



A SYSTEMATIC REVIEW OF SOCIAL MEDIA IMPACT ON STUDENTS ACADEMIC ACHIEVEMENT, MENTAL HEALTH IMPACT AND EDUCATIONAL OUTCOMES IN HIGHER EDUCATION.

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Abstract : In 21st century under digital innovative era , education has majorly influenced by digital initiative and online AI based teaching learning strategies. Education plays a tremendous role for the evolution of society and also the people who are lived in this society. Education is an essential part of every citizen's overall development throughout the entire world. Social media and different types of social networking sites majorly impacts on the higher educational systems . Indian higher education is the second largest higher education system. In the modern higher education system , the uses of social media has increased day by day. The students of higher educational institutions majorly used these networking sites for different purposes to fulfill their knowledge , academic achievements and to gain experience from different kinds of online teaching - learning strategies , teaching - learning methods , real time learning and real time feedback . The major objective of these review study is to identify the impact of social media on students academic achievements , mental health impacts of social media and also to find out the effectiveness of social media on students educational outcomes in higher education . The research findings suggest that social media has been positively impacts on students academic achievements in higher education . Social media platform offers such online learning environment which enables the learner more interactive , productive , collaborative , increase motivation , students engagement in education , personalized learning strategies and provide social learning skills . On the other side , social media has negatively impacts on students mental health and its majorly affected on students mental well-being , creates depression , anxiety , insomnia , harassment , low self esteem , addiction , cyberbullying and distraction . The review study also

suggest that the effectiveness of social media on students educational outcomes quite positive . Different forms of social media increased students learning outcomes in higher education .

Key words : Social media , Impact , Academic achievement , Mental health , Educational outcomes .

Introduction

Education plays a significant role for shaping the personality of an individual . Education is an essential elements to evolve the society and its people also . Indian higher education is the second largest higher educational system . Indian higher education boost with different kinds of schools of Indian and western philosophical ideals . In modern 21st century , the educational system of India is majorly influenced by social media . Social media greatly influenced the masses throughout all over the world . There have been major changes introduced in Indian higher education . The changes is often provoked through the emerging purpose of higher education . Dr. Sarvepalli Radhakrishnan is known as The Father of Indian Education , who has played a significant role for shaping Indian educational system . Education system influenced by online learning which enables the educator and the learner to cop with digital revolution in every aspect of education . Social media is an emerging technologies which enables the educational system more faster and rapid uses. In the midst 20th century , social media introduced largely in India with the internet access . A special form of mass media communication , social media is an online platform where users can shared different types of information , ideas , messages , videos , content among the masses . Social media refers to an online interactive platform to interact among the people in which to create , exchange , shared information virtually such as Facebook , Twitter , Instagram , YouTube , Telegram , LinkedIn etc . In the evolutionary era of technology , social media is an integral part of common people . Through the use of social media in education , the educational system enhances different types of new direction . Exploring the role of social media in collaborative learning the new domain of learning (Ansari Nasir Abdul Jamal and Khan Ali Nawab , 2020) the researchers main aim is to examine the application and usefulness of social media in bring forward the resources and interaction with academic learners in higher education . The researchers reveals the results that the uses of social media for collaborative learning impacted significantly on the interaction of peers , educators and online knowledge sharing behaviour which significantly impacts on students engagement in education and academic performance of them . The research study also reveals that for the purpose of collaborative learning , social media enables the students more creative , dynamic and research oriented , Social media and learning of English language : a study on the undergraduate students of Assam , India (Karim Rezaul Mohammad , Mondal Ali Soleman , Hossain Ashraful and Alam Mehbubul , 2022) the research study reveals the results that social media Plays a significant role for helps the students to improve all types of skills in the English language . The research study also shows that, through the use of social media the students learn various kinds of new things and gain new knowledge , Adoption of 2.0 tools in higher education in India : a study (Singh Malkeet , 2018) the researcher reveals that the young students are interested in the activities of Web 2.0 and to be aware of such applications of these activities in their academic and research works . The researcher also indicates that the uses of Web 2.0 are mostly used for the purpose of exploring updated information , academic , research and socializing , The impact of social media on student mental health and learning : a mini review (Bandara K.M.N.T.K and Hettiwaththege R Chathurika , 2023) the researchers reveals the results that the students misuses social media and the effects of misusing this technology , students faced anxiety , stress , lack of creativity , depression , anti social behaviour , sexism , cyberbullying and learning retardation . The research study also reveals that less amount of learning achieving goals and creates more anti social activities and addiction among the people . In higher education , the using rate of social media is increased day by day . In Indian higher education , the using quality of social media has both positive and negative effects on the learners academic performance , mental health and academic outcomes . Through the using nature of social media , the students have very much encouragement such directions to achieve innovative educational activities which enables them for such academic achievements viz increased motivation level , fostering them in

educational engagement , develop communicative and collaborative skills , get personalized learning experiences , learn new things and boosting social learning skills . Education is a role changer for overall personality shaping of the individual person . The new AI based technologies boost the learner with digital online learning program . Which has both positive and negative effects . The impacts of social media on students mental health is a more significant matter in any kinds of matters related to education system . The impacts of social media on students mental health creates various kinds of problems such as addiction , distraction , depression , anxiety , insomnia or sleeping disorder , harassment , low self esteem etc , which imbalance the creation of mental wellness . Mental health is an integral part of a person. Social media negatively impacts on students mental health . In various forms of popular informal educational strategies , the social media networking platform emerged as an online educational platform for every users in higher education . Different forms of online learning platform such as YouTube , Telegram , LinkedIn , Facebook introduced to innovate the thinking skills and creates scientific - logical and critical thinking citizens to adopt all kinds of knowledge from different types of learning environment . Social media effectiveness on students academic outcomes is quite positive . The capability of the learner is increasing rapidly over the time through the uses of social networking sites . Social or online learning platform introduced update information related to all kinds of subject matter . Through the introduction of different forms of new things , the students have boosted with more knowledge and fulfill their learning experiences , which enables them more productive human resource .

Rational of the study

During this modern decade , the new waves of social media inclusion in higher education may effects both formal and informal education . Education in both formal and informal ways , is an integral elements of social system . The new technology based learning enhanced the quality of education and also upskill the quality of the learner . Social media introduced a collaborative platform , where educator , learner and policy makers jointly involved for the discussion of various educational issues and refer solutions . The collaborative synchronous learning platform evolved the learners more interactive and creative for the development of innovative outcomes . Social networking sites introduced in Indian massage in 20th century viz LinkedIn (2003) , Facebook (2003) , YouTube (2005) , Reddit (2005) , Twitter (2006) , Instagram (2010) etc . Social media is an online platform where the users communicate , share ideas , information , create social relationships with others . Social media began gain popularity in mid 20th century in India . One of the earliest social networking platform in India is Orkut . Through the introduction of Facebook its quickly emerged as a most popular social networking sites in india in 2003 . There have been many research study done on social media impact in higher education but what are the impact of social media on students academic achievements , what are the mental health impacts of social media and what are the effectiveness of social media on students educational outcomes in higher education have not yet explored . For these reasons to fulfill the knowledge gap and to achieve these objectives , the present study is needed to explore . The present review study will examine the impact of social media on students academic achievements , mental health impacts of students and effectiveness of social media on students educational outcomes in higher education .

Statement of the problem

What are the impact of social media on students academic achievements , mental health impacts and educational outcomes in higher education .

Objective

- (1) To identify the impact of social media on students academic achievements in higher education .
- (2) To find out the mental health impact of social media on the students of higher education .

(3) To identify the effectiveness of social media on students educational outcomes in higher education .

Research question

(1) What are the impact of social media on students academic achievements in higher education?

(2) What are the mental health impacts of social media on the students of higher education ?

(3) What are the effectiveness of social media on students educational outcomes in higher education ?

Delimitation of the study

(1) The present study delimited with only the impact of social media is chosen for this study .

(2) The present study delimited with only academic achievement is chosen for this study .

(3) The present study delimited with only mental health impact is selected for this study .

(4) The present study delimited with only educational outcomes in higher education is chosen for this study .

(5) The present study delimited with only higher education is selected for this study .

Major findings of the study

Impact of social media on students academic achievements in higher education

(1) **Increase motivation** : Social media platform is growing rapidly with new attractive strategies . Social media platform offers different kinds of learning contents with new or updated strategies , which got the attention of the youth and the students of higher educational institutions . Learning on websites enables the subject matter more logical and simplified which motivated the students to adopt these kinds of online learning . Students are self motivated through these learning session on social networking sites . Which enables the learner more interactive with their peers and educators .

(2) **Fostering student engagement in education** : Social networking sites is an integral form of modern educational system . Various forms of online educational platform provides different types of learning contents which represents by animation , charts , graph , models and explorative points . The logical and attractive representation of subject matter can foster the learner to get involved in education . Social media creates a platform , where the facilities , learners from different college and Universities interact . For these reasons the whole people are interested to get involved online learning platform and shares their valuable knowledge with others . Which enables the learner to achieve their academic goals and fulfill their educational needs .

(3) **Develop communicative and collaborative skills** : Social media has changed the grounds of higher education in numerous way . Social media creates a way for the learner , educator and academic community to communicate and share information in a new updated way . Social media provides different kinds of communicative tools such as video conference , instant message , synchronous learning videos , which enables the learner more collaborative and communicative . The real time feedback is sharing on the online learning platform which motivated the learner and develop their communicative and collaborative skills .

(4) **Personalized learning Experiences** : Social media platform is a effective resource for the progression of educational system . Social media introduced a learning environment based on the needs and abilities of the individual learner . Social learning platform offers a individualized learning system , which enables the learner

more attentive and productive based on their learning experiences . Individualized learning boost the students of their academic performance with high quality of educational outcomes . Personalized learning platform also offers personalized feedback , which motivated the learner to keep progress .

(5) Boosting social learning : Online interaction is an essential elements of modern AI based learning . Through the use of social media , the interaction between the educator and the learner is more easier and faster . In social media platform , there are various educational and social interactive platform are introduced to increase social collaboration. Which enables the learner more cooperative , collaborative and encouraging them to participate different kinds of teamwork activities specially social learning platform enables a creative citizens boost with social learning skills .

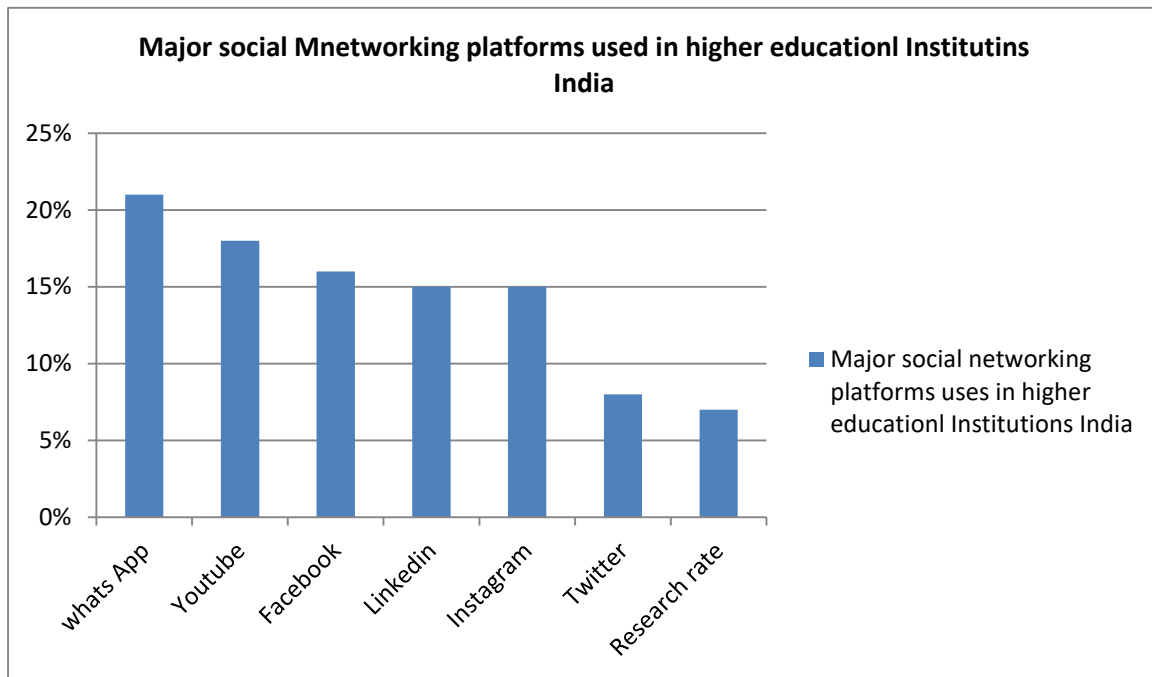
(6) Learn new things : The rapid uses of social networking sites creates people more mindful and operated person . Sharing various forms of learning and non formal subject matter or educational resources makes both the educator and learner to learn new things and gain new knowledge for knowledge shake . Different kinds of online journal , article , published paper , learning videos , online library , Govt policies are available in the social networking sites from different people and different languages , which foster the learner to know various kinds of knowledge and gain these knowledge for fullfill the academic development as well as total development of a person .

Table 1 Coefficient of correlation between social media and academic achievements of PG students of central university of Punjab , India.

Group	N	't' value	Remark at 5% level
Social media	50	0.82	Positively co-related
Academic Achievement	50		

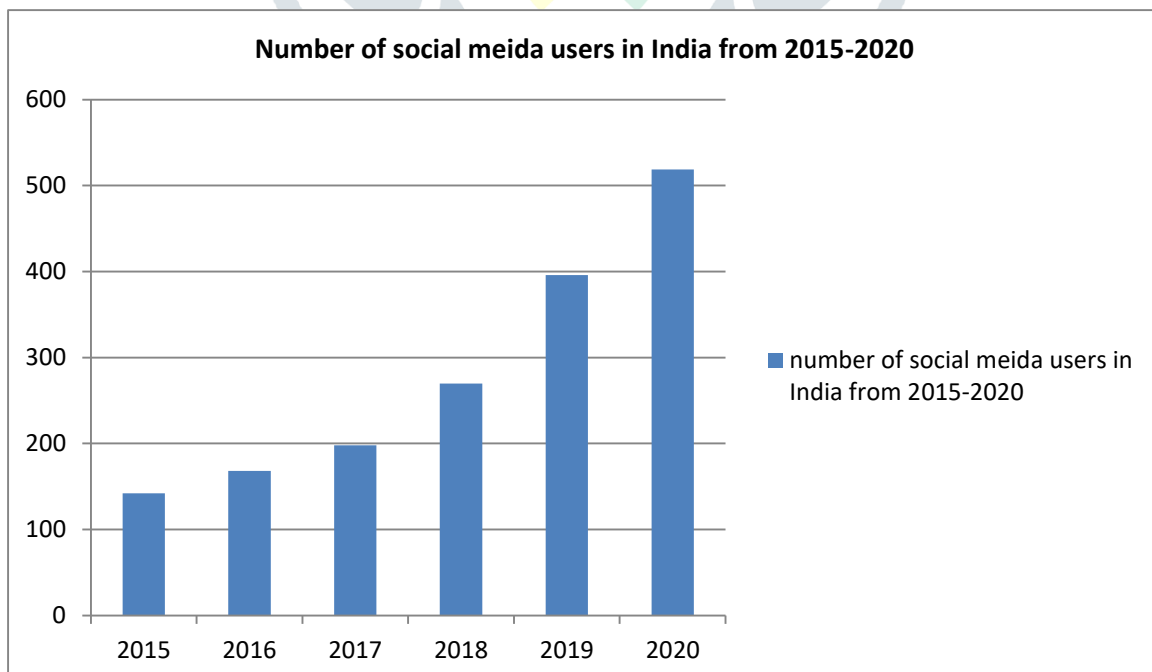
Source : Influence of social media on academic achievements of PG students of central university Punjab , India (Shazia Kouser , 2020) .

Table : 1 : Indicates coefficient of correlation between social media and academic achievements of PG students of central university of Punjab, India . The results shows that coefficient of correlation between addiction of social media and academic achievements has been positively correlated (0.82) . It also indicates that there's significant positive and strong relationship between social media and academic achievements of PG students.

Fig1 Major social networking platform used in higher educational institutions , India .

Source : A study on social media and higher education during the COVID - 19 pandemic (Sarthak Sengupta and Anurika Vaish , 2023) .

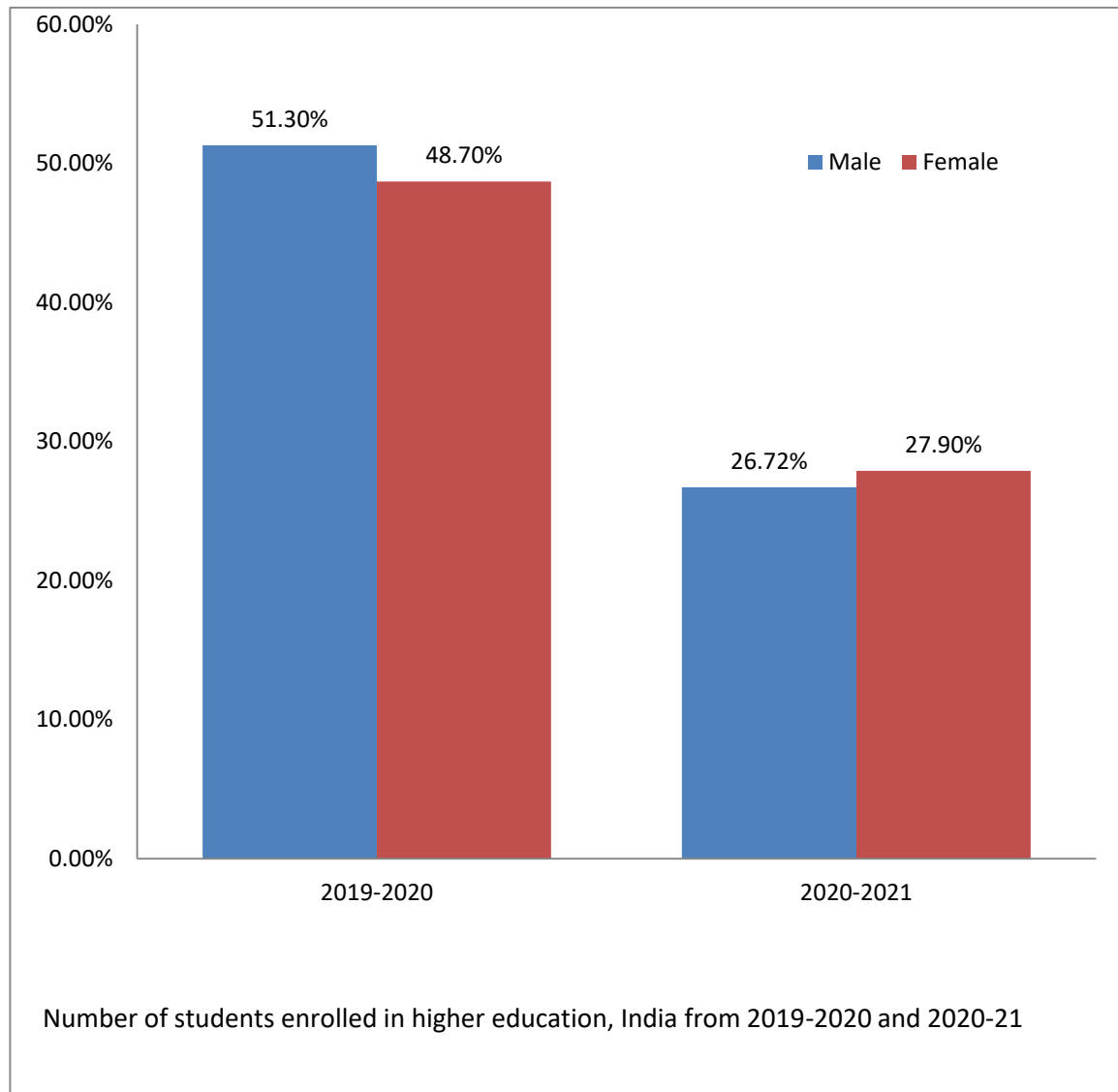
Fig : 1 : Shows major social networking platform used in higher educational institutions , India . The results indicate that WhatsApp (21%) is the most widely used social media platform followed by others social networking sites used by the people viz YouTube (18%) , Facebook (16%) , LinkedIn (15%) , Instagram (15%) , Twitter (8%) and Research Gate (7%) .

Fig2 Number of social media users in India from (2015 - 2020) .

Source : Tanushree Basu Roy , 2023 .

Fig : 2 : Indicates the number of social media users in India (in million) from 2015 - 2020 . The results indicates that the number of social media users in the year 2015 was 142.23 (Million) and its rapidly increasing over the years . In 2020 , the number of social media users in India has reached it's peak point , 518.92 (Million) .

Fig:3 Gender wise number of students enrolled in higher education , India from (2019 - 2021) .



Source : AISHE report (2020) .

Fig : 3 : Indicates gender wise percentage of students enrollment in higher education , India from the 2019 - 2021 . The results shows that in the year 2019 - 2020 , the percentage of male students enrollment ratio was 51.3% and female students enrollment in higher education was 48.7%.Over the years comparatively in 2020 - 2021 , the percentage of male students enrollment in higher education is 26.7% where the percentage of female students enrollment is 27.9% . The results shows that female students enrollment in higher education is increased largely .

Mental health impacts of social media on the students of higher education

(1) **Create addiction** : The excessive uses of social media enables the brain's for releasing dopamine , a association between pleasurable activities viz food , social interaction and sex , which associated a highly increased nature of addiction . School students and also the students of higher educational institutions are often addicted by social media . Social media is create harmful affects on the student's mental health . Spending more time on social networking sites by the students creates addiction which greatly impacts on students academic performance . In 21st century , students are typically dependent on different types of social media platform , which reduce their creative nature and make them more addicted . Which creates emotional imbalance in their mental health .

(2) **Distraction** : Extensive used of social media enables the students to distract from their studies and released their attention away from their academic life . Which social networking sites that didn't work as a study tool , distract their focus from study and makes a volunurable changes which majorly affects student's academic life and also his/her all round development .

(3) **Create anxiety and depression** : Social media majorly affects on young people . Young adolescents are more active users of social networking sites such as Facebook , Instagram , Twitter , LinkedIn , Telegram etc . Which enables them for spending more on social media . The valuable time spending on social media decreased the time span in education , for that the students affected different kinds of mental health problems . One of the most suffering mental health problems of students academic life is depression . Through the extensive used of social media , people isolated from their loveable family members and friends , which affected mental well being of the people and creates anxiety and depression .

(4) **Spawn sleeping disorder** : Extensive used of different types of social networking sites and spending too much time on social media damaged the mental well-being system among the people . Constant engagement with social media especially in the night time , can create disruption of sleeping system among the people . Which is grown as a serious sleeping disorder and can affects their mental health as well as their balanced lifestyle . Lack of sleep increase the stress levels and creates others mental imbalance , which clarifies physical and mental well-being of a person . Youth are majorly affected by this type of mental problems which reduce their creativity and academic outcomes .

(5) **Harassment and self esteem** : Cyberbullying or cyber crime is the most hilarious threats of social media users . Cyber criminals threats by inappropriate message or harassed the common people who uses social media . Different types of Cyberbullying or online harassment affected the mental well-being of the people and creates low self esteem , which enables the users to faced such mental problems. The rapid growth of social media users are mainly grow in the young generation . Different types of online harassment affected the youth aspiring minds and decreased their academic performance as well as their mental stability .

The effectiveness of social media on students educational outcomes in higher education

Social media and social networking sites greatly influenced the way to meditate or communicate , share , achieve information and ideas directly . Social media is a popular online networking platform which positively and negatively affects student's academic performance , mental well-being and educational outcomes . Students spending most of the time on online social media platform which may decrease the critical skills and creative innovative nature of the students . Social media is a very good tool in education but the misusing nature of social media may affects badly on students academic performance as well as students academic Outcomes . Social media Plays a marvellous role in every learners life . Social media is a platform where the people easily access from anywhere and anytime . Social media enhance the task of multitasking abilities and cognitive overload

which has greatly impacts on the quality of learning , information , retention , reproduction and the students overall academic success . Cognitive overload may arise as an either positive or negative impact on students academic outcomes . In 21st century , as a informal education system, social media is an effective and emerging tools which introduced new teaching - learning strategies , teaching - learning materials , individualized learning experiences , that greatly impacts on students educational outcomes to a large extent . Ansari and Khan (2020) the researchers reveals that some kinds of social media can improve students learning outcomes only when the students used it for academic purposes and resource sharing .

Conclusion

In modern decade social media and education are interrelated . Education is the key holder for transformation the nations as well as the citizens also . In modern education system , higher education majorly influenced by various online learning platform of social networking sites . Online learning is an essential elements of modern AI based teaching - learning system . Social media offers a platform , where every citizens can teach and learn with other in any time and any where . They can access on social learning sites based on their individual dimensions . Social media is rapid changer in educational and communication system , which significantly influenced the higher educational system of India . The inclusion of social media has been creates a massive change in the overall development of a person . The students of higher educational institutions have majorly affected by social media . Social media impacts positively on students academic achievements as well as students educational outcomes in higher education . Social media is most time spending social networking platform for the adolescents. Spending so much time in social media and another social networking sites , the students are negatively affected by this which creates major mental health problems viz low motivation , low self esteem , depression , anxiety , distraction , addiction , insomnia or sleeping disorder etc . Mental and physical health is an essential part of a healthy human resource . Subsequently the research study suggests that limited used of social media and positively used this online networking platform , so that students are actively participated in all critical learning task have been gained various kinds of experience to fill their knowledge gaps.

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