in arts and science and engineering colleges are considered based on their age, gender stream of education while the usage pattern of social media among students are frequency of using social media, purpose of usage and finally their academic performance (dependent variable) for all previous categories for comparison.

**Table 1: Demographic Variables and Usage of social media**

Sl. No.	Variables	Frequency (180)	Percentage (100)
<b>1.</b>	<b>Age</b>		
	Below 20 years	74	41.1
	20 to 23 years	51	28.3
	Above 23 years	55	30.6
<b>2.</b>	<b>Gender</b>		
	Female	66	36.7
	Male	114	63.3
<b>3.</b>	<b>Stream of education</b>		
	Arts and Science	108	60.0
	Engineering	72	40.0
<b>4.</b>	<b>Frequency of using social media</b>		
	Very often	67	37.2
	Occasionally	63	35.0
	Rarely	50	27.8
<b>5.</b>	<b>Purpose of using social media</b>		
	Entertainment purposes (Gaming, chatting, etc.)	71	39.4
	Knowledge development (Academic related, Personal improvement, etc.)	73	40.6
	Both	36	20.0
<b>6.</b>	<b>Academic Performance</b>		
	High	36	20.0
	Moderate	57	31.7
	Low	87	48.3

Table 1 shows most (41.1%) students are in the age below 20 years, 30.6% students are in the age above 23 years and the remaining 28.3% students are between 20 and 23 years of age. Majority (63.3%) students are male and 36.7% are female. Most (60%) students surveyed are studying in arts and science stream and 40% students participated in the survey are studying in the engineering stream. Maximum (37.2%) of the students are very often using social media, while 35% are occasionally using social media and the remaining 27.8% are using rarely. More than one third (40%) of the students are using social media for acquiring knowledge development (academic related, personal improvement, etc.), 39.4% are purely using social media for entertainment purposes like gaming, chatting, etc. 20% of the students are using for both entertainment and knowledge improvement purposes. Nearly half (48.3%) of the students stated low level of academic performance, while 31.7% students opined moderate level of performance and the remaining 20% of them indicated high level of academic performance though, using social media.

## 6.2. Two-Way Table and Chi-Square Test

**Table 2: Association between Age and Academic Performance**

Age	Academic Performance			Total	Result
	High	Moderate	Low		
Below 20 years	11	22	41	74	$\chi^2=11.056$ df=4 TV=9.488 Sig.0.026 Result: Significant H <sub>0</sub> 1: Rejected
	30.6%	38.6%	47.1%	41.1%	
20 to 23 years	8	23	20	51	
	22.2%	40.4%	23.0%	28.3%	
Above 23 years	17	12	26	55	
	47.2%	21.1%	29.9%	30.6%	
Total	36	57	87	180	

Performance classified as high, moderate and low levels compared with age of the respondents shows respondents belonged to the age below 20 years exhibited low, moderate and high academic performance viz. 47.1%, 39.6% and 30.6% respectively. Students belonged to the age between 20 and 23 years exhibited moderate, low and high level of academic performance viz. 40.45, 23% and 22.2% respectively. Finally, students belong to the age above 23 years exhibited high low and moderate level of performance viz. 47.2%, 28.9% and 21.1% respectively. When predicting association between age and academic performance, result reveals chi-square value (11.056) is more than table value (9.488) with four degrees of freedom achieving  $P=0.026$  is statistically significant to reject ( $H_0$ 1) the null hypothesis.

**Table 3: Association between Gender and Academic Performance**

Gender	Academic Performance			Total	Result
	High	Moderate	Low		
Male	17	35	62	114	$\chi^2=6.472$ df=2 TV=5.991 Sig.0.039 Result: Significant H <sub>0</sub> 2: Rejected
	47.2%	61.4%	71.3%	63.3%	
Female	19	22	25	66	
	52.8%	38.6%	28.7%	36.7%	
Total	36	57	87	180	

Performance classified as high, moderate and low levels compared with gender category shows students belonged male category exhibited low, moderate and high academic performance viz. 71.3%, 61.4% and 47.2% respectively, whereas, students belonged to female category exhibited high, moderate and low level of academic performance viz. 52.8, 38.6% and 28.7% respectively. When predicting association between gender and academic performance, result reveals chi-square value

(6.472) is more than table value (5.991) with two degrees of freedom achieving  $P=0.039$  is statistically significant to reject ( $H_02$ ) the null hypothesis.

**Table 4: Association between stream of education and Academic Performance**

Stream	Academic Performance			Total	Result
	High	Moderate	Low		
Arts and Science	21	27	60	108	$\chi^2=6.745$ df=2 TV=5.991 Sig.0.034 Result: Significant H <sub>02</sub> : Rejected
	58.3%	47.4%	69.0%	60.0%	
Engineering	15	30	27	72	
	41.7%	52.6%	31.0%	40.0%	
Total	36	57	87	180	

Academic performance classified as high, moderate and low levels compared with stream of education category shows students studying in arts and science steam exhibited low, high and moderate academic performance viz. 69%, 58.3% and 47.4% respectively, whereas, students belonged to engineering stream exhibited moderate, high and low level of academic performance viz. 52.6, 41.7% and 31% respectively. When predicting association between stream of education and academic performance, result reveals chi-square value (6.745) is more than table value (5.991) with two degrees of freedom achieving  $P=0.034$  is statistically significant to reject ( $H_03$ ) the null hypothesis.

**Table 5: Association between Frequency and Academic Performance**

Frequency	Academic Performance			Total	Result
	High	Moderate	Low		
Very often	6	19	42	67	$\chi^2=29.543$ df=4 TV=9.488 Sig.0.000 Result: Significant H <sub>01</sub> : Rejected
	16.7%	33.3%	48.3%	37.2%	
Occasionally	8	27	28	63	
	22.2%	47.4%	32.2%	35.0%	
Rarely	22	11	17	50	
	61.1%	19.3%	19.5%	27.8%	
Total	36	57	87	180	

Academic performance classified as high, moderate and low levels compared with frequency of using social media shows students very often involved in social media usage exhibited low, moderate and high academic performances viz. 48.3%, 33.3% and 16.7% respectively. Students occasionally using social media exhibited moderate, low and high level of academic performance viz. 47.4, 32.2% and 22.2% respectively. Finally, students rarely in using social media exhibited high, low and moderate level of performances viz. 61.1%, 19.5% and 19.3% respectively. When predicting association between frequency of using social media and academic performance, result reveals chi-square value (11.056) is more than table value (9.488) with four degrees of freedom achieving  $P=0.026$  is statistically significant to reject ( $H_04$ ) the null hypothesis.

**Table 6: Association between Reasons and Academic Performance**

Reasons	Academic Performance			Total	Result
	High	Moderate	Low		
Entertainment purposes (Gaming, chatting, etc.)	8	21	42	71	$\chi^2=11.879$ df=4 TV=9.488 Sig.0.018 Result: Significant H <sub>0</sub> 1: Rejected
	22.2%	36.8%	48.3%	39.4%	
Knowledge development (Academic related, Personal improvement, etc.)	21	27	25	73	
	58.3%	47.4%	28.7%	40.6%	
Both	7	9	20	36	
	19.4%	15.8%	23.0%	20.0%	
Total	36	57	87	180	

Academic performance classified as high, moderate and low levels compared with reasons for using social media shows students involved entertainment activities like gaming, chatting, etc. exhibited low, moderate and high academic performances viz. 48.3%, 36.8% and 22.2% respectively. Students using social media for knowledge development exhibited high, moderate and low level of academic performance viz. 58.3, 47.4% and 28.7% respectively. Finally, students involved using social media for both entertainment and knowledge development exhibited low, high and moderate level of performances viz. 23%, 19.4% and 15.8% respectively. When predicting association between reasons for using social media and academic performance, result reveals chi-square value (11.879) is more than table value (9.488) with four degrees of freedom achieving  $P=0.018$  is statistically significant to reject ( $H_0$ ) the null hypothesis.

## 7. SUMMARY OF RESULTS

- Academic performance observed to be high among matured (above 23 years) students than that of young blood (below 20 years), are more obviously be using social media and killing their valuable time found among young / teen category respondents. Prediction reveals significant association to reject null hypothesis.
- Though the participation of female respondents are low compared with male students, it is found that high academic performance observed among female candidates than male respondents. Prediction reveals significant association to reject null hypothesis.
- Engineering students may be considered as more attentive towards education because of the syllabus and study load they have to focus consistently, therefore, high performance is observed among both arts and science and engineering students however, low academic performances are significantly high among students studying in arts and science streams. Prediction reveals significant association to reject null hypothesis.
- High academic performance is observed among students involved using social media less frequently than the students involved using very frequently or occasionally. Prediction reveals significant association to reject null hypothesis.
- It is evident that students more actively using social media for entertainment purposes did not fair well in their academic performances when compared to students using generously to improve their knowledge. Prediction reveals significant association to reject null hypothesis.

## 8. SUGGESTIONS

- Students can be imparted with awareness from two major sources 1) basically from parents / care takers who have more intimacy towards their kids can closely observe them and inculcate the positive and negative effects not only in academics side but also on health aspects. 1) Academic / educational institutions can create general awareness to the point and make them understand about demerits of social media influencing their academic performances.

- Gender plays important role among students where, parents or academic institutions meticulously interacting with female students advising about ill effects of using social media, therefore, it is recommended that without gender discrimination male students shall also be given more attention to protect them from social media influence.
- Irrespective of the stream, students involved in social media usage shall be protected from using unwanted social media sites or wasting more time in social media can help improve their academic performances.
- More frequent users of social media demonstrated low performance whereas students rarely and moderately involved in social media usage performed very well and moderately well, signifies, generous time utility for academic activities can strongly influence their performance levels is a lesson to learn by peers.
- Using social media for entertainment purpose demonstrated low academic performance than students using it for knowledge development which is obviously an expected result based on the theory of input = output. Students above teen are matured enough to understand the merits and demerits of social media, therefore, sketch themselves a line of control can not only improve their academic records but also significantly augment their good health.

## 9. CONCLUSION

Though social media plays integral role in the life of people, particularly for students it is an aide for development of knowledge and beast for addicts and this can be easily identified through the academic performances of students how munificently they handle social media. Therefore, summary of results conclude, ill effect and low academic performance obviously found among students over using and using for entertainment purposes, especially students of arts and science stream. A kind advice to parents who are more accountable than educational institutions shall begin the education of students from their family that can further yield rich dividends from academic circumstances.

## REFERENCES

- Social Media by Students (2017). BlogDashConten creation by bloggers. Retrieved from <http://blog.blogdash.com/media-industry/positive-negative-use-social-media-students/>
- Shensa, A., Sidani, J., Lin, L., Bowman, N., & Primack, B. (2015). Social Media Use and Perceived Emotional Support Among US Young Adults. *Journal Of Community Health*, 41(3), 541-549. doi: 10.1007/s10900-015-0128-8.
- Das, D. B., & Sahoo, J. S. (2010). Social Networking Sites – A Critical Analysis of Its Impact on Personal and Social Life. *International Journal of Business and Social Science*.
- Kolan, B., Dzandza, P. (2018). Effect of social media on academic performance of students in Ghanaian Universities: A case study of University of Ghana, Legon, *Library Philosophy and Practice* (e-journal), <https://digitalcommons.unl.edu/libphilprac/1637>
- Ezgi Akar and Sona Mardikyan (2014), “Analyzing Factors Affecting Users’ Behavior Intention to Use Social Media: Twitter Case”, *International Journal of Business and Social Science* Vol. 5, No. 11(1); Pp.85-95
- Waleed Mugahed Al-Rahmi, Norma Alias, Mohd Shahizan Othman, Ibrahim Abdulrab Ahmed, Akram M. Zeki, Ali Ali Saged, (2017), “Social Media Use, Collaborative Learning And Students’ Academic Performance: A Systematic Literature Review Of Theoretical Models”, *Journal of Theoretical and Applied Information Technology*, 31st October 2017. Vol.95. (20), Pp.5399-5414.