



IMPACT OF SOCIAL NETWORKING ON THE ACADEMIC PERFORMANCE OF STUDENTS AT HIGHER SECONDARY LEVEL: A SURVEY OF BUDGAM DISTRICT- J&K

Shabir Ahmad¹, Mohammad Basharat² And Bilal Ahmad Dar³

¹Librarian Dept. of Education, Govt. of Jammu & Kashmir- India.

²Librarian Dept. of Education, Govt. of Jammu & Kashmir- India.

³ Librarian Dept. of Education, Govt. of Jammu & Kashmir- India.

ABSTRACT

The emergence of Information Communication Technology (ICT) has revolutionized all aspects of human life. It has bridged all the gaps of time and space. Social Networking being one of the main components of ICT, is putting highest impact on human life. The growing popularity of social networking among the younger generation has necessitated studying the impact of these social networking sites on the academic performance of students at various levels. This paper sought to assess the impact of social media on the academic performance of students of higher secondary school of district Budgam (J&K). The paper is survey based, the survey is confined to 34 higher secondary schools of Budgam district of J&K state, questionnaire method has been adopted as data collection tool and sampling method has been chosen based on Krejcie and Morgan formula. The results revealed that there is a high impact of social networking on the academic performance of students and male and female students do not show any significant difference in their frequency of use of social media however they showed significant differences in their approach of using the social media. The researcher concluded with the recommendations that there should be more provision for application of social media based education portals and web-links for the students for better performance and efficiency.



KEY WORD: Social Media, Information Communication Technology, Academic Performance, Facebook, WhatsApp, Twitter, Secondary Schools.

LITERATURE REVIEW

Social media has exploded as a category online discourse, where people create content, share it, and bookmark it. The users can make use of different features of these media viz. instant messaging, chatting, updates on twitter and Facebook to express their feelings (Kaitian, 2010).

During the last decade, the perception of inline community has drastically changed due to social media penetration into the realms of every aspects of life. 73% of wired American teens use social media (Obrest, 2010). The use of social media has particularly increased from 2004 onwards after the invention of Facebook. Facebook has 2.23 billion monthly active users as of 2018 and the no of users are growing with every passing day. As per study conducted by (Schneider, 2009) about 85% of undergraduates are Facebook users, so is case with YouTube another popular social networking site.. Social networking has affected our mode of interactions from face to face to virtual, and the way we receive information and dynamics of our friendships Asur and Huberman, (2010).

Schill (2011), states that the social media sites encourage negative behaviors from teen students such as procrastination (catching up with friends), and they are more likely indulge in drinking and drugs

addictions. However, it is found that most of the students are spending hours on social media such as Facebook, MySpace, WhatsApp and Instagram.

1. OBJECTIVE OF THE STUDY

1. To assess the impact of use and impact of social media on the academic performance of students studying in different Higher Secondary Schools of Budgam district of J&K.
2. To identify both positive and negative aspects of use and impact of Social Media on students at Higher Secondary level of Budgam district of J&K.
3. To derive a relationship between Social Media use and Academic Performance.

4. HYPOTHESES

1. There is no significant difference in the impact of social media on academic performance of male and female students.
2. There is no significant difference in use of social media by male and female students and all the students use it positively.

5. METHODOLOGY

There are 34 Higher Secondary Schools functioning in Budgam District. All the Higher Secondary Schools are registered with the Dept. School Education, Govt. of J&K and working under Directorate of School Education. Total no. of students enrolled in the 34 schools under study for the session 2017-18 is 20428. As such our target population is 20428. The Male- female ratio of the population is given as under:

Table 1. Gender wise distribution of population

Population Size	No. of Students
Male	10849
Female	9579
Total	20428

Questionnaire method was adopted for data collection from the target population. A self structured questionnaire was formulated after going through various online as well as offline tools. Five point Likert scale was used to get user opinion about the use and impact of Social Media on the academic performance of students under study. Finally American Psychological Association (APA) style citation manual was used for references and bibliography.

6. SAMPLE SIZE

For present study Sample size was statistically determined by using Krejcie and Morgan (1970) formula:

$$S = \frac{X^2 NP (1-P)}{d^2 (N-1) + X^2 P (1-P)}$$

S= required sample size

X^2 = the table value of chi square for 1 degree of freedom at the desired confidence level (1.96x1.96= 3.841)

N= population size

P= The population proportion (assumed to be 0.5 since this would provide the maximum sample size)

d= degree of accuracy expressed as proportion, (0.05)

The population of the students and faculty under study was 20428. Further, to ensure an optimal sample size, the 95% confidence level was pre-assigned and a small sampling error (0.05) was fixed. Let the

population distribution be 50%, and then applying the above formula following sample size was calculated as:

$$S = 3.841 \times 20428 \times 0.5(1-0.5) / 0.0025(20428-1) + 3.841 \times 0.5(1-0.5)$$

S = 378

Thus, the Sample size for the present study is **378**.

7. ADMINISTRATION OF THE TOOL

Stratified sampling method was adopted for questionnaire distribution. The target population was distributed into 2 strata on the basis of gender, that is male and female students. Simple Random sampling was adopted in each strata for questionnaire distribution as follows:

Table 2. Gender wise distribution of sample

Gender	Sample Size	Percentage
Male	201	53.10
Female	177	46.90
Total	378	100

8. DATA ANALYSIS AND INTERPRETATION

Data collected during the survey using the data collection tool was tabulated and analyzed using appropriate statistical techniques. Chi Square Test and Mann Whitney U Test were used for hypothesis testing.

Table 3. Impact of Social Media on the academic performance of students

Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N
Male	38 (18.90)	63 (31.34)	46 (22.88)	28 (13.93)	26 (12.93)	201 (100)
Female	27 (15.24)	51 (28.81)	39 (22.03)	41 (23.16)	19 (10.73)	177 (100)
Total	65 (17.19)	114 (30.15)	85 (22.48)	69 (18.25)	45 (11.90)	378 (100)
Chi Square Test <i>Chi-square=0.000146</i> <i>d. f. = 1</i> <i>Table Value ($\chi^2\alpha$) = 3.84</i>			Mann Whitney U Test <i>U stat = 12</i> <i>U critc = 2</i> <i>$\alpha = 0.05$</i>			

(Figures in the parenthesis represent percentages)

Chi square test was applied to the likert scale to test the hypothesis. Two groups were taken for the test, excluding the 'Neutral' option. It was found that the calculated value 0.000146 is less than the table value 3.84 at 5% significance level with degree of freedom 1. The results indicate that there is no significant difference in the two categories of users. Hence we conclude that the user population is widely distributed in their opinion about the use the social media for the academic purpose.

Mann Whitney U test was applied to test whether the two groups of users, i.e. male and female, differ in their approach to use social media. It was found that the U stat = 12 which is greater than the U critc = 2 at $\alpha = 0.05$ which proves that there is no significant relation between the two groups of users. Hence the

two groups do not show a significant difference in their impact of social media on their academic performance.

Table. 4. Positive vs Negative of impact of Social Media in students

Gender	Strongly Positive	Positive	Neutral	Negative	Strongly Negative	N
Male	69 (34.32)	73 (36.32)	24 (11.94)	21 (10.44)	14 (06.96)	201 (100)
Female	72 (40.67)	61 (34.46)	13 (07.34)	15 (08.47)	16 (09.03)	177 (100)
Total	141 (37.30)	134 (35.45)	37 (09.79)	36 (09.52)	30 (07.93)	378 (100)
Chi Square Test <i>Chi-square=1.0690</i> <i>d. f. = 1</i> <i>Table Value ($\chi^2\alpha$) = 3.84</i>			Mann Whitney U Test <i>U stat = 09</i> <i>U critc = 2</i> <i>$\alpha = 0.05$</i>			

(Figures in the parenthesis represent percentages)

Chi square test was applied to the likert scale to test the hypothesis. Two groups were taken for the test, excluding the 'Neutral' option. It was found that the calculated value 1.0690 is less than the table value 3.84 at 5% significance level with degree of freedom 1. The results indicate that there is no significant difference in the two categories of users. Hence we conclude that the user population is widely distributed in their opinion about the impact of social media on the positive purpose.

Mann Whitney U test was applied to test whether the two groups of users, i.e. male and female, differ in their approach to use social media. It was found that the U stat = 09 which is greater than the U critc = 2 at $\alpha = 0.05$ which proves that there is no significant relation between the two groups of users. Hence the two groups do not show a significant difference on the positive use of social media for academic purpose.

Table. 5. Frequency of use of social media for academic purpose by the students.

Gender	Very Frequently	Frequently	Neutral	Seldom	Rarely	N
Male	44 (21.89)	53 (26.37)	56 (27.86)	28 (13.93)	20 (09.95)	201 (100)
Female	63 (35.59)	59 (33.33)	24 (13.56)	17 (09.60)	14 (07.90)	177 (100)
Total	107 (28.30)	112 (29.63)	80 (21.16)	45 (11.90)	34 (09.00)	378 (100)
Chi Square Test <i>Chi-square=5.0627</i> <i>d. f. = 1</i> <i>Table Value ($\chi^2\alpha$) = 3.84</i>			Mann Whitney U Test <i>U stat = 11</i> <i>U critc = 2</i> <i>$\alpha = 0.05$</i>			

(Figures in the parenthesis represent percentages)

Chi square test was applied to the likert scale to test the hypothesis. Two groups were taken for the test, excluding the 'Neutral' option. It was found that the calculated value 5.0627 is greater than the table value 3.84 at 5% significance level with degree of freedom 1. The results indicate that there is a significant

difference in the two categories of users. Hence we conclude that the user population is not distributed in their frequency of use of social media.

Mann Whitney U test was applied to test whether the two groups of users, i.e. male and female, differ in their approach to use social media. It was found that the U stat = 11 which is greater than the U critc = 2 at $\alpha = 0.05$ which proves that there is no significant relation between the two groups of users. Hence the two groups do not show a significant difference on the frequency of use of social media for academic purpose.

9. FINDINGS

Based on the results from the questionnaires and thorough analysis of the results using statistical tools, it was found that there is direct relationship between the use of social networking and academic performance of students. Most of the students use the social networking sites for positive purpose. The study further reveals that social media has negative effects on the academic performance of students, there is need to introspection both by parents as well as by school authorities to neutralize this negative effects of social media and efforts should be made to inculcate reading habits among students so that the wastage of time on social media can be minimized.

9. CONCLUSION

Libraries are changing their surroundings creating more welcoming, comfortable and attractive spaces which focus on giving readers self serviced hurried surroundings along with lingering cozy surroundings. Social networking technologies are very useful for user catered reference services, it is essential for the LICs to implement the social media tools and LIS professionals have the primary obligation raise their professional ethics and lift the profession by implementing latest tools and technologies like social media in libraries. It is high time when Library and Information Centers and other service providers at govt. and private sectors should come forward with more applications and implications of social media on education sector.

REFERENCES

- Asur, S. & Huberman, B.A. (2010). Predicting the Future with Social Media. Social Computing Lab: HP Labs, Palo Alto, California. pp 1- 8.
- Choney, S. (2010) Facebook Use Can Lower Grades by 20 Percent, Study Says http://www.msnbc.com/id/39038581/ns.technology_and_sciencetech_and_gadgetsRetrieved 12/07/18
- Enriquez, J.G. (2010). Facebook and Other Online Social Networking Sites Can Lower Grades, Study Says. <http://www.seerpress.com/facebook-and-other-online-social-networking-sites-can-lowergrades-study-says/> 6935 . Retrieved 09/07/18
- Jacobsen, W. C., & Forste, R. (2011). The Wired Generation: Academic and Social Outcomes of Electronic Media Use Among University Students. *Cyber Psychology Behavior & Social Networking*. 18(5), 275-285.
- Kaitlin, C. (2010) Social Media Changing Social Interactions. *Student Journal of Media Literacy Education*. 1 (1), 1- 11.
- Karpinski, A, C. & Duberstein, A. (2009). A Description of Facebook Use and Academic Performance among Undergraduate and Graduate Students. San Diego, California: American National Research Association. pp 1- 19
- Khan, U (2009). Facebook student underachieve in exams. Daily Telegraph, from <http://www.telegraph.co.uk/educationnews/5145243/Facebook-students-underachieve-in-exams.html>
- Kist, W. (2008). I gave up MySpace for lent: New teachers and social networking sites. *Journal of Adolescent & Adult Literacy*. 52 (3), 245.247

- Kubey, R., Lavin, M.& Barrows, J. (2001). Internet use and collegiate academic performance decrements: *Early findings. J. Common.*, 51(92), 366-382.
- Mehmood, S, & Taswir, T, (2013). The effect of social networking site on the Academic Performance on students in college of applies sciences, Nizwa, Oman. *International Journal of Arts and Commence.* 2 (1), 111-123.
- Oberst, L. (2010). The 6S Social Network. Retrieved from <http://www.sixsentences.ning.com/profile/LindsayOberst>
- Schill, R. (2011). Social Networking Teens More Likely to Drink, Use Drugs, Study Finds <http://www.jjie.orgteens-on-facebook-more-likely-drink> Retrieved 16/06/18
- Schneider N. (2010) Facebook, Other Social Network Sites Could Lead to Lower Grades for Students http://www.associatedcontent.com/article.1650000/facebook_other_social_network . Retrieved 20/06/18



Shabir Ahmad

Librarian Dept. of Education, Govt. of Jammu & Kashmir- India.