

# The Impact of Social Media on Students Academic Performance (With Special Reference to Arts and Science College Students in Coimbatore District - Tamil Nadu)

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**Abstract**— Modern world communication is a web-based service which gives individual opportunity to create a public or semi-public profile within a boundary, in that they can add others in their own profile to share, view or create their own contents. The primary aim of the study is to examine the influence of social media on student's academic performance, for that an Arts & Science College in Coimbatore Territory was selected and questionnaire was prepared based on past literatures and social media. The Independent variables includes: time appropriateness and the research adopted descriptive and explanatory research design. The collected data was analyzed using description means and regression via SPSS 17. The Pearson's correlation coefficients of four independent are correlated with student's academic performance.

**Keywords**— *Social media, Education service, Blog, Whats App, Academic performance.*

## I. INTRODUCTION

Social media has created trustworthiness throughout the time as a useful source of data, information and medium to transfer the knowledge to the students. It gives space to the students to learn from the social medium. Nowadays we can see the changes from the Academic institutions where they can change from traditional teaching to Modern teaching method. That is new medium. What we called it as social learning. In this method students can observe and learn the basics and flavour of the lesson content with visuals. (Images, graphs, pictures, and power point presentation). And social network and the sites help the students to start their study with detail information with WEB LINKS. And it helps to create a discussion session like a forum. Social media helps the student's community to get in touch with the experts. And it extends the space to recheck with multi experts and rediscover their ideas and consult their doubts with them. Some of the professors from reputed university scholars can take sessions in their rest hours. This can be beneficial to the students who use social medium.

Research and its methods are easy to explain through the videos used by social medium. Some time the theory is litter harder to understand.

Apart from education, colleges can use the education and other activities through the social networks. Example college information, classes, seminar, conference, on line exams are conducted through social sites. Some of

the schools are using "Flip learns" – social sites in Coimbatore zone. Some of the college are using "ERP" (Enterprise resource planning) for their academic uses. It can help the institution to run their job so easily. Parent teacher interaction is also so comfort in this method. Students can save their Time and space with the help of the social medium. At the same time some of them may not feel comfortable with the Mechanical medium.

## II. STATEMENT OF PROBLEM

In recent days most of the college students are hectic with their gadgets. Among them 91.5 % of the students using net and they expend their space and time on browse, chat and update their status and profile. Some of them can use it once, some use it twice and some use it frequently.

Some of them are use the network all the day and night. It's hard to find reasonable time to read and study their area and subject.

This paper investigates the effect of social networking site usage on the studies of college students with special reference to arts and science college students in Coimbatore district, Tamilnadu.

## III. METHODOLOGY

The present study has been conducted in Arts and Science College Students in Coimbatore District, Tamil Nadu; the present study is descriptive in nature and is mainly based on primary data. Structured questionnaire method was used as a main tool for collecting the primary data. The

questionnaire was designed in a methodical way of covering adequate information in all facets of the study. The data pertaining to demographic profile of the Arts and Science College Students, the factors influencing Students' Academic Performance pleasure are collected through structured questionnaire. The required secondary data for the study was collected from books, magazines, journals, newspapers and websites. For the present study, Stratified Random sampling technique methods have been used for selecting the 102 sample from the total population. The following statistical tools are applied in the present study Graphical representation and ANOVA statistical analysis is applied using SPSS to derive the interpretations.

#### Area of the study

Area of the study refers to Coimbatore district in Tamilnadu which is known for growth of various arts and science colleges. The city has become a hub of educational institutions attracting many numbers of students across the country and the world.

#### Objectives of the Study

- ❖ To study the Socio economic profile of the Arts and Science College Students in the education intuitions.
- ❖ To analyze key aspects, Social Media impact on Students' Academic Performance in the education intuitions.
- ❖ To identify the factors affecting Social Media impact on Students' Academic Performance in the education intuitions.

#### Literature Review

Social network sites are generally mentioned as SNS. These sites give lot of exposure to the student community in their life style, academics, hobbies, passion, activities and all other need areas. Here in this paper we are trying to go with previous research papers on social network sites and its impact on youths through their life and academic.

Here Bernhard Debatin, Jennette P. Lovejoy says, "Student life without Facebook is almost unthinkable. Since its inception in 2004, this popular social network service has quickly become both a basic tool for and a mirror of social interaction, personal identity, and network building among students".

As per the academic standard N. B.Ellison, C. Steinfield, & C. Lampe were mentioned in there paper that, "Social network sites (SNSs) such as such as Friendster, CyWorld, and MySpace allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others. These sites can be oriented towards work-related contexts (e.g., LinkedIn.com), romantic relationship initiation (the original goal of Friendster.com),

connecting those with shared interests such as music or politics (e.g., MySpace.com), or the college student population (the original incarnation of Facebook.com)".

Here we focus more on the particular group and their use on social sites and their interpretations. Jwaifell, Al-Shalabi, Andraws, Awajan&Alrabea (2013), mentioned, "Academics and policy makers are committed to make use of Social Networks for the benefits of teaching and learning and integrating SNSs within Learning management systems or even giving educators attention to exploit relative advantages of SNSs academically and implement new innovations of methodologies such as Mobile learning or interact with students through Internets' technologies".

Here Nishtha Anand<sup>1</sup>\* and Renuka Mahajan go with various platforms of social media. In that paper they mention "face book, twitter, blog and Multimedia Usage are the major network sites which is part in people community. And Multimedia crack-up the unadorned business-to-consumer sales flow and make the company appears more receptive. Use of videos and images can help the business grow".

## IV. RESULTS AND DISCUSSION

### Analyses and interpretation of Data

#### 1. Socio economic Profile of the Respondents

Table 1  
Socio economic Profile of the Respondents

Sl.No.	Socio Economic Profile	No. of Respondents	Percentage
<b>Gender</b>			
1.	Male	63	64.26
	Female	39	38.24
	Total	102	100
<b>Educational Qualification</b>			
2.	Diploma	23	22.55
	UG	25	24.51
	PG	17	16.67
	M.Phil	15	14.71
	Ph.D	22	21.57
	Total	102	100
<b>Nativity</b>			
3.	Rural	17	16.67
	Semi-Urban	19	18.63
	Urban	66	64.71

	Total	102	100
<b>Course wise</b>			
4.	Arts	30	29.41
	Science	24	23.53
	Commerce	6	5.88
	Management	12	11.76
	Computer Science	10	9.80
	Other Discipline	20	19.61
	Total	102	100

**Source: Primary Data**

It shows that majority of the respondents are male (64.26) followed by female 39 respondents. In Educational Qualification 24.51 percent students are pursuing under graduated course. In Nativity 64.71 percent students are belong to the urban nativity. In course wise, majority of the respondents are belongs to arts course by 29.41 percentage.

**Table 2**  
**Daily uses of Social Media by students**

Sl. No.	Time Spent	No. of Respondents	Percentage
1.	Less than 1 hour	10	9.803
2.	1-12 hours per day	87	85.294
3.	13-24 hours per day	5	4.901
	Total	102	100

**Source: Primary Data**

The above table 2 shows that 9.803% of total sample were using Social Media for less than one hour in single day. 85.294% were using it from 1 to 12 hours in a day and 4.901% use 13 to 24 hours in a day.

**Table 3**  
**Social Media Affect Student's Academic Work**

Sl.No	Response	No. of Respondents	Percentage
1.	Yes	83	81.37
2.	No	15	14.71
3.	Not Certain	4	3.92
	Total	102	100

**Source: Primary Data**

The above table 3 indicate that Social Media Affect Student's Academic Work the respondents representing 81.37% answered in the positive whilst, 14.71% gave a negative responds. Remaining 3.92% were not certain whether the use of social media sites affected their academic or not. It could be deduced from the table that

majority of the respondents 81.37% positive that the use of social media affect their academic work.

**Table 4**  
**Social Media of the Respondents**

Sl.No	Response	No. of Respondents	Percentage
1.	Whatsapp	63	61.76
2.	Facebook	20	19.61
3.	Twitter	4	3.92
4.	Any other	15	14.71
	Total	102	100

**Source: Primary Data**

The above table 4 shows that the majority of the respondents are using whatsapp frequently with 61.76 percent, followed by face book is the social media with 19.61 percent for their Academic Work and the least number of respondents of using twitter and any other social media for their academic work with 14.71 percent.

**Table 5**

Sl.No	Key Aspects	No. of Respondents	Percentage
1.	Checking Notes	25	24.50
2.	Commenting the Notes	3	2.65
3.	Sharing links	20	19.21
4.	Downloading the Study Material	26	25.17
5.	Posting Lecture videos	5	5.30
6.	Viewing Lecture videos	14	13.91
7.	Tagging Lecture videos	7	7.28
8.	Any other	2	1.99
	Total	102	100

**Source: Primary Data**

From the above table 5 indicate that Majority of the students are using the social media for the purpose of Downloading the study material with 25.17 percent, followed by 24.50 percent of the students are using the social media for the purpose of checking the notes from the internet and the least value of the students are utilizing the social media for any other purpose with 1.99 percent.

**Table 6: Model Summary**

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.710a	.503	.492	.32711

Table 6 indicates that the overall significance of the model, which suggests that the regression model is statistically significant as the p-value is less than 0.05.

### ANOVA Results of factors affecting Social Media on Students Academic Performance

**H<sub>0</sub>:** There is no significant difference among factors affecting Social Media on Students Academic Performance

Source of Variation	SS	df	MS	F-Value
Between Groups	0.004488	1	0.004488	6.829556
Within Groups	0.005257	8	0.000657	
Total	0.009744	9		

#### \*Significance at 5 per cent level

It is evident from the table 5.10 it is observed that the calculated F value is 6.82. The F table value of  $df_1=1$ ,  $df_2=8$  and  $\alpha=5$  per cent level of significance is 5.32 since calculated value of F is more than its critical value. Hence, the null hypothesis is rejected.

#### Findings of the study

- 64.26 % are Male in the Gender Group
- 24.51% percent of the students are pursuing under graduate course in the educational group
- 64.71% percent students are belongs to the urban nativity
- 29.41% percent of the students are belongs to the arts group
- 85.294% were using their mobile phone from 1 to 12 hours in a day
- 81.37% answered in the positive whilst for Social Media Affect Student's Academic Work
- 61.76 percent of the respondents are using whatsapp as their social media
- 25.17 percent of the respondents are using social media for the purpose of downloading the study material

### V. CONCLUSION AND FUTURE SCOPE

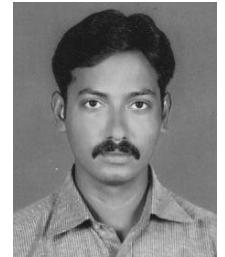
The study concluded that there is an impact of social media sites on student's academic performance. Using of Mobile phones with internet facility and had knowledge of the existence of social media sites. Most of the Students are visit their social media sites and spend between one to twelve hours every day. It shows a strong positive relationship between the use of social media and academic performance.

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