

IMPACT OF SOCIAL MEDIA SITES ON STUDENT'S ACADEMIC PERFORMANCE A STUDY OF UNDERGRADUATE STUDENTS IN HIMACHAL PRADESH.

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ABSTRACTS

Nowadays younger generation is very much inclined to social media. So, this paper was designed to study the impact of social media sites on academic performance of undergraduate students in Himachal Pradesh. A sample of 167 students was taken into consideration for the study. Google form was used for collecting the primary data. Frequency distribution test has been used for the study. All the respondents in this study have their own smart Phones with internet installation. It has been noticed that despite public views concerning the misuse of social media by the youth, majority of the students using social media sites for their academic objectives. The research recommended that right use of social media sites is to be maintained and these sites must be used for future betterment. Further students are advised that while using these social media sites for academic purpose they must take care of authenticity of the source and their study time to avoid social media misuse.

KEYWORDS: Social media, Social media sites, Impact, Undergraduate students, Academic performance, Internet.

INTRODUCTION

The meaning of the term 'social media' derives from two words which constitute media and social. Media generally refers the communication of information and ideas through publications/channels. Social denotes the interaction of individuals within a group or community. Taken together, social media simply associate to communication/publication platforms which are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool.

CONCEPT OF SOCIAL MEDIA

Social media are the online means of communication, conveyance, collaboration and cultivation among inter connected and inter dependant network of people, communities and organization enhanced by technological capabilities and mobility. It can also be defined as a group of Internet-based applications that is built on ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content (Andreas Kaplan and Michael Haenlein 2010).

POPULAR SOCIAL MEDIA SITES IN INDIA

Facebook, Youtube, Twitter, Instagram, Whatsapp, LinkedIn, Google plus. Pinterest etc.

REVIEW OF LITERATURE

Mayfield (2008) defined "social media is a new kind of online media that promote participation, openness, conversation, community and connectedness." The fast use of social media like blogs and other social media sites and media-sharing technology is changing the methods of companies reply to customer's wants and needs and also changing the method of responding to their competitors.

Trusov, Buckling, and Pawles, (2009) described Social media platforms are those platforms which give a easy tool for users to ask and converse with other. This kind of interaction is given voice to millions of customers who currently have the capability to speak to each other and able to share their experiences and opinions with a world audience at very little cost or no cost.

Thurau et al., (2010) defined that Social media can be utilized to solve customer-related problems for free, thereby increasing customer service and quality while reducing service cost.

Social media as explained by Evans (2010) is changing the way information is communicated to and from people around the world. Social media involves several social online channels (or networking sites) and are subject to change over time; it is participative and the audiences are the part of the creative process which generates real time content or real time conversations.

Amin,et.al. (2016) in his paper investigated the impact and relationship between social media and academic performance of the student. In this paper he described that to resolve the misconception regarding social media first to identify the problems of individuals using social media. Further he has found that operation of social media by the scholars as it has helped them in swapping and generating new ideas and scholars being an asset of any country play a vital part in social development.

Borgohain and Gohain (2020) observed in their study that younger generation is very much inclined to social media. The aim of paper was to identify the benefits which can be derived from social media by the students. Study depicted that with the use of social media the academic life of the scholars affected appreciatively as well as negatively too.

Bitherman and Kore (2021) described in their research that despite public views concerning the abuse of social media among the youth, utmost of the scholars were interested to use social media appreciatively for their academic purposes. The study recommended that comforting programs must be designed for scholars to understand themselves and manage their study time to avoid social media misuse

OBJECTIVES OF THE STUDY

1. To study the usage of social media sites by the students for academic purpose.
2. To study the Impact of social media sites on student’s academic performance

METHODLOGY

For the study both primary and secondary data has been used. The primary data for this study has been collected through a questionnaire. Google form was used for collecting the primary data. Keeping in view the time factors for the completion of the study only a sample of 167 students has been collected from the undergraduate students of Mandi district in Himachal Pradesh. Random sampling method has been used to collect the data. The Secondary data has been collected from different published sources like books, journals, newspapers and magazines, and web sites. Frequency distribution test has been used for the study.

ANALYSIS AND RESULTS

Table 1: Demography of respondents

Gender	Frequency	Percentage
Male	38	22.7
Female	129	77.3
Total	167	100

Table 1 shows that out of the 167 participants of the study, 129 (77.3) were females and 38 (22.7%) were males.

Table 2: Do you Use mobile Phone

Response	Respondents	Percentage
Yes	165	98.80
No	02	1.20
Total	167	100

Result shows that most of the respondents are using mobile phones only 02 students are in the opinion that they are not using mobile phone.

Table3: Do you have Internet facility

Response	Respondents	Percentage
Yes	160	95.80
No	07	4.20
Total	167	100

It has been depicted from the above table that most of the respondent have internet facility in their phones only 07 seven (4.20%) respondents opined that no internet facility in their phones.

Table 4 : Do you use social media sites

Response	Respondents	Percentage
Yes	162	97
No	05	03
Total	167	100

Table shows that 97% students have their own accounts in various social media sites.

Table 5 : For how many years you have been using social media sites

Years	Respondents	Percentage
1-2 years	127	76.2
2-4 years	33	19.5
Above 4 years	07	4.3
Total	167	100

From the table it is found that 127 respondents are using their social networking for 1-2 years, 33 respondents are using for 2-4 years and 07 respondents are using for last 4 years.

Table 6 : Reasons / purpose for using social media sites

Purpose for using SMS	Respondents	Percentage
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For study work	101	60.5
For attending online classes	29	17.5
For fun	12	7
For keep in touch with friends	13	8
News	7	4
For interaction with more people	5	3
Total	167	100

It is depicted from the table that respondents uses social networking sites for various purposes but among the 167 respondents, 101 students use social media for study work, 29 students using social media sites for attending online class, 12 students uses for fun, 13 students using social media sites to keep in touch with friends, 07 students uses for news whereas 05 respondents uses for interaction with more people.

Table 7: Average time spent on SMS for academic

Average time spent	Respondents	Percentage
Less than 1 hr	33	20
1-3 hours	124	74.5
3-7 hours	10	5.5
Above 7 hours	0	0
	167	100

It has been observed from the study that 20 % i.e. 33 respondents spent less than 1hr, 74.5% i.e.124 students spent 1 hour to 3 hours , whereas 5.5% i.e.10 students spent 3 to 7 hours in a day on social media sites for academic purpose.

Table 8: which social media sites you prefer the most

SMS sites	Respondents	Percentage
You tube	73	44.5
Whatsapp	61	37.2
Facebook	08	4.9
Instagram	22	13.4
Twitter	00	0
	167	100

It is depicted from the research that most preferred social media sites is youtube followed by whatsapp, instagram, facebook and twitter is not preferred by students.

Table 9: Do you think social media sites have positive impact on your studies

Response	Respondents	Percentage
Yes	151	92.6
No	12	7.4
Total	167	100

From the table it has been found that mostly respondents have opined that social media sites have positive impact on the studies. It is seen that 92.6% respondents have choose yes

Table 10: Do you think using social media sites gives less time for your studies.

Response	Respondents	Percentage
Yes	90	53.89
No	77	46.11
Total	167	100

It has been observed from the table that majority of the students have opined that using social media sites for long time gives less time for studies

Table 11: Do you think that more engagement on social media sites has increased your engagement time span on your mobile phone / smart gadget.

Response	Respondents	Percentage
Yes	129	77.2
No	38	22.8
Total	167	100

It is depicted from the table that 129 respondents are in the opinion that due to involvement in social media sites they get less time for studies than expected by them.

Table 12: Do you feel that your academics are greatly influenced and growing by using social media sites

Response	Respondents	Percentage
Yes	145	87.1
No	12	12.9
Total	167	100

From the study it is seen that 145 respondents are of the opinion that social media sites have great influence on academics. Mostly students feel that academics are greatly influenced by social media sites.

Table 13: Do you feel that study by using social media sites is more interesting than lecture in class room.

Response	Respondents	Percentage
Yes	107	64.08
No	60	35.92
Total	167	100

Table shows that out of 167 respondents, 107 respondents are of the opinion that study through social media sites is more interesting than that of classroom lectures. Mostly respondents feel that study through social media sites is more interesting.

FINDINGS OF THE STUDY

1. Respondents in this study are students from graduation courses and each of them having their own smart phones and most of them are even connected to internet also.
2. Every respondent had their accounts on different social media sites and actively participating in them.
3. The most rated purpose for usage of social media sites was study work followed by attending online classes, for fun, keep in touch with friends, for news and for interaction with more people.
4. Study shows that majority of the students usages social media sites for academic purposes.
5. From this study it is found that most preferred social media sites is Youtube followed by Whatsapp, Instagram, Facebook and twitter is not preferred by students.
6. Study depicted that mostly students using social media sites for academic purposes it shows that social media have positive impact on the academic.
7. Research shows that study through social media sites is more interesting than that of classroom lectures because many mentors are available on online mode where students can interact and enquire any doubt regarding their subjects at any time. Mostly respondents feel that study through social media sites is more interesting.
8. Result shows that academics are greatly influenced by social media sites because mostly students using social media sites for study work.
9. In nutshell study depicted that social media sites have positive impact on the academics of students in Himachal Pradesh.

CONCLUSION AND RECOMMENDATIONS

From this study it has been concluded that internet and technology has changed academic environment. Technology has changed the way of students interact with mentors. A fully networked environment has better access to students and students are using online mode for their studies and shows more interest on online mode. The central point of study was to study the impact of social media sites on student's academic performance of undergraduate students in Himachal Pradesh. No doubt social media has numerous boons to a student's life. Students can continue their study even sitting at home. Social media sites like Youtube, Facebook, whatsapp are very much involved in study activities. Information communication technology has brought together the mass from every corner to exchange ones ideas & thoughts and students are greatly benefitted from it to access and furnish their work precisely. The students are able to clear their doubts in respect of any topic in minutes and can get help from the top educators which has brought a positive attitude towards study. Social media sites put positive impact on student's academic performance but students are also using these sites for entertainment purpose resulting more engagement with the smart gadgets which is a negative sign. So it is recommended that proper use of social media sites is to be maintained and must be used for future betterment. Further students are advised that while using these social media sites for academic purpose they must take care of authenticity of the source and also manage their study time to avoid social media misuse.

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