

## Effect of Social Media Apps on Student's Academic Performance at University Level

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### Abstract

This research project aims to investigate the relationship between university students' academic performance and social media use. The purpose of the study was to learn how university students perceived social media's impact on their academic achievement. The researcher used a quantitative research design for this investigation. A sample of 200 female students at Women University Multan studying science, business, and the arts was selected using the sample random selection approach from a total population. A Likert-type questionnaire with 19 statements was employed by the researcher. While examining the measurable information, Mean, Standard deviation, recurrence, one way ANOVA and Z-TEST were applied to investigate the impact of web-based entertainment on understudy execution. A five-point Likert Scale Questionnaire type, titled Social Media and Academic Performance of Students were used to collect data from the students. The descriptive statistics of frequency and percentage were used to analyze the demographic data while statistical test was used in testing the research hypotheses. Research findings showed that a great number of students are using social media. At the end of the research recommended that social media should be used for educational purposes as well. This is to create a balance between social media and academic activities of students to avoid setbacks in the academic performance of the students.

**Keywords:** Social media, Apps, University level, Academic performance.



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### Introduction

Social media is a collection of disparate social media network sites or services

that the public uses to support and sustain these various social media sites. In a similar vein, Kaplan, and Haenlein (2010) discussed the idea of social media and the number of programs that have been established as abstract or scientific sources that enable a wide range of exchange users to produce diverse resources.

Students worldwide are using social media at an accelerating rate, regardless of their age. These days, communication technologies are making the world eager for a global community. Every technology has two sides, akin to a coin, with both positive and negative aspects. Through the use of many websites on the internet, technology allows man to accomplish everything in a more efficient manner.

The various websites and applications together referred to as social media enable users to create and share information to participate in social media networking. (Haenlein Michae, Andreas M. Kaplan, 2010). According to Ayiah & Kumah (2011), social media serves as a network that both traps and supports the public by allowing them to access information from disparate locations and historical periods that merge, split, or flip between them.

Oche and Aminu (2010) discuss the reasons behind kids' subpar performance on school exams, although some believe that teachers' subpar work is primarily caused by their constant use of Facebook and other social media.

Olubiyi (2012) reports that discussions about students spending nearly a full day on various online social media platforms, such as Facebook or Instagram, are common.

According to Ellison, Steinfield, and Lampe (2007), the most significant resource for education is currently the various websites that are used for searching on the internet. Most individuals, including students, use social media as a way to pass the time, make new acquaintances on Facebook or Twitter, or

stay in touch with old ones. However, some people use these platforms for leisure only. Certain relationships between online and interpersonal contacts require more time to develop than face-to-face relationships, but they can still be influenced by face-to-face interaction.

Ayiah or Kumah (2011) talks about social media as a catch-all and support system that enables people from different backgrounds and locations to connect and exchange data. Junco, Heiberger, and Lonken (2010) define social media as a collection of websites and online services that help or support users of various social media applications.

Ndaku (2013) provided a description of the proportion of students who use social media, indicating that it is useful for educational purposes in the upper secondary system in both cases. Increased use of social media not only affects student behavior but also leads to errors in spelling and grammatical usage in social media communication, as well as a shift in the focus of the learner away from the test.

#### Types of Different Social Media Networking Sites

- **Google:**

Google is mostly used searching engine that relates to internet. we can search every information about someone or something on the internet by using Google.

- **Face book:**

Face book is mostly used and popular social media networking. The users can create face book accounts and login. The users can create her/his profiles and upload the pictures, mail, SMS, continue contacts with classmate, bloodline and college friends.

- **Whatsapp:**

Whatsapp are messengers which can be used to calls, video calls, share the photos, personal information's, feeling with their friends and family. The students mostly use whatsapp to connect with their friends.

- **Twitter:**

Twitter is also a messenger in which we can send and receive messages to other peoples around the world. The users can also post her/his picture.

The primary goal of the school is to measure academic success, which is determined by administering an assessment at the conclusion of each part and analyzing the results of the examination Hoyle (1986).

Nalwa and Anand (2003) state that students' use of social media or avoidance of their specific, specialized, and academic assignments negatively impacts their academic achievement.

San Miguel (2010) discovered a link between the amount of time students spend online and their academic achievement. They made the kids aware that they should spend more time on social media and less time on academic pursuits.

He investigates the usage of social media and other programs, including as Facebook, You Tube, Skype, and Google, by groups of students who utilize laptops or mobile phones for educational purposes and are unable to complete tasks that would effectively advance their learning objectives. Every parent is watching their child to see if they use social media often or if they spend less time studying. Taswir and Mehmood (2013).

**Rational of the study:**

Students may become seriously attracted by social media. With all of the easily accessible content, study apps, and engaging content, all, diverse study apps and

research material available on websites and search engines have positive impact on performance of students.

Successful time management is crucial for academic achievement. Examining the connection between social media use and time management abilities can shed light on how it affects academic achievement.

**Objective of the study:**

1. To ascertain how social media affects pupils' performance at the university level.
2. To investigate the connection between social media use and students' academic achievement.

**Research Questions:**

1. How to ascertain how social media affects pupils' performance at the university level?
2. Is there a connection between social media use and students' academic achievement. at university level?

**Research Methodology:**

The research methodology is implemented by researcher is descriptive and quantitative research design is used to conduct the find the Use of Social Media and students academic performances University Students.

**Population of the study:**

The population of study is the students at The Women University Multan.

Sampling data or technique of sampling

The simple random sampling adopts by the researcher selected the female students of university. They have a better understanding of the effects of social

media on their academic performance. The data were collected from 200 female students at Women University Multan.

**Research Instrument:**

The information is collected with the help of questionnaire. The questionnaire consisted of 19 items based on five points Likert 5-point scale with response options strongly agree, Agree, Strongly disagree, Disagree, undecided are based to have the respondents.

**The Data Analysis:**

The Statistical Package for social science (SPSS) was used by the researcher to investigate the information received from the students. The researcher uses Descriptive statistics which included Frequency, Percentage, Mean, ANOVA, and Z-TEST data existed in the form of tables.

**Statement wise analysis:**

<b>Social Media</b>	<b>Mean</b>	<b>S. D</b>
I use social media to enhance my knowledge.	4.32	2.42
Social media provides students ways to connect virtually with others.	4.32	2.42
I used social media which helps me studying the same subject in different parts of countries.	4.22	.951
People use media for looking for job opportunities and accessible career path.	4.28	.833
Students use social media solve problems in studies and share their experiences.	4.25	.806
During Covid pandemic I use social media apps for online studies.	4.13	.829
<b>Total</b>	<b>4.13</b>	<b>.829</b>

**Stress:**

<b>Social Media</b>	<b>Mean</b>	<b>S. D</b>
When I use daily social media apps I feel no anxiety.	4.27	2.90
Social media provides students ways to connect virtually with others.	2.25	2.94
Do you have any eye problem while using social media networks?	4.11	.971
Do you feel scared, helpless, or worried about something when using internet?	4.26	2.96
Do you feel scared, helpless, or worried about something when using internet?	3.80	1.08
Using social media negatively affects my mood, caused stress.	4.05	1.00
<b>Total</b>	<b>4.12</b>	<b>2.00</b>

<b>Social Media Apps</b>	<b>Mean</b>	<b>S. D</b>
I use WhatsApp which provide me a smoother direct communication tool between students, teacher, and parents.	4.02	1.10
Using social apps like Facebook to connect with friends and family members.	4.04	1.05
Instagram allow students to practice digital storytelling and upload photos	3.76	1.22
Different people use twitter to share hashtag information with others.	3.59	1.31
I use social networking to group stream live lectures and hot discussions.	3.66	1.25
I used Tiktok app to overcome my stress.	3.66	1.27
Snapchat is an interesting way to tell stories and share photos with others	3.69	1.23
<b>Total</b>	<b>3.78</b>	<b>1.20</b>

This result shows that there is significant influence of using social media and student's performance at university level. Mean score 4.25, 4.12 and 3.78 respectively indicate that majority of students at the university used social media apps for their study and these apps have positive impact on their learning which ultimately has positive impact on their academic performance.

### **Conclusion:**

Students who are absent from class can obtain academic information from their classmates to utilize on various social media platforms, such as Twitter or WhatsApp. People should be advised of the advantages of using social media networking sites, and students should attend lectures on the policies and guidelines governing the usage of these platforms. The usage of social media and the internet by students should be under institutional oversight.

The use of social media and the internet should be more closely monitored by the institution. Government should be in place to regulate how students use the internet and social media. The student gave permission to use various social media platforms for instruction or learning. With the aid of YouTube, they were able to look out for challenging subjects that would benefit them in their academic pursuits. The students believe that they interact with friends and family on social media platforms. People should be aware of the most recent news developments by using Facebook and YouTube, or students can apply for jobs or admittance online.

### **Recommendations:**

1. Students would understand how social media affects their academic performance.
2. Teachers need to be careful about using social media to help students perform better academically in the classroom.
3. To increase academic achievement or prevent setbacks in the students' educational performances, internet websites would be stretched, or new pages would be created.
4. Students are utilizing social media platforms based on the educational value of these sites instead of using them for malicious intent.

### **Suggestions for Further Research Studies:**

1. The questionnaire used in this study was used to gather data, and additional research methods such as observation, interviews, and case studies were used to learn more about the impact of social networking sites on students.
2. During the study period, the use of social media should lead to a decrease in spelling and grammar errors.
3. The study was limited to one university however, researchers can expand their scope to private colleges to gain more insight into how social media and the internet affect students' academic lives.
4. The current study employed a quantitative approach to investigate how students were utilizing social media. Future research endeavors may focus on employing qualitative research methodology.

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San Miguel (2010) found an association between student's academic performances. To measure the performance of the students that how skillfully he or she fulfills those standards.