

## Impact of Social Media Upon Students' Academic Performance

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**Abstract:** This study is about the role of Social Media in Education. The quantitative thesis design was adopted to conduct this research. The sample of the study comprised of 100 students from four Collages/Higher secondary schools in Multan. The participants were selected using convenient sampling technique. That's why few numbers of students were available in the campus. This forced us to adopt convenient sampling techniques. The collected data were entered in SPSS for analysis. Descriptive statistics were calculated to analysis data. Additionally, the results of study provided conclusive evidence that students use social media as an effective, helpful way to learn and improve the learning process in the classroom. Participants expressed their views on using social media in their classrooms and how social media helps them enhance their knowledge and skills. The purpose of the research study was to evaluate the impact of social media on students' learning development. The study focuses on student perspective on social media can affect the learning process and their attitudes.

**Keywords:** Academic performance; Learning process; Social media.

### 1. Introduction

Social media has probably been defined differently by different authors. However, we can say that social media includes "multiple online discussions on a topic, including blogs, support engagement discussion groups and forums, client-to-client email, Internet discussion boards and forums, and micro blogging" (Williams, Boyd, Densten, Chin, Diamond, & Morgenthaler, 2009). The term social media indicates that the platform is user-centered and supports social activities. Therefore, social media can be considered as online facilitator or supporter among people. Social media refers to virtual communities and networks created by people to share or exchange information and how to deal with ideas. Avery, Sweeter, and Howe (2019) contends that "Online applications that use technology and enable people to disseminate content, thoughts, knowledge, understanding, and essence".

According to Mangold and Faulds, (2009) suggests that the media share some features with the communication of the past, but also has its own characteristics. The digital age has led to more use of social media throughout the ages. While discrimination continues, social media includes students including students caught everyone's attention. But some still argue that social media has long been seen as a backward tool for education. With social media here, we better learn how to make the most of it and create opportunity from it, rather than criticizing it. Like everything around, social media has its pros and cons (Locker, & Patterson, 2018).

This method facilitates efficient communication, knowledge acquisition, and problem-solving within a centralized location, albeit with potential distractions for students. Advertising refers to a collection of

applications and online platforms that enable individuals to disseminate content and enhance their social influence. Social media platforms offer a computer-mediated communication technology that enables individuals to share ideas, information, interests, and other teachings with both local and global networks, in addition to posting pictures and updating statuses (Baker, 2013).

Social media platforms have a significant impact on individuals with diverse lifestyles and occupations, particularly those who are gearing up for competitions. In recent years, students have become increasingly cognizant of the significance of honing their abilities and utilizing them in their academic pursuits. During the initial stages of their development, intellectually advanced students encounter challenges when it comes to expressing their abilities to the broader community.

At present, numerous social media platforms afford professionals the opportunity to showcase and enhance their competencies through commenting, thereby engendering expeditious emergence of diverse prospects. Consistency in social media usage can lead to notable outcomes, personal gratification, and the establishment of valuable digital resources for future use. The advent of social media has proven to be beneficial for students and young professionals, as it facilitates their engagement in numerous educational pursuits. Social media platforms, including YouTube, Instagram, and Facebook, are viable tools for students to acquire knowledge, particularly through video-based content. Furthermore, the appropriate use of Facebook and Instagram by students can facilitate the exchange of information and acquisition of new knowledge daily. One of the primary advantages of social media for students is the opportunity for group discussion.

Considering the ongoing global pandemic, a significant number of students and young professionals have come to recognize the significance of utilizing various social networking platforms, including but not limited to LinkedIn, Twitter, Facebook, and Instagram, as a means of effective communication. Furthermore, learners can benefit from cooperative and competitive endeavors such as Sudoku, hackathons, and quizzes, among various other options. Engaging in these activities fosters the acquisition of essential social skills, including but not limited to communication, collaboration, negotiation, critical thinking, professionalism, and confidence building, which are deemed crucial for students' personal and professional growth. In contemporary times, social media has emerged as a prominent platform for individuals who are seeking employment opportunities, particularly for those who are new to the workforce or are in the early stages of their careers. This approach substitutes the conventional practice of scouring newspapers and job search engines daily for employment opportunities. The highlights the significance and function of social media platforms in the lives of recent graduates who are seeking employment opportunities. Several corporations utilize their social media platforms to promote their available job opportunities through their social media accounts and group conversations on social media. In this manner, prospective employees can leverage these prospects and submit applications for positions that align with their personal interests and/or professional background.

The impact of social networks on learning is contingent upon the nature of students' engagement with social media platforms. It is imperative for students to exercise prudence when utilizing social media platforms in their daily routines, particularly if they are preparing for competitive examinations. Phone calls can be advantageous if utilized appropriately and timed appropriately. The present discourse outlines the potential impact of social interaction on a student's learning trajectory.

In contemporary times, students exhibit a keen interest in utilizing technology to facilitate their academic pursuits, including studying for school, college, and competitive examinations. As human beings, there exists an inherent inclination to engage in communication and cooperation with fellow individuals through various digital and non-digital channels. Social media enables students to effectively utilize the platform for their personal growth and development, thereby fulfilling this expectation in an optimal manner. One possible approach for students to summarize is to analyze the advantages of social media usage among students. Through the utilization of various social media platforms, including but not limited to podcasts, YouTube or Vine videos, and blogs, individuals can collaborate and showcase their respective talents and merchandise to a global audience. Over the recent years, social media has facilitated the growth of the education system. According to a recent study, students who possess a comprehension of the advantageous aspects of social media for academic purposes exhibit superior study habits and perform better on assessments compared to their counterparts who do not utilize social media in a constructive manner. Collaborating with peers and engaging in group discussions can foster effective cognitive processes,

resulting in enhanced learning outcomes and holistic development during high school (Arkorful & Abaidoo, 2015). Hence, the impact of social media on the educational pursuits of students is noteworthy.

As previously stated, social media holds significant relevance in the lives of students. In contemporary times, social media has emerged as a platform that serves as a source of news and information, offering solutions to problems and benefits pertaining to education (Ayiah & Kumah, 2011). This trend is further reinforced by the growing prevalence of online education, which is gradually replacing traditional forms of education. Moreover, it facilitates students in establishing connections with their fellow classmates to engage in discussions and exchange information. Contemporary educators also leverage social media platforms to foster student engagement, facilitate learning, and promote student motivation. As a result, social media has transformed from a hindrance to a valuable ally in the educational journey of students. Thus, the data unequivocally demonstrates the significance of social media platforms for students (Al-Mukhaini, Al-Qayoudhi, & Al-Badi, 2014). Moving forward with these findings, let us discuss the significance of social media in the context of students.

The advent of electronic freedom through the Internet has introduced a novel educational technology that facilitates student-to-student interaction, thereby enhancing their knowledge acquisition. Social media platforms are not without their drawbacks, including negative aspects such as cyber-bullying, addiction, and exposure to inappropriate content, which can all have adverse effects on students (Asemah & Edegoh, 2012). Hence, it is imperative for parents and educators to recognize the significance of prompt supervision of pupils.

The impact of social media in contemporary times has significantly facilitated the lives of students, rendering them more convenient and comfortable. Despite the presence of both positive and negative aspects, utilizing it to enhance skills and acquire knowledge can prove advantageous for students (Acikalin & Duru, 2005). Though the use of social media in students learning has become a common fashion for students, many of them might not be aware of the effectiveness of use of social media. However, this study will give an insight to the student's attitude of using social media using in their studies to facilitate the attitude of the learner. It is expected that the findings of the study will help the students to know about the use of social media for better their attitude or their education. performance.

## 2. Methodology

### 2.1 Objectives

The major objective of this study was to explore impact of social media upon the students' academic achievement.

### 2.2. Delimitation

The present study was delimited to the colleges and higher secondary schools in Multan city.

### 2.3 Sample

The sample comprised of 100 students of 1st year and 2nd year classes selected through random sampling technique.

### 2.4 Development & Validation of Tools

Self-developed questionnaire was used to achieve the objectives of study. After ensuring the validity and reliability of the questionnaire, researchers personally administered the questionnaire to the students of 1st year and 2nd classes.

## 3. Findings

Table 1 indicates that about 42% students strongly agreed about this statement that they addiction to social media play vital role in education. 42% students were agreed with this statement. While 1% students were undecided with this statement, 4% were disagreed with the statement. The mean of the score was 1.35.

**Table 1.** Social Media Play Vital Role in Education

Statement	Responses	Number	Percentage
	Strongly Agree	42	42.4

Social media play vital role in education	Agree	42	42.4
	Undecided	10	10.1
	Disagree	1	1.0
	Strongly disagree	4	4.0
	MEAN	1.25	

Table 2 shows that about 24% students strongly agreed about this statement that they addiction to use social media that effect their academic achievements. 55% students were agreed with this statement. While 10% students were undecided with this statement, 78% were disagreed with the statement .The mean of the score was 1.35.

**Table 2.** Social Media Solves the Problems in Education.

Statement	Responses	Number	Percentage
Social media solves the problems in education	Strongly Agree	24	24.2
	Agree	55	55.6
	Undecided	10	10.1
	Disagree	10	10.1
	Strongly disagree	24	24.2
	MEAN	1.65	

Table 3 demonstrate that about 34% students strongly agreed about this statement that they addiction to use social media effect their academic achievements. 45% students agreed with this statement. While 8% students were undecided with this statement and 4% disagreed with the statement. The mean of the score was 3.95.

**Table 3.** Social Media provide a lot of Credible Information

Statement	Responses	Number	Percentage
Social media provide a lot of credible information	Strongly Agree	35	35
	Agree	45	45
	Undecided	4	4
	Disagree	12	12
	Strongly disagree	4	4
	MEAN	3.95	

Table 4 determines that about 22% students strongly agreed about this statement that social media develops study habit in students. 39% students agreed with this statement While 9% students were undecided with this statement and 17% disagreed with the statement. The mean of the score was 3.4.

**Table 4.** Social Media Develops study Habit in Students.

Statement	Responses	Number	Percentage
Social media develops study habit in students	Strongly Agree	22	22
	Agree	39	39

Undecided	9	9
Disagree	17	17
Strongly disagree	13	13
MEAN	3.4	

Table 5 determine that about 48% students strongly agreed about this statement that social media develops study habit in students. 31% students agreed with this statement While 8% students were undecided with this statement and 9% disagreed with the statement. The mean of the score was 4.04.

Table 5. Social Media is used for Online Academic Discussion.

Statement	Responses	Number	Percentage
Social media is used for online academic discussion	Strongly Agree	48	48
	Agree	31	31
	Undecided	8	8
	Disagree	10	10
	Strongly disagree	3	3
	MEAN	4.04	

#### 4. Conclusions

The conclusion of the studies shows that social media has effects on the students and their educational performance that its benefits that can be used properly by the students. The students can enjoy online games, plan for a project, students can discussion about topics by using different social networking sites. The student who has not attend the class they can get their academic information to use different social media sites like WhatsApp or twitter from the class fellow. Peoples should be guide on benefits of using social media networking sites and the students should be given lectures on some rules or regulations for use social media sites. The university should be controlling the more using of social media or internet. Government should be put some place sufficient to control the using social media or internet between students. The learner permitted that they use different social media sites for learning or teaching purpose with the help of YouTube they can search difficult topics which can be facilitates them during their educational activities. The students think that they use social media networks for content with their friends of family members. The use of face book or YouTube the peoples should be aware the latest updates in news, or the students can apply online admission or job. The use of internet students has been up to date with new technologies in educational fields. The students should be known that the use of social media is not waste of time they use mostly social media or internet for educational purposes not for socializing activities.

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