IMPACT OF SOCIAL MEDIA USE ON ACADEMIC PERFORMANCE AMONG UNIVERSITY STUDENTS: SPECIAL REFERENCE WITH SOUTH EASTERN UNIVERSITY OF SRI LANKA

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Abstract

Social media has become one of the most important communication medium in recent times. Social media has gained wider acceptability, usability and it is becoming a most popular communication tool among the students especially all the higher education institute students. There are many social media are exist. Among that Facebook, WhatsApp and Twitter are gaining more and more patronage than others. These websites and social forums are way of communicating directly with other people socially. On these platforms, they get a chance and freedom to share their own opinion, ideas and comments. The purpose of this study is to identify use, usefulness, and impact of social media on the academic performance of the university students. Impact of Social Media use on Academic Performance among University Students had been examined through online survey by using The Technology Acceptance Model (TAM) as variable to measure. Moreover, I use the group discussion, interview, research article and internet. This study is carried out in order to highlight the potentials of social media in the academic setting by collaborative learning and improve the students' academic performance. The results show that collaborative learning positively and significantly with interactive with peers, interactive with lecturers and engagement, which affect the students' academic performance.

Keywords – *Academic performance. Higher education, Social media*

Introduction

The social media has become one of the most important communication means in recent times. However, social networking exist so as to provide communication among people regardless of the distance, making it open to people easily share information, files and pictures and videos, create blogs and send messages, and conduct real-time conversations. These systems are referred to as social, simply because they allow communication with buddies and coworkers so easily and effectively. It also strengthens the ties between people of those systems. The favorite in the realm of internet sites are Facebook, Twitter and others. These websites and social forums are way of communication directly with other people socially and in media. They are playing a large and influential role decision-making in the occasions from the global world economically, politically, socially and educationally.

In an era when technology has become interwoven with teaching, social media has emerged as a communication medium for teaching and learning. In online courses and face-to-face (FtF) classrooms alike, instructors are integrating mixed media tools such as course management systems with web links, audio and video materials, and virtual groups (Hillman, 2014). Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

The advent of Web 2.0 applications, collectively known as social media, presents schools and universities with the opportunity to go beyond traditional delivery formats and develop learner-centered personalized learning environments (Sigala2007). Social media include social networking sites, such as Facebook, blogs, podcasts, wikis, e-portfolios and so on. They have great promise for teaching and learning because they are strictly web based and typically free, support collaboration and interaction, enhance students' learning experiences through customization and personalization, provide rich opportunities for networking, are responsive to the user, and have great potential for use in a way that is learner-centred (McGee and Diaz 2007; Bryant 2006).

There has been various overview and opinions which recognized four major advantages of social media use in higher education. These include, enhancing relationship, improving learning motivation, offering personalized

course material, and developing collaborative abilities. This means that social networking activities have the possibility of enhancing student contact and is used to improve their participation in class, particularly where introverted students are involved. Students can function in online group learning, with less or no anxiety of needing to raise questions before peers at school. (Waleed Mugahed Al-Rahmi and Mohd Shahizan Othman)

Objectives

The objectives of this study are

- To identify to assess the positive effects of social media on the students' academic performances.
- To assess the negative effects of social media on the students' academic performances

Methodology

Research Methodology is the most important part of a research. This is a survey type research. Here we have used primary and secondary data collections methods. The target population of the study was selected 4th year students of different faculties South Eastern University of Sri Lanka. These respondents were randomly selected from three faculties of Faculty of Arts & Culture, Faculty Management & Commerce and Faculty Islamic Studies & Arabic Language of South Eastern University of Sri Lanka. There are more than 500 students studying in South Eastern University of Sri Lanka from all over the country. Among them, 120 students randomly were chosen as the subjects of quantitative data. Finally we analyzed the data with the help of excel package. And also we used observation, interview and discussion were held regarding the Impact of Social Media use on Academic Performance among University Students: Special reference with South Eastern University of Sri Lanka. And also we used internet, research articles, and statistic reports as secondary data collection method.

Literature Reviews

According to Kennedy,Judd, Churchward, Gray, & Krause (2008), were done a research on enumerated issues surrounding pedagogy in terms of technology integration. These issues include: student learning diversity, equity and use of technology curriculum and assessment academic integrity staff development and capacity building, and finally, ICT infrastructure. Regardless of the benefits and challenges recognized, the study further revealed that teachers that do not belong to the new generation are skeptical to social network integration in class. Teachers are encouraged to be conscious in their appropriation and employ of social networking regarding focus on the different students' learning preference.

Minocha, S. (2009) done a research on the effectiveness use of social software to support student. In his study he stated that most of the student now widely use the social media to connect the friends. But they got a great opportunity to Learning and engagement a lot thing via Social Medias. And also he stated that most of the part time students who used to get course notes and more information on social media. He use the Technology Acceptance Model (TAM) to collect the all data and information from the students. End of his study, he mention some suggestions and recommendations for students and also teachers to use the social media effectively on their academic performance and engagement. Ahmad Jahed Mushtaq (2018) did a research on Effects of Social Media on the Undergraduate Students' Academic Performances. He uses the quantitative approach was adapted to collect the relevant data of study, a number of 371 survey questionnaires were administered among the undergraduates in nine faculties of Alberoni University. He uses SPSS software to applied and analyze the relevant data for the study.

Menseh and Nizam (2016) described that social networking have a meaningful effect on the students' academic performances. They also pointed out about the abnormal use of social media platforms by students. The study suggested it is useful that universities and colleges in Malaysia educate their students to use these platforms positively for educational purposes which will ultimately result in a positive impact on their academic performance.

Jha, Jaipuria, Jha, and Sinha (2016) asserted that students more probably affected by social media. To some extent, it absolutely affects the lives of college students counting the grades. They added that social media is attractive as it gives college students another world to make friends, also provides a good way to release pressure. It was also noted that an approach is required to balance the relationship between social media and academic study. Consequently, college students should think more about the balancing of social media and academics.

Findings of the study

Gender of respondents

Table 1 shows the gender of the participants. From the 120 participants took part in the study, majority 85 (70.83%) of them were female, while 35 (29.27%) were male. It shows the superiority of female students in the university than the males.

Table1: Gender of respondents

	Frequency	**Percentage %**
Male	85	70.83
Female	35	29.27
Total	120	100

Ages of respondents

Table 2 shows that majority (63.33%) of the students are 22-24 years, and 41 (34.1%) students are 20-22 years. The smallest groups of respondents 3 (2.5%) are 25 and above years.

Table 2- Ages of respondents

Age	**Frequency**	**Percentage %**
20-22	41	34.1
22-24	76	63.33
25 – above	3	2.5
Total	120	100

Academic achievements of students Table 3 shows that most of (41.66%) students said that their academic achievements are very good, while least of (13.33%) of them marked their academic achievements medium. Slightly above twenty-two percent described their academic achievements excellent, while (26.66%) described their academic achievements good.

Table 3 - Academic Achievement of Students

	Frequency	Percent
Excellent	22	18.33
Very good	50	41.66
Good	32	26.66
Medium	16	13.33
Total	120	100.0

Effects of social media on the Academic Performance of Students Through the study we find the positive and negative effects of social media among academic performance of the students.

Positive effects of social media on the academic performances of students

- The usage of social media is useful in higher educational institutions, because they are an effective communication application.
- Group discussions can be arranged with the experts using social media.
- An appointment can be fixed with other subject experts through social media.

- Social media site are helpful for the students' studies because students can receive announcements from lecturers and faculty.
- The social media help in the students' studies because the students can discuss their assignments with friends.
- Using social media improves the interaction with classmates, lecturers and other subject experts
- Social media facilitate the academic activities and coordinate with others.

Negative effects of social media on the academic performances of students

- These social media influence the academic performance of students negatively, because they distract from the students studies.
- Using social media require spending money and are wastage of time and by this way it will affect the students' academic life
- Addiction to social media is problematic issue that affects the students' academic life
- I find it hard concentrating on study knowing that student can play online games and visit these sites just by logging into them.
- I compare the students' grades before the students become engaged into these social media and after the student became involved. I see a drop in my academic performance.
- SNSs are personal/ social-can't be used for education.

Result and Discussion

This study was designed to evaluate the positive and negative effects of social media on the academic performances of students. The results of descriptive analysis illustrated that most of the students believed that social media are very useful tools in their studies. Accordingly, that can help them to boost university related activities. The respondents described that social media as educational tools in their studies. So, it is expected that social media positively affect students' academic performances. The results interestingly describe that undergraduates in South Eastern University mostly inclined to use social media in a good manner; that is to improve their knowledge and information.

In this study suggested three predictors of using social media for improve students' academic performance by collaborative learning among students they are as follows with interactivity with peers, interactivity with the teacher and engagement .In the results acquired, it may be concluded that social media facilitates the academic experience with the majority of the participants but need to control and manage their time. Unless will affect the use of social media negatively on the academic performance of students. Additionally, social media may enable students to communicate effectively with their peers to solve their classes' problems, as they described social media as effective tools used for communication. Also students use social media to get their respective lecturers and faculty members' announcements. Then, social media enable them to be in touch with classmates and friends in order to improve their communication skills (Benraghda and Radzuan, 2018) and receive lecturers, faculty and university announcements which are much more important for them. Raut and Patil (2016) also stated the use of social media has been made a positive impact on the society. It enables users to communicate with each other, to create, revise and share new forms of textual, visual and audio content. It has a vital effect on our live as it helps us a lot in every field of life such as the political, economic and educational fields.

Moreover, there was no statistically significant difference concerning the negative effects of social media on the students' academic performance. From this result it can be inferred that social media do not affect students' academic achievements negatively. Therefore, social media will put a meaningful and positive impacts on the student's achievements. That is also helpful for them in terms of developing general and professional abilities

through using social media. As Heffner and Tara (2016) stated that social media might be very useful when it comes to academic issues, i.e. discussion boards among classmate and Facebook page for school programs. However, an opposite finding revealed by Wang, Chen and Liang (2011). They stated that social media has negative effects on the students' academic performance. The students' proficiencies and grades were affected through using social media. The study suggests instructors to find better ways to solve this problem

However, when the knowledge gained by two different methods was compared in the present study, the results were not statistically significant. Army explored the impact of Social Medias mobile learning activities on the achievements and attitudes of online students and compared those findings with students who were subjected only to face to-face instruction in the classroom and found that the experimental group using mobile learning through Social Medias mobile instant messaging performed better than the control group on the achievement test following the experimental period. Almost same learning material in the form of microphotographs, gross photographs, small video clips, and text were used in PowerPoint presentation in didactic lectures of the present study, and it may have led to the result with no significant statistical difference in the knowledge gained through didactic lectures or TL activity through Social Media

Conclusion

Overall, social media appeared to be a very useful tool for students in their lessons as they use them to improve their learning process i.e. to communicate effectively with each other, receive university-related issues and get other necessary information. In other words, social media seemed to be modern tools of learning for undergraduates in Afghanistan. However, their negative effects seemed to be very poor as compared to their positive effects as they described that too much use of social media as a concern, which wastes their time and money. It is suggested that the lecturers, faculties and others social media users, especially Facebook pages owners, disseminate advantageous issues which help students in terms of enhancing their knowledge and information. In addition, no differences were found between students' academic achievements and their positive and negative social media use.

Acknowledgement

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