

# The Social Media Impacts on Student's Education

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## Abstract

This research study was conducted among college students who were not able to go to college due to the contagious COVID-19 pandemic. The prominent aim of this research paper was to collect the perception of students regarding the use of social media for their academic purpose. The researchers have used a quantitative design, prepared a questionnaire, and collected a sample of information from the respondents through the virtual method. The researchers have used a pilot study and pre-test to get confirmation from the respondents. The collected data was analyzed through Excel and SPSS in detail. The researchers have ascertained that 90% of respondents have responded positively that social media helped them to get an important information for their study purpose, helped on their academic performance, and also helped to connect with their faculty members were the major findings of the research study.

Keywords: *Internet, Social media site, study, students, College*

## Introduction

A research paper titled "**The social media Impacts on student's education.** The study of this research paper is based on Sustainable Development Goals (SDGs) number 4 target 3.1. Social media is an innovation and technology which helps to improve quality education. Most of the students used different social media sites for different purposes that might be for academic work, research, and to connect with their teachers and peers (S.Sara, M. Rithika, 2013). As like, human beings are social animals who can live in a group or society sharing common values, beliefs, and cultures. Social refers to the companionship, living together, communicating with each other, sharing thoughts, feelings, and supporting each other. However, with the advancement of mobile phones and the internet as people gradually started to share and communicate with others through different applications, and software which is called Social Media.

In modern times most of the students spent their time using various social media like Facebook, Twitter, Instagram, Linked In, Tiktok, Snapchat, WhatsApp, and YouTube. Today, Students are very much active in social media. They spent more time making TikTok, watching videos, and social connecting or communicating with friends through the virtual methods. Well, social media connect with friends, family, and loved ones. Because of the excessive use of social media young people are feeling sort of isolated, stressed, identity crisis, Fear missing out, and also, they feel low energy in their mind and body. The study of this research focuses prominently on Students of the Kalamassery area to know about the perception of social media and its impact on their education. However, both positive and negative parts of social media have its impact on college students because college students are more dependent on social media for their educational and research purpose (M. Jeanna, 2013). This study mainly focuses on students that how social media affect them.

## Statement of the problem

It is said that the use of social media massively impacts the student's education which is prominently related to their negative impact on their academic performance (X.Xuefan, Z.Zhipeng, Ponzoa M. Jose, 2020). Social media is like a magnet that always attracts and attaches the students to use it, however it also helps students on their education purpose. It depends on the student how they use social media and for what purpose they use. Somehow it has given both pros and cons to student's academic performances. Today, most of the students often invest their time in social media doing different sorts of assignments or attending classes. However, using social media for educational purposes is relevant so that students can gain ample knowledge and familiar with new tools and techniques. It's been many decade's social media has become more and more popular among college students.

In addition, Students spend more time in using Facebook, Instagram, watching videos on YouTube or other different sites. So, when they're out of using social media that time, they feel sort of missing or they feel kind of fear as well (Deka P. Prastisha, 2015). So, it is called Fear of missing out (FOMO). This study mainly determines the student's academic performance that how social media is helping them. So, therefore the researchers are trying to figure out both the positive and negative impacts of social media on students' education.

### Significance of study

Social media is one of the most advanced technologies that is used in the entire world for different purposes. Today, people often spend their quality time to connect or doing different types of work through the social media. Indeed, social media makes everyone's life much easier but social media has also made people lazier, stressed, isolated, Fear of missing out (FMO), etc. The main significance of this research paper was to determine that how social media affects on student's education.

### Objectives of the study

- To identify the most used networking sites on social media by students.
- To determine the time, spend by students on social media.
- To determine the social media impact on the student's education.

### Research Questions

I intend to figure out the answers to the questions through my research

- Which is the most popular social media often used by students?
- What is the amount of time students spend utilizing social media?
- What are the social media impacts on the student's education?

### Scope

Social media is a trending advance technology emerges in the 21st century where all kind of facilities are available to connect and communicate with one person to another. Today, social media is used for different purposes, for example, digital marketing, advertising, and connecting with new people for effective rapport (Danah M. Boyd, Nicole B. Ellisom, 2007). The research study is trying to figure out the role social media playing in student academic performance during this pandemic time. Due to COVID-19, all students are shifted to online classes and they use WhatsApp, email, and other social networking sites to connect with their faculty members and peers. The scope of this research study mainly tries to ascertain social media's impact on students' academic performance.

### Operational Definition

Social media is a computer-based technology that connects people through the digital platforms and allows sharing their views, get an update about numerous knowledge, and information.

### Literature Review

#### Social Media impact on the students and their perception

A review of this article mainly pointed out that social media has both positive and negative side impacts on student's education. Most of the college students said that social media has lot of benefits like to get new information and reading materials for their education purpose. It depends on the student that how they make use of social media for a different purpose. One of the researchers has figured out that social media is not a huge problem for students to use, the problem occurs when students used social media frequently for unnecessary purpose (M. Jeanna, 2013). This article depicts that social media has a high number of benefits that can help students to learn new things, expose and explore new things. Likewise, this journal mentioned that Social Media are the tools and techniques for the students that they can effectively use for their study purpose. In this article, the researcher stated that in internet users India is the third-largest country around the world, with an internet user (S. Sara, M. Rithika, 2013). Social networking sites like Facebook, Twitter, Instagram, YouTube, LinkedIn, WhatsApp, Viber, etc, are the major sites where students use it to connect with friends and faculty members in college to get updates on their

assignments and reading materials. (S.Sara, M. Rithika, 2013). Through social media, students can enhance their new skills to communicate with different people, gain ample knowledge entire world and enact effective rapport or networking with new friends.

### **Students' perspective on social media**

Recently, the use of social media was rapidly escalating among college students where they used social media as new pedagogical tools and techniques to gain smart knowledge and information. The article review stated that more student's present for educational purposes. The social media used by students are more confidential and only used for the reasonable purpose to connect with friends and teachers. Most of the students also taking part in different online classes provided by different universities around the world like Coursera, and Edx. So, students knew all this educational information merely through social media with help of faculty members (H. Mostafa, El-Den.Jamal , 2020). The survey ascertains that most of the students used social media instead of email to get the message from their faculty members for prompt communication (AL-Bahrani, Abdullah & Patel, Darshak & Sheridan, Brandon, 2015)Moreover, Student's time is a learning time where they want to learn new things, experience new things and create innovative ideas and explore it to enhance or develop their skills. Engaging in social media somehow provides the benefit for students to create new ideas and connect with their faculties effectively.

With the advancement of technologies, people's life becomes more ease. Now, people can communicate or transfer the message within a second to the next person (M.Jahed, B.Abdelmadjid, 2018).Similarly, during this covid-19 outbreak, most of the students were stuck in their homes. Fortunately, students didn't deprive to get education from the college because of advanced technologies. Most of the students has received college and department information through the social media. However, this study depicts that if students spend more time on social media, then it will affect them. Through, this study it has found that few of the students experience stressed, isolated, Fear of missing out when social media are not accessible to use. In addition, the use of social media should be taught from the beginning of childhood so that every student can be used for a specific purpose which enables them to empower through information and knowledge (W.Lau, 2016).

## **Methodology**

### **Research Design**

The researchers used a quantitative descriptive design. As a descriptive type of research, it aimed to observe and report on the extent of knowledge of College students regarding the impact of social media on them.

### **Universe /Population of the study**

The universe of this research study is college students in Kalamaserryand the target population are Students.

### **Sample design**

From the universe of study 60 studentswere included in the sample. Simple Random sampling usedin this research study

### **Tooldesign**

The study of this research coveredthe questionnaire method.

### **Pilot Study**

The researchers have conducted the Pilot study through interacting about the possibility of this research with students. The researcher collected information on this topic by using secondary sources like articles, journals, reports, etc. During the pilot study researcher also checked the availability of the respondents.

### **Pretest**

The pretest is conducted by informing the respondent about the research through calling and mailing to them. Respondents are available for the study.

### **Data Collection**

The researchers used a Quantitative descriptive design. Self-formulated questionnaires were used as tools of quantitative data collection. The secondary method of data collection is also used to gather information through Journals, Articles, and books.

### **Data Analysis**

The researchers have analyzed the collected sample/data through MS-Excel.

### **Analysis of Data**

#### Time Spent in Social Media per day

The research study analysis that 25% of students used social media minimum of 2 hours and a maximum of 5 hours, 15% of students using social media for 1 hour, and the next 15% of students says that they used social media for the whole days and another 15% of respondent says that they used social media for 4 hours. Like, 5% of students used social media for 3 hours a day.

#### Favorite Social Media Site

Here, 38% of students say that their favorite social media was YouTube, it was the highest among the respondents. 24% of students used Facebook, 21% of students used Instagram.

#### Social Media effects on education

The research study analysis that 55% of respondents were not affected by social media in their education, whereas 20% of respondents are affected by social media in their education and 25% of respondents are not certain.

#### Social media help to improve academic performance

The research analysis shows that 60% of students were positive towards social media which helps them to improve their academic performance, 40% of students were not.

#### Purpose of using Social Media

The research study analysis shows 65% of students used social media for their study purpose, 25% of students using social media when they get bored, 10% of students used social media to get connect with their friends, family, and faculty members.

### **Major findings and Conclusion**

#### **Major Findings**

- The major finding of this study, here 25% of the respondents used social media for a maximum of 5 hours, and 15% of respondents used social media the whole day, whereas 55% of respondents have no effects of using social media for their academic work.
- The major finding of the study, here 50% of respondents have improved their studies by using social media, 40% of respondents are not sure whether social media improved their studies and 10% of respondents don't improve their studies.
- The researchers have figured out that 60% of students positively said they gain new knowledge on different topics from social media and 40% of students acquire new information from different sites which helped to improve their studies.
- In the study, 90% of respondents said they have got relevant information from social media and 65% of respondents used social media for their study purpose.

- In the study, 20% of respondents said that they felt sort of lazy because they frequently used social media, and they couldn't concentrate on their study.

### **Ethical Consideration**

The researcher ensured to incorporate the elements such as the principle of confidentiality and anonymity, respect to the participant, and avoided any type of misconduct and risk of harm. Similarly, the researcher ethically collected the information with the acquired consent from the participant for both the interview and recording. The research has been conducted within their boundaries and whatever information the researcher has found was kept safe and that was an authentic part of this mini research paper.

### **Conclusion**

The following conclusions were made by the researcher based on the findings of the study. It has been found that the number of students were really satisfying to use social media for their academic work and also, they have improved on their academic performance. This study investigated only a few students who are not able to concentrate on their due to overuse of social media. Most of the students used social media for their research purpose, connect with teachers and peers. Overuse of social media creates laziness among few students. The overall study of this research figures out that social media helped the students to improve their studies.

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