

# The Impact of Social Media among the University Students Empirical Study Based on the South Eastern University of Sri Lanka

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**Abstract.** The aims of the study is to focus the impact of social media among the university students. The research was conducted based on the students of South Eastern University of Sri Lanka. The students were selected by using stratified random sampling method. The Questionnaires were issued for the data collection and which data analyzed by the descriptive and correlation method. The result exposed social media impact the students in many ways. Among the selected media, the facebook is highly engage with the students and it is positively impact in their academic performance and increase their skills. They use media for various purpose within that they use to collect the notes, do researches and finding the jobs. From this they are finding some innovative ideas, get contact with high professionals and sharing their opinions freely. These things make them higher skillful person in their career. These changes will lead to them to become pioneer in the society.

**Keywords:** Social Media, Facebook, Academic Performance

## 1. Introduction

Today social media is playing major role among the youth. It has a great impact on them as positively and negatively. It can be listed face book, twitter, linked in, Google plus, Instagram and etc. It is a fastest media and it is connecting all over the world without any boundaries. The usage of social media is increasing every day in all over the world and it is fluctuating television viewers and radio listeners to addict with social media among all age of group [1][2]. Especially the usage of the social media influences in the student's life style, behaviors, social attitudes, social life and the physical activities. Now it is a big challenge for the society, so each member of the society should pay more attention in this matter.

Mensah stated that, Social media aides for fastest communication. Youths are creating groups among their friends and they freely share their opinions among them through forum, discussion. Today's young generation, especially teens and youth are using technology through innovative ways due to which they are referred to as millennial and have changed the way they think, work and communicate even though they are in formative years of their life [3]. These sites provide good things to the youth as well as it leads to cybercrime which has become a privacy threat to the people worldwide [3]. The consequence of this on the students have different in the universities based on the personal traits, religion, age group, gender and course of study.

## 2.Literature Review

Social Networking sites are termed as web based services that give an opportunity to individuals to create their own personal profile with the choice of their own list of users and thereby connect with them in an altogether public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity and video/photo sharing. People spend more than usual hours on social networking sites to download pictures, browse through updates seek entertainment and chat around with friends to keep themselves connected to one another [5].The increased use of the Internet as a new tool in communication has changed the way people interact. Recently, a new means of online communication has emerged with its own set of idiosyncrasies. This new communication style occurs through the use of social networking sites [6].

The use of social media has become comprehensive and currently, the most popular social media plate forms are Facebook, Twitter, MySpace, LinkedIn and Google +, Skype and smart phones. Facebook user profiles allow the user to communicate information with each other and allow users to build and maintain relationships and encourage others to be a part of a community among students of college online social websites become popular. Social media is started when people start to communicate. Social means human society, as interference of people and the groups. Most of the forms of social media are not digital. It generates a large number of innovations and social media is one of the biggest inventions of technology, which is now most popular and widely used. We define Social Media as “technologies that made social communication easy and enable discussions among its participants”. While in our study, the word social media means a web-based mobile application that allows people or companies to make, interact with, and share new user-generated or current material, in digital environment. Students are consumers and producers of media [7].

Aida stated that, the younger generation mostly rely on the social media because it allows the university students to get global access. Most of the scholars are willing to spend their time with the media to search their assignment notes and study for their exam for long hours. These activities allow them to find out new knowledge, kill the boredom and convert their attention from their work [8]. Social media has many impacts on youth’s life in both positive and negative. Now a days it’s a cool tools for the younger generation in future it effects may be harder than now on the future generation.

According to Rithika, social media can improve the student’s wisdom through student interactions, challenges create while they use media for their academic activities. The students are using some certain media but the educators fails to update necessary resource materials to encourage their learning abilities [9]. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes’ media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, and Instagram etc. [10]. Academic performance or attainment is the result of education, the amount to which a student, teacher or institution has realized their educational goals [11].

### 3. Problem Statements and Objectives of the Study

Social media's impact is virtual in the future generation. Because day by day the usages are increasing among the students and it causes lot of issues to the personal life of the students as well as the society. This research focus on the impact of this among the south eastern university students special reference in the faculty of management and commerce.

#### Objectives of this study is:

1. To investigate gender based usage of social media.
2. To identify the main reason to use the social media
3. To find the relationship between students' performance and time spend with media.
4. To understand the pros and cons of social media on the students.

### 4. Research Methodology

The research was conducted by using the questionnaires issued to the faculty of management and commerce, South Eastern University of Sri Lanka. 110 questionnaires issued, 100 students were responded. It is based on the qualitative approach. Samples are selected based on the stratified random sampling method. The primary data was collected for data analysis and secondary data used for literature review.

#### 4.1 Conceptual Model

Based on literature the following conceptual framework was developed. This conceptual framework establishes link between the usage of social media and student's performance.

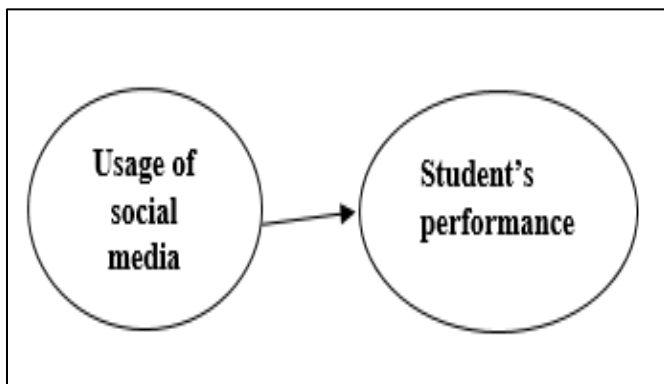
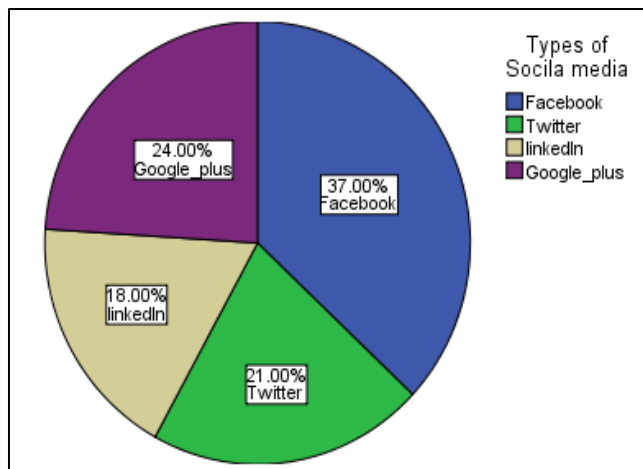


Fig1: Conceptual Model

### 5. Data Analysis

Data has analyzed by using the SPSS software. The descriptive analyze, correlation, frequency analysis have done.



**Fig 2: Types of Social media**

The above pie chart shows different types of social media that the students using. Among the all media Facebook contributes highly with 37%, reasons for this is great engagement of students to communicate among their friends, 18% of students are using LinkedIn. Because it didn't popular among the students and google plus and twitter usages are 24%, 21% respectively.

**Table 1: Gender based analysis**

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	62	62.0	62.0	62.0
Female	38	38.0	38.0	100.0
Total	100	100.0	100.0	

The above table indicates the gender base usage of social media. According to the data males are more interested in using the social media specially Facebook. Among the 100 students 62% males use social media and 38% females are interested to use it.

Relationship has found between the time spending with social media per a day and the student's performance. It is positively correlated 0.923 means, it has strong positive relationship between time usage and their performance. Because now students are very interested to study online rather than doing traditional methods. Because any places they can study their subjects without books so it kills the boredom of the study and they are sharing notes and news in the social media, so they are interested to study online as well as E-learning.

**Table 2: Correlations analysis**

	Time spending with social media per a day	Student's GPA points
Time spending with social media per a day	1	.923
Pearson Correlation		0.000
Sig. (2-tailed)		
N	100	100
Student's GPA points	.923	1
Pearson Correlation	0.000	
Sig. (2-tailed)		
N	100	100

**Table 3: Reasons for using social media**

	Frequency	Percent	Valid Percent	Cumulative Percent
Research work	28	28.0	28.0	28.0
Collect notes	30	30.0	30.0	58.0
Making friends	13	13.0	13.0	71.0
Finding jobs	15	15.0	15.0	86.0
Entertainment	14	14.0	14.0	100.0
Total	100	100.0	100.0	

There are many reasons identified that the students use social media. 30% of them use to collect the notes because now lot of e- books and online library are available so they can get material online, 28% of them use for research work because now a days e-journals ,e repository, e-library are available through this they can access local as well as international article for their research. Rest of them use for making friends, finding jobs and entertainment.

## 6. Conclusion

The research results show that social media has a great impact of the day today life of the students. Especially it brings behavioral, attitude changes in their life. Among all media face book is playing major role. Because it is popular among the students and mostly they are sharing, commenting, viewing their ideas, news, notes, general things through this. This activities encourage the student's ability to study new thing through the E- learning. Because of the usage of social media students are connected with different professional in the form of video conference, audio conference and forums, these facilities help them to increase their knowledge and skills. Rather than comparing the traditional method this technology allows the student's searching ability and reduce the stress. When we compared gender base impact male more interested in this than female.

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