

# The Effect of Social Media on School Student Academic Growth

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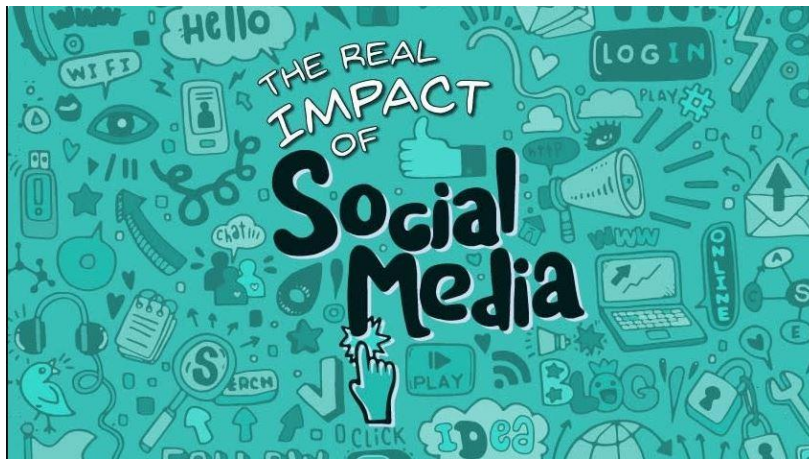
**ABSTRACT:** *Abstract Social media is a platform to debate their issues and opinions to the public all over the world. Must we know what social media means before we know the actual aspects of social media? Social media is used to describe the exchange of ideas, images, videos and many more online and virtual communities between groups or individuals in which they produce, share and exchange ideas. Children are raised in Orkut, which made social media a key aspect of their lives, and are surrounded by mobiles and interactive social networking sites such as Twitter, Myspace and Facebook. Social network transforms the conduct of young people, as well as their use of technology, with their parents, peers. On the positive side, social networks can act as valuable tools for professionals. The impact of social networking is two-fold. They do so by helping young professionals market their skills and search for business opportunities. The network can also be used efficiently with social networking sites. The Internet is laden with a range of risks linked to online communities on the negative side. Cyber bullying is one of the risks, which is a type of harassment using electronic technology. The paper discusses the positive and negative effects of every aspect of social networking. Focus is on health, enterprise, education, society and youth in particular. We explain in this paper how these media have a broad influence on society.*

**Keywords:** *Social Media, Business, Society, Mobile Devices, Education, Cyber Bullying.*

## INTRODUCTION

A social media is an online platform used by individuals for building social networks or social relationships with others who share similar personal or professional interests, activities, backgrounds or real lives. When technology progresses, individuals are forced to accept different behaviours. Social networking sites can help young people get socially more capable. Social media is a form of web-based communication of data [1]. Social media platforms enable users to talk, share information and build web content. Social media include various forms, including forums, micro-blogs, wikis, platforms for social networking, photo sharing pages, instant message systems and video sharing sites, videos, apps, virtual worlds, and much more. Thousands of people worldwide use social media to share information and establish links [2]. On an individual basis social media allows us to communicate, learn about new things, develop your interests and be entertained with our friends and relatives [3].

We can use social media professionally to expand or expand our knowledge in a specific field and build our professional network through contact with other professionals in our industry. Social networking at the company level helps us to speak to our audience, receive input from our clients and boost our brand [4]. Social media is a brilliant innovative idea with an extra scope for progress. Many organizations use this medium to improve their practices by advancing social media [5]. We can advertise or communicate more effectively through the use of social networking. Similarly, people do not need to rely on media or TV to receive their daily news from a social networking site, all of which can be accessed. People can track or obtain worldwide information. Section III contains several popular sites that fall within social media, section IV contains the impact social media on health and medical, and section V contains the effects of social media on business, section VI contains the effects of social media on business, and section VI contains the impact of social media in medical and health [6].



**Fig. 1 The Impact of social Media**

## REVIEW OF LITERATURE

As young people and young people build the nation, they are growing up in this era as a part of the Net Generation. You can use state-of - the-art devices in many areas, such as iPhones, mp3 players, digital cameras, tablets, ebook printers and personal computers. These are easy to use. The positive and negative impacts of social media are both positive [7].

This study is based on secondary data from online sources, various research documents and the Google search engine. We also used some tools to collect information about the use of social media (in site observations, interviews, and questionnaires). In this paper we research the different sites in which social media is commonly used in these days with its positive and negative aspects and recommendations for addressing the negative effects of social media on culture, and in the various fields of business and trade, education and health care [8].

## POPULAR SOCIAL MEDIA SITES

### *Facebook*

This is Internet's largest network of social media, both in terms of the number of users and recognition of names. On 4 February 2004, Facebook managed to collect over 1,59 billion active monthly users within 12 years and it automatically becomes one of the world's most effective ways to connect people to your business [3]. More than a million small and medium-sized companies can predict how this platform is used.



**Fig. 2 Facebook**

### *Twitter*

We could think that restricting our posts to a total of 140 characters is no way of promoting our business, but we are shocked to realized that there are more than 320 million active monthly users on this social media stage who can use the 140-character limit to transmit the information [3]. Twitter was founded in San Francisco, California on March 21, 2006.

### *Google+*

Google+ is actually one with the most famous social networking sites. This is a must use resource for any small company for its SEO worth alone. Google+ has been powered by the global partnerships of 418 million diverse users as of December 2015 and has entered on December 15 2011.

### *YouTube*

On YouTube, on February 14, 2005, three previous PayPal staff created the largest and most famous video-based online networking website. Later Google acquired it for \$1.65 billion in November 2006. YouTube is the second best-known website searcher behind google, with over 1 billion website guests every month.



**Fig. 3 YouTube**

### *Pinterest*

In the area of online networking Pinterest is usually a beginner. This phase includes computerized notification sheets that allow organizations to stick to their substance. In September 2015, Pinterest announced its acquirement of 100 million customers. Private ventures, the main focus being ladies, should use Pinterest resources because the largest portion of its guests are women.

### *Research Methods*

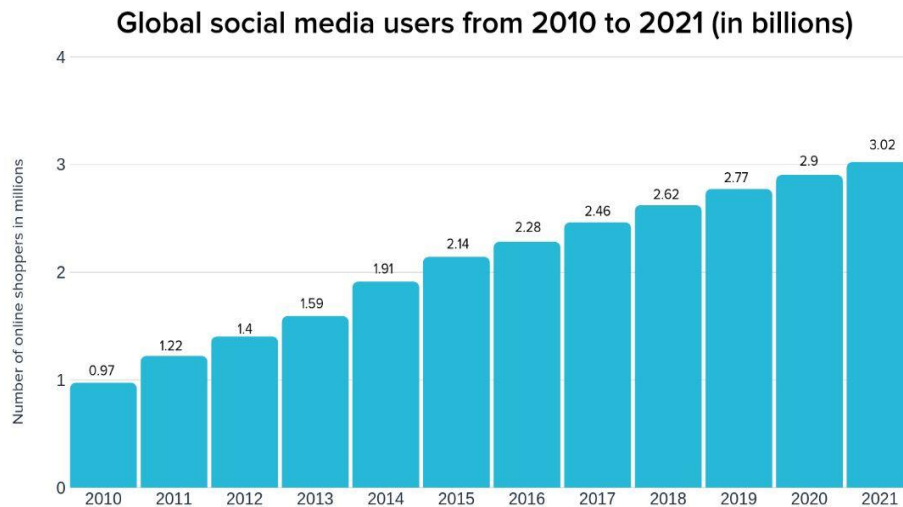
This thesis seeks to examine the effect of social media on the younger generation's academic performance in Egypt. The social media platform, Facebook and email circulated questionnaires among a group of students aged between 12 and 19. The study featured 110 male and female 12-19 year olds from the 7th through 12th grade. They come from different socio-economic classes and the school curriculum ranges from one school to another. Analysis further measures the level of the students who use Facebook, YouTube, Twitter, Snapchat, Gmail, and Instagram on the same sites in the social media. The questionnaires were about the number of hours they are using social media per day and what they are using social media for. Other questions included the number of hours they study per day, whether they use social media to study or not, and if they do, how do they use it to study and which platforms they use [9].

### *Findings and Discussion*

A total of 110 answers have been received. The population was 68% female and 32% male. The majority of the people polled were between the ages of 16 and 17, about 72%. The remaining 28% is aged 14, 15, 18 and 19. It means that the majority of respondents were of grades 11 and 12, which is 85%. Inquiries were made to reflect their total performance in training. 61% of respondents were in the grade range of 90-100%, 20% were in the category of 80-90% and 9% in the grade range of 70-80%, leaving 10% inside and below the grade range between 70% and 70%. While students were looking at which sites, 41% used Twitter mostly and 32% used Google.

As 40 per cent of respondents voted for it the least, SnapChat was the least site used. Instagram 27 percent of other sites were the most popular. When indicated by the Likert scale configurations used in the test, they were questioned whether they used the social media to research or not, and how they used the social media to study. Twitter and YouTube had a frequency of use of three out of five. The Internet is used for

research by 92 percent of respondents. Additional students clearly stated. The respondents were also asked to mention the number of hours they spent each day in social media and researching. 50% of respondents research for 1-3 hours a day and 33% spend the same amount of time on social media every day. It is evident from this that interviewees don't research more often than social media and the rates even in the majority are quite small [10].



**Fig. 4 Global Social Media User**

### CONCLUSION

"Sounds studies suggest that young people are spending considerable amount of their daily lives on social media" — June Ahn said. (Ahn, 2011b, p. 1435) This research is valid because most students in Egypt invest from 1 to more than 6 hours per day on social media platforms, such as Facebook and Google. The average grade point often applies to students. 61% of respondents have the largest selection of ratings, 90%-100% and ranged from one in every four social media time intervals a day. It can be inferred, however, that there is no negative effect on the academic performance of school students from the use of social media and the Chi Square review indicates that the rates of use of social media with a general grade average have been different or varying from those of regular research.

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