



INVESTIGATING THE IMPACT OF SOCIAL MEDIA DISTRACTIONS AMONG COLLEGE STUDENTS ACADEMIC PERFORMANCE

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Abstract:

This research project aims to examine the influence of social media distractions on the academic performance of college students. With the pervasive integration of social media platforms into daily life, concerns have risen regarding their potential detrimental effects on students' ability to concentrate on academic tasks. Through a comprehensive literature review and empirical analysis, this study seeks to explore the relationship between social media distractions and academic performance. Various factors such as frequency of social media usage, types of social media platforms, and time spent on social media will be considered. Additionally, potential mitigating factors such as self-regulation strategies and individual differences will be investigated. The findings of this research endeavor will contribute to a deeper understanding of the complex dynamics between social media engagement and academic success among college students, with implications for both educators and students themselves.

Keywords: Social media distractions, academic performance, college students, self-regulation, social media usage.

INTRODUCTION

In the 21st Century, the proliferation of social media platforms has transformed the way individuals communicate, interact, and consume information. Among its diverse user base, college students represent a significant demographic deeply immersed in the digital realm. While social media offers various benefits, including networking opportunities, access to information, and avenues for self-expression, its pervasive presence has raised concerns about its potential detrimental effects on academic performance. This study endeavors to delve into the intricate relationship between social media distractions and the academic achievements of college students.

Existing study has yielded mixed findings, with some studies suggesting a negative correlation between social media use and academic performance, while others report inconclusive or even positive associations. This variability underscores the need for a nuanced investigation that considers contextual factors, such as the nature of social media interactions, academic discipline, and individual characteristics.

OBJECTIVES OF THE STUDY

- To measure and quantify the extent of social media distractions among college students.
- To evaluate the correlation between social media distractions and academic performance
- To investigate and identify factors that contribute to increased social media distractions.

RESEARCH METHODOLOGY

TYPE OF RESEARCH

The present type of research belongs to the category of 'Descriptive study'. Descriptive study are undertaken when the researcher is interested in knowing the characteristics of certain groups, assessing behaviour, making projections or for determining the relationship between two or more variables.

SOURCES OF DATA

The research should keep in mind two types of data while collecting data via primary data and secondary data.

PRIMARY DATA:

Primary data may be described as those data that have been observed and recorded by the researcher for the first time to their knowledge. The survey method frank questionnaire with general face-to-face interaction of students. A questionnaire was prepared and with the help of which the primary data has been collected.

SECONDARY DATA:

These data already exist in the magazines. I collect the secondary data from:- Various Magazines published Journals, Internet and Books.

AREA OF THE STUDY:

The area of study was detained to Coimbatore City, the second largest urban center in Tamil Nadu. Coimbatore is renowned educational hub having various prestigious academic institutions like PSG College of Arts and Science, PSGR Krishnammal College for Women etc., It is considered as the second home for larger number of students from other states as they prefer the city over other for its wise range of top-ranking educational institutions and distinguished educational quality. It is also been recognized as Knowledge hub of Tamil Nadu.

SAMPLE SIZE

The sample size of the study is to be 100 respondents.

FINDINGS:

AGE OF RESPONDENTS

AGE factor is an important independent variable to identify the best result for the research. So, the following AGE scale was adopted ie 17-19,20-21,22-24, and above 24.

TABLE NO: 1

S.NO	AGE	RESPONDENTS	PERCENTAGE
1	17-19	15	15
2	20-21	28	28
3	22-24	50	50
4	Above 24	7	7
	TOTAL	100	100

INTERPRETATION

It was found that majority of the respondents from the category of age group between 22-24.(50%). 28% of the respondents belongs to the group of 20-21. And least from above 24.

GENDER OF RESPONDENTS

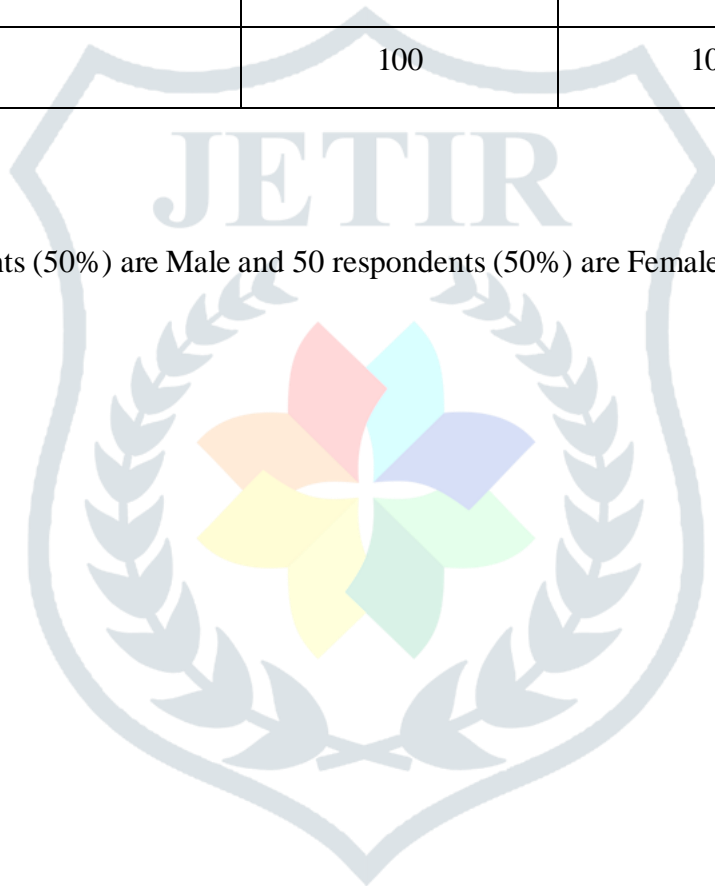
GENDER factor is an important independent variable to identify and compare with dependent variable.

TABLE NO: 2

S.NO	GENDER	RESPONDENTS	PERCENTAGE
1	Male	50	50
2	Female	50	50
	Total	100	100

INTERPRETATION

It was found that 50 respondents (50%) are Male and 50 respondents (50%) are Female.



YEAR OF STUDY OF RESPONDENTS

Based on the year of study the thinking and decision making will change. By considering this factor the respondents are classified according to I Year, II Year, III Year, IV Year, V Year, I PG and II PG.

TABLE NO: 3

S.NO	YEAR OF STUDY	RESPONDENTS	PERCENTAGE
1	I Year	6	6
2	II Year	15	15
3	III Year	18	18
4	IV Year	3	3
5	V Year	2	2
6	I PG	4	4
7	II PG	52	52
	TOTAL	100	100

INTERPRETATION:

It was found that majority of the respondents from the year of II PG (52%), 18% from III year, 15% from II Year, 6% from I Year, 4% from I PG, 3% from IV year and least respondents (2%) are from V Year.

PREPARATION OF INTERNAL AND EXTERNAL EXAMS OF THE RESPONDENTS

Preparation of internal and external exams is an important variable and classified in following manner ie REGULARLY, OFTEN, VERY OFTEN, At the time of exams.

TABLE NO: 4

S.NO	PREPARATION TIME	RESPONDENTS	PERCENTAGE
1	Regularly	25	25
2	Often	15	15
3	Very often	7	7
4	At the time of exams	53	53
	TOTAL	100	100

INTERPRETATION:

It was found that majority of the respondents prepare At the time of exams(53%), 25% prepare Regularly, 15% prepare Often, and least respondents (7%) prepare Very Often.

REASON FOR PREPARING FOR EXAMS BEFORE THE DATE OF EXAMS

Preparation of exams before the date of exams is an important variable and classified in following manner ie NOT Available of proper material, NOT listening to class properly, Using of social media, Lack of concentration.

TABLE NO: 5

S.NO	REASONS	RESPONDENTS	PERCENTAGE
1	Not available of proper material	31	31
2	Not listening to class properly	16	16
3	Using of social media	35	35
4	Lack of concentration	18	18
	TOTAL	100	100

INTERPRETATION:

It was found that majority of the respondents selected Using of social media (35%), 31% selected Not available of proper material, 18% selected Lack of Concentration, and least respondents (16%) selected Not listening to class properly.

REASONS FOR LACK OF CONCENTRATION WHILE STUDYING

REASONS FOR LACK OF CONCENTRATION WHILE STUDYING is an important variable and classified in following manner ie Engaging with friends, Improper sleeping habits, Using of social media, Physical or mental illness.

TABLE NO: 6

S.NO	REASONS	RESPONDENTS	PERCENTAGE
1	Engaging with friends	32	32
2	Improper sleeping habits	16	16
3	Use of social media	41	41
4	Physical or mental illness	11	11
	TOTAL	100	100

INTERPRETATION:

It was found that majority of the respondents selected Using of social media (41%), 32% selected Engaging with friends, 16% selected Improper sleeping habits, and least respondents (11%) selected Physical or mental illness.

AGE AND SLEEPING TIME

HO: There is no significant relationship between age and sleeping time. H1: There is significant relationship between age and sleeping time.

TABLE NO: 7

What time do you allocate for sleeping in a day	Sum of squares	Df	Mean Square	F	Sig.	Bayes Factor
Between groups	.651	3	.217	.289	.833	.002
Within groups	72.099	96	.751			
Total	72.750	99				

a. Bayes factor: JZS method, testing model vs. null model.

Bayesian Estimates of Coefficients^{a,b,c}

Parameter	Mode	Mean	Variance	95% Credible Interval	
				Lower Bound	Upper Bound
AGE=17-19	2.267	2.267	.051	1.823	2.711
AGE=20-21	2.143	2.143	.027	1.818	2.468
AGE=22-24	2.320	2.320	.015	2.077	2.563
AGE=above 24	2.143	2.143	.110	1.493	2.793

a. Dependent Variable: 16. What time do you allocate for sleeping in a day?

b. Model: 2. AGE

c. Assume standard reference priors.

Bayesian Estimates of Error Variance^a

Parameter	Mode	Mean	Variance	95% Credible Interval	
				Lower Bound	Upper Bound
Error Variance	.736	.767	.013	.577	1.019

a. Assume standard reference priors.

INTERPRETATION:

Anova were used to find out the hypothetical result. And it was found that significant value is more than 0.05(0.833). Hence the null hypothesis is accepted and alternative hypothesis rejected.

GENDER * Preferable time of using social media

HO: There is no significant relationship between gender and What is your preferable time of using social media

H1: There is significant relationship between gender and What is your preferable time of using social media

TABLE NO: 8

What is your preferable time of using social media					
GENDER	5am – 10am	10am – 3pm	3pm – 8pm	8pm – 1am	TOTAL
MALE	3	6	28	13	50
FEMALE	1	7	28	14	50
TOTAL	4	13	56	27	100

CHI-SQUARE TESTS

	Value	Df	Asymptotic Significance(2-sided)
Pearson Chi-square	1.114	3	.774
Likelihood ratio	1.161	3	.762
N of valid cases	100		

INTERPRETATION:

It was found that the significant value is more than 0.05(i.e 0.774). Hence null hypothesis is accepted and alternative hypothesis is rejected.

SOCIAL MEDIA RANKING TABLE NO: 9

APPS	RANK 5	RANK 4	RANK 3	RANK 2	RANK 1
Instagram	34	9	6	6	45
Facebook	5	17	22	48	8
Threads	11	15	46	15	13
Snapchat	14	46	10	21	9
X	36	13	16	10	25

S.NO	APPS	5	4	3	2	1	Total	Average	Rank
1	Instagram	816	360	300	360	3375	5211	52.8	II
2	Facebook	120	680	1100	2880	600	5380	53.28	I
3	Threads	264	600	2300	900	975	5039	49.37	III
4	Snapchat	336	840	500	1260	675	3611	45.51	V
5	X	864	520	800	600	1875	4659	47.1	IV

INTERPRETATION:

The Garret Ranking Technique were used to find out the social media ranking. It was found that with 53.28 Average score was FACEBOOK Ranked I, INSTAGRAM 52.8 Ranked II, THREADS secured III (49.37). Last two ranks IV and V was secured by X(TWITTER) and SNAPCHAT respectively.

CONCLUSION:

Finally it's an individual's choice to use the time wisely and not get distracted. The students are the assets for the nation. Individual development of students will resulting in development of the nation. So the students can use the social media apps but in a time limit. So it will not affect the academic performance .So with the help of knowledge and skills learnt in the college the students can apply those things in their life and can achieve more heights in their future.

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