

IMPACT OF SOCIAL MEDIA ON ACADEMICS OF STUDENTS

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ABSTRACT

Today's world is a global village. Everyone is connected to one another in this network generated by the Internet. But unfortunately, the students instead of using them for enhancing their knowledge are significantly led by distraction that is brought by the entire social media sites, making them to spend lesser time on studies and more on the use of various social media. The study intends to find out the impact of social networking sites and assess its adverse effects on their academic performance. It also tries to throw light on the various factors leading to their poor academic performance due to excessive usage of the social media. The study also intends to offer suggestions to manage the current trend of using the social media and cope up with their studies as well as bringing a balance between the effective usage of the social media and their studies.

KEYWORDS: *Academics, Social Media, Performance, Knowledge, Balance.*

Introduction

The internet is more than just a means of seeking information. People have discovered that the internet can be used to connect with other people for business or commercial purpose, to make new friends. The emergence of social media simplifies the process because they do not require advance internet knowledge or experience.

It is to encourage new ways to communicate and share information. With these developments in technology social networking sites have become more and more popular among students and a major concern have arose over how the use of social media sites among students and affect their academic performance.

Review of Literature

According to Sandra Mensah, transition in behavior has led the youth to explore new patterns of information and perform multitasking. Though, this multitasking has to affect the time utility and distribution in both positive and negative ways. One significant effect of these channels is on the student's academic performance and several empirical studies have reported that the excessive unproductive time spent on social networking sites have affect the students grades. Social networking sites have becomes an issue as people relate this with academic performance. Many researchers are working to explore the correlation between social networking sites and academic performance. Students have shorter span of attention in classrooms. Such sites create many problems for teachers because abbreviations commonly used on sites such as Twitter and Facebook are also making it into coursework, essays and experiment write-ups.

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Research Methodology

The study is based on secondary sources in the form of research papers and websites. On the basis of the secondary data the problem that is impact of social media on academic development of students has been discussed in the paper. A few self-observations have also been mentioned in context to stress management.

Impact of Social Networking Sites

Social media has created many social problems in the society. In these modern days, many students tend to choose online communication rather than having real time conversation, and this leads to students becoming an introvert. The use of computers, mobile phones, and various gadgets to access online platforms by students may harm the user if they use it for long hours frequently. Students may be exposed to bad posture, eye strain, physical and mental stress. Too much use of education technology tools for accessing social media by students is harmful and there must be a limit.

For the past years, social networking has been very popular for people worldwide. Social networking is a great form of entertainment. It is like going to a new school, on your first day you have no friends but as days pass, you will meet new friends and eventually you will form groups or circle of friends. At first, you do not have much interest in your new school but when you begin to learn and enjoy more about your school, you will be happy to spend much of your time in school with your friends, teachers etc. It is open for all kinds of people, all ages and all races. For teens in this generation, social networking has become sort of an "addiction". A teenager has a Facebook account. She opens her account daily to check new updates. She spends hours checking new updates until she realizes she has more important things to do like school works she has missed doing because of signing in into a social network service. This is an example of a teen being addicted to such social networks.

Findings

A vast majority of students were engaged in social media websites in order for entertainment or to communicate with their friends and relatives. They spent about 3-5 hours on social media in a day and about more than 15-20 hours in a week. This results in less concentration in academics and other useful things. Students find social life more attractive than the real life because they can tell people what they want to and hide their weakness and are a role model for others. Networking sites contribute less towards academic activities and more towards social happenings which makes causes distraction to students. We can say that Social Networking Sites are inversely proportional to Academics.

Conclusion

The use of social media has become very popular all around the world due to a great development of technology in recent years. People across all walks of life make use of social media sites. Many people have become so use to social media that they can spend a good number of hours on the social media particularly students. This study was conducted to investigate the impact of social media on student academic performance. The findings revealed that the time spent on social media can negatively affect student academic activities. Therefore, it is our suggestion that for students to be more productive, the need to minimize the time they spend engaging on social media activities.

Suggestions

- Social media is a useful tool for us, but it will be the main cause of wasting your time if we use the wrong time. An intelligent user will control their time sufficiently to bring advantages. Instead of searching and copying from the social sites, a student should research about a topic himself and make his own viewpoint.
- Students should give a strict time limit of using social networking sites for not more than 20-30 minutes in a day with a break in between.
- Using efficiently: Only check social media when you need to support from it.
- Engaging themselves in activities like yoga, meditation and more to make them relax and feel free from all the stress and tensions.
- Make a clear goal in life and start working on it rather than scrolling through social media feed.
- Spending more time with family and friends and discuss about your problems, life goals and other things.

- Limiting themselves to some social sites, which help in developing their personality or help them in some or the other useful way.
- Following their passion. Start working on hobbies and indulging themselves in trying new things.
- Students should draft a schedule for themselves a stick to it which helps them in prioritizing things and there will be no wastage of time.

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