

## **Impact of Social Media on the Academic Performance of Undergraduate College Students of Loyola College, Chennai City**

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**Abstract:** *The study is conducted to evaluate students' use of social media and its effect on their academic performance with a focus on Loyola College students of Chennai city. A structured questionnaire was used to collect the primary data from the first and second year undergraduate students of self-financing stream. The study represented a response rate of 86%. The study adopted explorative and descriptive research design to understand the results of this study. The study revealed that all students had mobile phones. About the vast majority of the respondents (96%) had internet facility and they are fully aware of the existing social media sites and also have good amount of knowledge of usage of existing social media sites. The study has shown that students visit social media sites using their mobile phones. The amount of time spent by majority of respondents ranges from 2 – 3 hours per day. The study confirmed that the academic performance of students had affected considerably due to the frequent use of social media sites, apart from college timing. The study reveals that the relationship of students with the social media sites has become inseparable and as a result, they tend to use it negatively and this leads to poor academic performance. The study recommends that students having internet facility on their mobile phones have to minimize their time of chatting with their friends through social media and good amount of time needs to be focused and spent on doing research and also collecting notes to boost their academic performance. Avoiding social media sites is not possible as the socialization process is very important at this age. Therefore, students could be encouraged to gradually minimize their time in social media sites and those times can be invested in reading novels and stories to improve their general knowledge and English language skills. Finally, the study confirms that the use of social media sites by college students does not promote good academic performance. This study endorses the fact that there is an urgent and also pressing need for the introduction of students to the availability of novels, essays and short stories and other similar sources and materials that can help them academically to perform better.*

**Keywords:** *Social Media, Internet Facility, Academic Performance, Socialization Process, Undergraduate Students, Loyola College of Chennai.*

### **1. INTRODUCTION**

Social media has the potential to supplant or reorganize the structures of society while Youth has the power to influence the creation, demand, diffuse or oppose these new social media. It is seen that one's social environment plays an important role in governing the use of media. Social capital and economic resources are underlying factors that determine the dependence on technology. Most of the studies focus on a one-dimensional effect of technology on youth mostly in terms of its negative aspects. This brings about an incomplete picture of the use of social media in the lives of its users. As we live in a network society, using social media does not remain a choice but an unavoidable reality. Factors like dual careers of parents, a demanding educational system, changing ethical perspectives, changing family outlook, rising standard of living have contributed to the dependence on social media. This proves that social media cannot be considered as the prime cause of change in youth behaviour but can in fact be seen as an effect of the above mentioned factors.

The current college students are considered as digital natives, in the age of the digital world. They are more exposed to modern day's digital technology that has made possible the vast connection between friends and family members all over the world through mobile phone, internet and mainly social networking sites like facebook, my space Flickr and twitter etc. the college students are more capable of adapting to the digital medium and so they are called as digital natives. (Bahk, 2010). Information is Knowledge and knowledge is power. We all identify this saying but few understand the empowering part social media has played.

In recent times social media sites have become a part of daily routine especially for the youth. Majority of the youth are shifting rapidly from electronic media to the social media.as we observe significantly the last 10 years, the number of youth using social media portal has increased dramatically. According to a recent poll, 22% of teenagers' log on to their favorite social media site more than 10 times a day, and more than half of adolescents log on to a social media site more than once a day Hinduja et al.according to theirresearch 75% of teenagers own mobile phones, and 25% use them for social media, 54% use them for texting, and 24% use them for instant messaging. From the above research one can conclude that a large part of this generation's social and emotional development is taking place onsocial media. International Journal of Engineering Technology and Sciences (Ijets) Vol.6 Dec 2016 Doi: [Http://Dx.Doi.Org/10.15282/Ijets.6.2016.1.12.1062](http://Dx.Doi.Org/10.15282/Ijets.6.2016.1.12.1062) 88.It is obvious that social media offers several benefits and opportunities to young people. Hence social media has been described as an important part of a young people's life and a platform for experimentation, creative self-expression and identity formation.

## **2. STATEMENT OF PROBLEM**

Communication is improving fast day by day. Sincere thanks to the invention and also development of modern communication technology that helps people to communicate faster on a daily basis. In this, the significant speedy growth of media technology continues to create a good amount of impact on the way people communicate to each other and also on group basis. Over the years, put it precisely after the second millennium, the social networking among students in general and college students in particular has become common, widespread and more and more popular. The frequent use of social media is by the youth of today. Using social media sites, students network to build connections not only within the college campus and society where he comes from, but with the friends outside of the college campus and outer world. Social networking through the use of social media creates a 'WE' feeling among the people in general and college students in particular. This feeling helps to feel that they are connected and belong to a community which would support one and another. It is due to the popularity of socialmedia, educationists propose that the usage of media sites by the youth might affect their studies and sometimes, few students would be affected adversely as they are immersed most of their time in social media sites. This study assumes that the grades of students would be affected not just merely by the usage of social media sites, but the frequent usage of those sites would push the students to have poor academic performance.

Jacobsen &Forste, (2011), MehMood&Taswir, (2013) strongly express their opinion that the use of internet could influence educational performance of students positively or adversely. Having an eye-witness and also experiencing the use of media in the hands of children in daily lives, most of the parents are bothered much that their wards are spending too much time in Facebook, WhatsApp and other social media sites. As an upshot of this, they do not get sufficient time to study. Though parents are constantly worried about their wards for the frequent use of social media, many children/ students keep on utilizing these social media sites on a daily basis. Keeping this in mind, this research is done to find out the impact of students' use of such sites on their academic performance.

## **3. OBJECTIVES OF THE STUDY**

The general objective of the study was to ascertain the impact of social media on academic performance among college students. Specific objectives of the study are:

1. To assess the impact and also the influence of social media on academic performance among college students.
2. To recognizeand also find out the benefits gained from using the social media by the college students in Chennai city
3. To study the purposes of using social media sites by college students

#### **4. RESEARCH GAP**

1. Does the frequent use of social media sites by college students in Chennai city create an affirmative impact on their academic performance?
2. What kind of benefits do students gain from using social media sites?
3. For what purpose students visit social media sites?

#### **5. LITERATURE REVIEW**

A study on Impact of new media on student's traditional life style: A case study of Mangalore University by (Chaithra 2014) expresses that more respondents are depending on new media and social media for their information. More than 80% of the respondents were agreed that modernization is the face of development and new media will lead logical thinking and also it will take part in national development activities.

In a quantitative study on online communication and adolescent social ties written by Lee (2009) psychologists have pin-pointed a few issues directly related to this new outbreak of using social media; which include behaviors such as bullying, clique-forming, sexual-experimentation (sexting), and internet addiction. Lee (2009) concluded that although there are severe risks to our media saturated youth there are also beneficial social developments to this media culture. Teens are consistently seeking for their identity and SNS is assisting in teens' search for Identity (Lee, 2009).

According to Erikson (1959), in a period of rapid social change, the older generation is not able to provide adequate role models in today's social networking world due to their lack of knowledge in SNS. Therefore, Erikson believes that the importance of the peer group cannot be overemphasized. Peers help adolescents find answers to the question "who am I?" as they depend on social feedback, how others feel, and how they react to the individual.

In Ahn's (2011) quantitative study she looked at Kraut's (1998) HomeNet study that recorded the number of hours teens spent online (with a tracking device) and its relationship to future measures of psychological well-being. The researchers found that longer use of the Internet was related to increased depression, loneliness, and smaller social circles.

Reasons You Should Quit Social Media in 2013" discusses the UK study which proves that over 50% of social media users evaluated their participation in Social Networking websites as having a negative effect on their lives. Comparing themselves to others (family, friends, peers) was a blow to their self-esteem. And stalking by ex or his/her husband/wife is considered worse. Psychologist Dr. Michael Fenichel describes FAD (Facebook Addiction Disorder) as a situation in which Facebook usage "overtakes" daily activities like waking up, getting dressed, using telephone or email checking. According to Joanna Lipari, a clinical psychologist at University of California, LA, discusses some signs of Facebook addiction. The report reveals that though FAD is not an actual medical diagnosis but several therapists in US have noticed a rise in the number of clients who get hooked on Social Networking to the point of social dysfunction

Eleanor Shaw (2013) in the article "Status update : Facebook Addiction Disorder", opines that the user is suffering from FAD, a disease referred to by psychologists, if he/she has more online friends than real life friendships. The study, "Facebook a more powerful addiction than alcohol, cigarettes"(2012) reveals that the pull of checking one's facebook page can be more powerful than addiction to alcohol or cigarettes. As in 2012, scientists claim that 350 million people suffer from this condition.

#### **6. METHODOLOGY**

The study used survey method to collect data / information from a sample of Loyola College students, Chennai. The study was pretested to keep up the reliability and validity of the questionnaire among the first and second year self-financing students of Loyola College, Chennai during 2017-2018 academic year. A structured questionnaire was used by the researchers to collect the primary data from 357 respondents who were present on the day of data collection. The result of study were analysed with the help of Statistical Package for Social Science and these results are presented in tables with corresponding frequencies and percentage.

This study had good representation of the sample and the response was said to be impressive, because the primary data was collected by the researcher himself with his own students during the lecture hours in various departments.

**Table 1:** Distribution of students and sample size in each class

Department's Name	Total students	No. of Respondents	Percentage %
II UG Commerce 'E' Section	76	67	88
II UG Economics 'B' Section	69	65	94
II B.Sc Computer Science 'B' Section	54	44	81
I UG Commerce 'E' Section	82	73	89
I UG Economics 'B' Section	78	62	79
I B.Sc Computer Science 'B' Section	54	46	85
<b>Total</b>	<b>413</b>	<b>357</b>	<b>86</b>

**Source:** Primary Data taken in December 2017

## 7. DISCUSSION OF FINDINGS

Total respondents of the study were 357 which is 86%. All respondents carry a mobile always in their hand. For the question of how many respondents had internet facility in their mobile, 96% responded in the affirmative list while 4% said in the negative. It is good to hear that 100 per cent of the respondents had a good knowledge of social media sites. It can be concluded that all respondents have a mobile phone and a vast majority of the respondents have internet facility in their mobile and all of them have good knowledge of social media sites.

**Table 2:** Favourite social media sites by college students

Social Media Sites	No of Respondents	Percentage %
Facebook	164	46.50
WhatsApp	136	38.00
Instagram	23	6.00
Twitter	19	5.00
Skype	10	3.00
Yahoo Messenger	5	1.50
<b>Total</b>	<b>357</b>	<b>100</b>

**Source:** Primary Data taken in December 2017

It is inferred from the table – 2 that about half of the respondents (46.50%) respondents are using Facebook as their favourite social media sites and then follows the WhatsApp (38%), Instagram (6%), Twitter (5%), skype (3%) and Yahoo Messenger having 1.5% respectively. It clearly shows that Facebook is the favourite social media sites used by the college students of Loyola in Chennai city.

**Table 3:** Time spent on social media sites per day by college students

Response	Frequency	Percentage (%)
Less than 30 minutes	25	7
30 minutes to 1 hour	143	40
2 – 3 hours	151	42.5
4 – 5 hours	32	9
More than 5 hours	6	1.5
<b>Total</b>	<b>357</b>	<b>100</b>

**Source:** Primary Data taken in December 2017

For the question of how much time college students spent on social media sites per day, it is deduced that 7% spent less than 30 minutes. The vast majority of the respondents (40%) occupied their time of 30 minutes to 1 hour on social media. The highest majority of the respondents are 42.5% who spent about 2-3 hours. Exactly 9% spent their time for about 4-5 hours and the negligible per cent of the respondents (1.5%) spent more than 5 hours per day on social media sites.

**Table 4:** Why Students Use Social Media

Response	Frequency	Percentage (%)
Chatting	273	77
Downloading music, Video and films	54	15
Academic Work	30	8
<b>Total</b>	<b>357</b>	<b>100</b>

**Source:** Primary Data taken in December 2017

It is inferred from Table - 4 that 77% of the respondents said that they primarily use the social media to have a chatting with their friends and classmates and 15% of the respondents expressed that social media is used to download music video and films. Only a small number (8%) used the social media for academic work like reading notes and forwarding to their friends in the form of word file, pdf and PowerPoint presentation. This clearly reflects that a very good majority of the respondents (92%) never used social media sites for academic work and to improve their scholastic knowledge.

**Table 5:** Social Media Affect Student's Academic Work

Response	Frequency	Percentage (%)
Yes	258	72
No	72	20
Not Certain	27	8
<b>Total</b>	<b>357</b>	<b>100</b>

**Source:** Primary Data taken in December 2017

It is obvious from table - 5 that about one third of the respondents (72%) articulated about the use of social media affects their academic work whilst 20% of the respondents expressed negatively. A meagre per cent of the respondents (8%) voiced that they were not certain whether the use of social media sites affected their academic or not. From the analysis, it is found that 72% acknowledged that the use of social media sites largely affect their academic work and studies.

**Table 6:** Improvement in Academic Work by Social Media

Response	Frequency	Percentage (%)
No	262	73
Yes	68	19
Not sure	27	8
<b>Total</b>	<b>357</b>	<b>100</b>

**Source:** Primary Data taken in December 2017

It is evident from the table - 6 that more than two third (73 %) of the respondents conveyed negatively for the question, 'whether there is an improvement in academic work by the use of social media sites or not'. A considerable proportion (19 %) of the respondents communicated affirmatively whilst 8% of the respondents expressed not sure. It is deduced from this analysis that social media use, to a larger extent (73%), affects the college students' academic performance. The reason is that social media sites are mostly used by students for other purposes rather than academic work. Therefore it is concluded that the use of social media by college students might not induce any such academic work or improvements.

## 8. CONCLUSION

This study was primarily piloted to understand the impact of students' use of social media sites on their academic performance. Key findings of the study clearly revealed that all students had mobile phones with internet facility. It is good to learn from all respondents that they had good knowledge about the existence of social media sites. As a result of it, a vast chunk of students (42.5%) had spent about 2-3 hours on social media sites every day. Moreover, it is deduced from the analysis that the use of social media pushed the students to have less score on their academic performance as the interest of students was largely on chatting with their friends, dear ones and classmates. The study further established the fact that the time spent on social media sites does not bring forth a positive academic performance.

## 9. RECOMMENDATIONS

The following recommendations given by the researcher emerge out of the findings of the study.

1. The students who possess mobiles phones all the time in their hands need to be motivated well about the usage of social mediate sites primarily to benefit for academic purposes.
2. Students with phones having internet facility should be encouraged to either use it to supplement their research in the library rather than the usual chatting with friends all the time.
3. Students should be constantly watched out by professors and teachers to limit the time they are spending on social media sites every day and finest encouragement should be given to students to rather substitute those hours to read novels, stories, essays and download academic related videos, Ted talks, word documents, PowerPoint presentations and the relevant academic books so as to improve their knowledge.
4. Finding of the study clearly reveals that the frequent use of social media sites by college students had brought about low academic performance and therefore, there emerges pressing need for calling the students to library to use all resources and academic books in the library.
5. It is a must that along with teaching, professors have to advice the students about the dangers of addiction to social networking sites.
6. It is further recommended that the professors and parents need to educate college students about various sites that would actually add values to their scholastic works and research.
7. Talking about the new arrival of books might create good amount of interest to students to search for them in the library or in the digital library. The interest of reading books and expanding the academic knowledge might minimize the use of social media sites as it does not largely benefit the students, excepting the exposure of entertainment, increasing the circle of friends and chatting with whom they like.

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