



# Exploring the Influence of social media on Academic Performance of Management students SAGE University Bhopal

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## Abstract

The use of social media in education has gained more attention in the current digital era. Students' social engagement patterns have been altered by social media platforms like Facebook, Instagram, and Twitter. These platforms have also had a substantial psychological impact on students' opinions of themselves and others. The impact of social media on students' perspectives and social interactions, as well as the consequences for learning and education, are covered in this research. This study, focus on impact of on students learning in various way like online learning, gaining knowledge, updated techniques, distraction etc.

**Keywords:** Social media, learning, students, online learning.

## Introduction

The role of social media in students' learning, particularly in the context of management students at SAGE University, Bhopal, is an area of growing interest and significance. Social media platforms have transformed the way students access information, communicate, collaborate, and engage with educational content. When discussing this topic for a research paper, it's crucial to consider the specific implications for management students and the unique dynamics of their academic and professional development.

In the context of management education at SAGE University, Bhopal, social media can be examined through various dimensions, such as its influence on knowledge acquisition, student engagement, skill development, networking, and professional branding. Exploring how social media platforms are utilized by management students for academic purposes, career readiness, and industry insights can provide valuable insights into the impact of these platforms on their learning experiences.

It would also be essential to consider the potential challenges and risks associated with the use of social media in the educational context, including issues related to distraction, information credibility, privacy, and digital professionalism. Understanding the specific needs, behaviours, and preferences of management students at SAGE University, Bhopal, in relation to social media usage is imperative for fostering effective and responsible integration of these platforms into their learning process.

## Literature Review:

1. Bernard John Kolan (2018), "Effect of Social Media on Academic Performance of Students in Ghanaian Universities: A Case Study of University of Ghana, Legon." Different forms of education including distance education has been widely patronized and facilitated to some degree through these social media networks. Acquiring information both locally and internationally from friends, lectures or experts is no longer a struggle as compared to the olden days and the internet is the ultimate master behind this success. "Social media is a useful servant but a dangerous master" and can also be "described as a two edge sword" and as such, users especially students must be alert about its dangers and be prudent in its utilization.
2. SUDHA S (2016), "The effect of social networking on students' academic performance: The perspective of faculty members of periyar university, Salem" However, the studies appear from two opposing views on the impact of SNSs on users. While proponents argue that it allows users in connecting people of common interest and value, opponents claim that excessive use of these sites affect the social, mental and physical health of the users. Most of the faculty members known that the students are engage in the use of SNSs for socializing activities moderately than for academic purposes. In the meantime, the positive impacts of SNSs on their academic performance are considerably low
3. Gok, T. (2015), "The positive and negative effects of digital technologies on students' learning" The positive and negative effects of digital technologies and social networking sites on the students were examined in this study. Research results presented that half of the students spend time one and half hour/day on smartphone. They generally use the smartphone for calling friends, messaging, listening to music, watching video/clips, and especially using social networking sites (Facebook, YouTube, Blogs, Foursquare, Twitter, etc.). Female and male students (65%) spend more than two hours per day on computer and internet for similar purposes.
4. Tarek A. El-Badawy<sup>1</sup> and Yasmin Hashem<sup>1</sup> (2015), "The Impact of Social Media on the Academic Development of School Students" According to this paper, it is a true statement given that the students spend between one to more than six hours daily on social media platforms, such as Facebook and Google. In this paper it is conclude that there is no negative impact from the use of social media on the academic performance of the school students, and it is proven by the Chi Square analysis, which resulted with no significant relationship or difference between both the frequency of using social media with the overall grade average; and with the number of hours spent daily on studying.
5. Mohamed Tayseer (2014), "Social Network: Academic and Social Impact on College Students" The research conducted in this paper gave us a somehow better understanding of how social networks affect the students' life.

In conclusion, throughout this research, we do not actually aim to solve a problem, but rather we aim to demonstrate the importance of social networks to college students, so that the stakeholders take our recommendations into consideration.

6. Kalra RK and Manani P (2013), “Effect of social networking sites on academic achievement among introverts and extroverts” The present study investigated the effect of use of Social Networking sites on academic achievement among Introverts and Extroverts. students are managing their time efficiently and hence, use of Social Networking Sites does not harm their academic performance. Findings suggested that despite of spending time on internet or on using Social Networking Sites, and even with the personality differences students are efficient enough for their studies that they do not face any deficiency in meeting their studies’ requirements
7. Noreen k (2013), “Relationship between Internet Addiction and Academic Performance among University Undergraduates” This paperhigh light that to show the relationship between Internet addiction and academic performance among university undergraduates. It also suggests that There is a negative relationship between internet addiction and academic performance of university under graduate. Internet addiction has negative impact on academic performance of university undergraduates
8. Mehmood, S. and Taswir, T. (2013), “The effects of Social Networking Sites on the Academic Performance of Students in College of Applied Sciences, Nizwa, Oman.” The beneficial results of this campaign and the uses and gratifications highlighted in this study, shows social networks as a significant influence in the academic performance of students. The research also concludes that a large section of students capitalizes on the importance of human classroom face to face instruction, the social networks used for educational / tutoring should be able to apply these principles in a virtual classroom.

## Research Objectives

The objectives of this research study are as follows:

1. The purpose of this study is to investigate attitudes toward the use of social media in learning process.
2. To identify the impact of social media in student learning process.
3. To analyse the impact of social media on student’s academic performance.
4. To analyse the impact of social media on students’ attendance/ performance in class.

## Research Methodology:

The descriptive research method is used in this study. We are using primary data. The study involves respondents which were interviewed with a questionnaire specially designed for this case. This questionnaire aimed to measure the use of social networking sites as a study source.

Research methodology is a way to systematically solve the research problem. The research methodology, which follows, is the back bone of the study. The study is primarily based on the primary data collected through questionnaire from the students.

**Area of the study:** The area chosen for the study was SAGE University, Bhopal

**Sampling Size:** The study covered a sample size of 100 respondents belonging to SAGE University, Bhopal.

**Collection of Data:** Both primary and secondary data were collected for the purpose of the study.

**Primary Data:** The study was mainly based on the primary data so, first- hand information was collected and used for the study. The question sessions has been targeted the management students using social media in SAGE University, Bhopal.

**Secondary Data:** We refer to the data which have already been collected and analyzed by someone else. The secondary sources such as various journals and internet, newspaper have been referred.

**Period Of the Study:** The study of the performance of students using social media for the period of three months.

## ANALYSIS AND INTERPRETATION:

**RANK ANALYSIS:** A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different object s can have the same rating. The rankings themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degrees of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking makes it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

TABLE SHOWING OPINION ABOUT SOCIAL MEDIA

OPINION	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	RANK
Aids in Learning	19	13	25	35	8	300	1
Confidentiality concerns	18	34	32	13	3	249	4
Reliability	19	30	32	18	1	252	3
Necessity of Social Media in current Scenario	25	17	21	33	4	274	2

**INTERPRETATION:**

The above table shows the opinion in ranking, helps in studies (300) ranked as 1, privacy issues (249) ranked as 4, friends made it trustworthy (252) ranked as 3, Social media is essential for today's life (274) ranked as 2.

**CHISQUARE ANALYSIS:**

Table showing the relationship of what motivates you to utilize social media and are you familiar with social media.

WHAT MOTIVATES YOU TO UTILISE SOCIAL MEDIA	ARE YOU FAMILIAR WITH SOCIAL MEDIA					TOTAL
	SELF	FRIENDS	RELATIVES	ADVERTISEMENT	OTHERS	
Exchange of knowledge	5	12	1	3	2	23
Prevailing	2	15	8	1	3	29
Literacy	1	6	6	8	0	21
Leisure and Ease	11	8	3	5	0	27
<b>TOTAL</b>	19	41	18	17	5	<b>100</b>

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
5	4.37	0.63	0.3969	0.091
2	5.51	-3.51	12.3201	2.236
1	3.99	-2.99	8.9401	2.241
11	5.13	5.87	34.4569	6.717
12	9.43	2.57	6.6049	0.700
15	11.89	3.11	9.6721	0.813
6	8.61	-2.61	6.8121	0.791
8	11.07	-3.07	9.4249	0.851
1	4.14	-3.14	9.8596	2.382
8	5.22	2.78	7.7284	1.481
6	3.78	2.22	4.9284	1.304
3	4.86	-1.86	3.4596	0.712
3	3.91	-0.91	0.8281	0.212
1	4.93	-3.93	15.4449	3.133

8	3.57	4.43	19.6249	5.497
5	4.59	0.41	0.1681	0.037
<b>2</b>	<b>1.15</b>	<b>0.85</b>	<b>0.7225</b>	<b>0.628</b>
3	1.45	1.55	2.4025	1.657
0	1.05	-1.05	1.1025	1.050
0	1.35	-1.35	1.8225	1.350
<b>TOTAL</b>	<b>100</b>			<b>33.882</b>

## HYPOTHESIS:

Ho: There is no significant relationship between student's learning and usage of social media.

H<sub>1</sub>: There is significant relationship between student's learning and usage of social media.

## FINDINGS PERCENTAGE ANALYSIS:

1. Majority 60% of the respondents are male.
2. Majority 57% of the respondents are belongs to age category of 19–21.
3. Majority 60% of the respondents are belongs to 4 –5 members in their family.
4. Majority 66% of the respondents are belongs to nuclear family.
5. Majority 41% of the respondents are aware of social media by friends.
6. Majority 48% of the respondents are using social media for 2–5years.
7. Majority 48% of the respondents will spend time on social media is 2–3hours.
8. Majority 29% of the respondents use the social media for trending.
9. Majority 38% of the respondents strongly agreed that posting negative effects on their social media.
10. Majority 51% of the respondents will use 3–5 social media apps.
11. Majority 34% of the respondents are disagreed that social media has any effects on their life.
12. Majority 36% of the respondents preferred meeting new people can help you socialize as an advantage of using social media.
13. Majority 44% of the respondents will not evaluate the content posted by others on social media.
14. Majority 29%of the respondents has both no effects and always feel uncomfortable in having face-to-face conversation which affected their real life are equal.
15. Majority 40% of the respondents said their all parents aware of their social media activities.
16. Majority 52% of the respondents said yes to recommend to others by using social media.
17. Majority 56% of the respondents said no that they will not regret any information that they shared/posted on social media.
18. Majority 54% of the respondents will use Instagram frequently.

## INTERPRETATION:

In the comparison analysis above, the estimated number (33.882) is lower than the amount in the table. 5% significance

threshold is 21.026. As a result, the null hypothesis holds. Therefore, there's no real connection between student's learning and their usage of social media.

## SUGGESTIONS:

- Proper usage of social media platform must be taught to students in order to help them achieve better academically and improve learning process.
- Consistent supervision and control must be ensured on social media usage by students throughout academic activities and exam time.
- Students must schedule their study time wisely to prevent social media distractions.
- Social media platforms must update their content to better engage users and support academic endeavours.

## CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Undoubtedly, social media has transformed how students engage, communicate, and learn. Its effects on students are complex, encompassing benefits as well as drawbacks that require careful consideration. Students have increased usage of social media in making academic assignments, interacting with experts in variety of subjects, accessing wealth of knowledge and exploring a range of viewpoints, which broadens their worldview. Social media has changed how people communicate with one other, how they see themselves, and even how students feel about themselves psychologically.

Social media's influence on the educational setting has a variety of consequences. University should incorporate social media literacy instruction into their curricula to provide students an in-depth understanding of how to use social media responsibly, differentiate between reliable and inaccurate information, and handle social pressures.

Additionally, educators can harness social media as an effective educational tool by integrating social media platforms into collaborative learning, knowledge exchange, and the formation of learning communities. Furthermore, by incorporating social media platforms into collaborative learning, information exchange, and the creation of learning communities, educators may use social media as an effective teaching tool.

University must offer psychological assistance and counselling to students in order to address any potential detrimental psychological effects of social media usage. A variety of stakeholders must be included in order to maximise social media's positive educational effects and minimise its negative ones. Parents should instil social media literacy in their children and offer advice on appropriate usage of social media. Additionally, to develop better policies for safe usage, educational institutions should work with social media companies and specialists in social media literacy. Educators and parents can keep an eye on their pupils' social media activity in order to prevent cyber bullying and improper material exposure, although the impact of social media might vary based on individual developmental stages and various social circumstances, it is crucial to recognise that this research may not be applicable to all situations.

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