

IMPACT OF SOCIAL MEDIA ON STUDENT'S EDUCATION

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ABSTRACT

This study looked at college students who were prevented from attending because of the COVID-19 pandemic. This study's main goal was to compile student opinions on the use of social media for academic purposes. The researcher employed a quantitative design, created a questionnaire, and used the virtual technique to gather a sample of data from the respondents. To acquire confirmation from the respondents, the researchers used a pilot study and pre-test. The gathered data was carefully examined using SPSS and Excel. The primary outcomes of the research study, according to the researchers, were that social media assisted 90% of respondents positively react that it helped them interact with their faculty members, receive necessary information for their study purpose, and improve their academic performance.

Keywords: Internet, social media, research, college students.

INTRODUCTION

The most commonly used method for communication is social media networking sites. It is being used by individuals belonging to every walk of life. Social media was widely accepted by public. There are numerous online networking platforms that include but are not limited to Facebook, twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, Flickr, Tumblr. The capacity of Social Media networking to spread valuable data quickly has made it the quickest developing method of association. Social media has changed numerous businesses, however the most impact of it is in the classroom teaching and the overall education system. The use of digital technology in education has attracted much interest in the recent years. It is a common expectation for academic staff and administrators to investigate options to ensure the learning environment is modern, relevant and capable of producing graduates with attributes aligned with the work environment and their career expectations. Students engage with campus life carrying highly sophisticated computing devices in their pockets. Frequently these students have used these devices for a variety of purposes, which are unrelated to learning, thus highlighting a crucial disconnect exists. Institutes of higher education are concerned that both their staff and students are digitally literate, in the manner of learning delivery or method of instruction. Social media networking usage refers to online space that is used by students to connect, share, communicate, establish or maintain connection with others for academic and socialisation purposes. Social media networking as a communication medium is rising quickly, mostly in the prosperous development of applications for mobile devices.

Social media is computer-mediated tools that allow students to create, share and exchange the information, ideas, pictures, videos for virtual communities and learners. Social media are online technology platform that help to connect people together far and near. It is used to build relationships among people. With their help we can communicate with each other. Even on

different countries listen to music read books , looks photos, gathering knowledge and much more. Social media have greatly simplified our lives and tightly tied to ourselves. The issue of using social media in the classroom has been a controversial topic for several years. Many parents and educators have been fearful of the repercussions of having social media in the classroom. Social media is growing rapidly throughout the world. More adults and teenagers are joining sites such as Facebook, MySpace, Skype, WhatsApp and Twitter to interact with friends, family, and strangers. Social networking sites also enable community involvement in locating expertise, sharing content and collaborating to build content, and allow knowledge workers to extend the range and scope of their professional relationships. Social networking sites may provide helpful information to educators and help them deal with certain situations better. Students may also feel more comfortable approaching teacher educators who are present and friendly or who interact casually with them on Facebook, WhatsApp and ResearchGate; it gives students the encouragement they need. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, facebook , whatsapp ,wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

Social media in education

Social media networking is sharing and generating knowledge, and all of these features are of great value in the context of higher education. Social media plays an important role in the field of education and student's life. It is easier and convenient to access the information, provide information and communicate via social media. Teachers and students are connected to each other and can make use of these social media platforms for the working of their education. Professors are expanding their Social Media usage to host live lectures, offer off hours support for students, or even host student debates. Social media helps Teacher Educators to be connected to their students off campus as well as with their ex-students. Teacher Educators use social media as a way of teaching by creating groups and accounts for students where the information can be accessed. Teacher Educators can share ideas with each other and point students to Skype, WhatsApp, LinkedIn and Facebook. Teacher Educators create hash tags that allow students to tag their academic posts, and view submissions to see what the collective has creatively produced. One of the main reasons behind professors adapting to social media in classrooms is that they can do teach the students via social media. Not only they are able to make the work easy but also are developing themselves professionally, creating a name for them in the community. Facebook, Twitter, Blogs and YouTube are the examples where you can see professors doing excel in their work. These social media platforms are highly accessed and hence can help professors in getting the high reputation in their profession. WhatsApp, Blogs and wikis are preferred for teaching and learning process, while Facebook or LinkedIn are used more for social and professional connections. Social Media for Community Building is the missing piece of the puzzle for Admissions departments, Enrolment Management departments, Public Relations and Student Services departments that are seeking to engage their audiences using social media. In every college and university, social media is being integrated in classroom teaching as much as possible, including admissions, campus life,

alumni relations. Students and Teachers are intimately involved with social media at every stage. If academics are missing out on the usage of social media they will push away a lot of potential audiences. Using it in Higher Education Institutions can prove to be a very effective measure.

STATEMENT OF THE PROBLEM

The usage of social media is claimed to have a significant detrimental impact on students' education, which is directly related to how poorly it affects their academic achievement (X.Xuefan, Z.Zhipeng, Ponzoa M. Jose, 2020). Social media is like a magnet that constantly draws and holds students to use it, but it also aids students in achieving their educational goals. The student's choice of social networking platform and its intended use are up to them. It has somehow impacted students' academic performances in both positive and negative ways. The majority of students spend a lot of time on social media today instead of working on various tasks or going to class. Nonetheless, it is important to use social media for educational purposes so that students can learn a lot and become familiar with new ideas. Since many years ago, social media has grown in popularity among college students. Also, students are spending more time on Facebook, Instagram, YouTube, and other websites. So, when people aren't accessing social media at that moment, they feel somewhat missing or afraid (Deka P. Prastisha, 2015). Hence, it is also known as FOMO (FOMO). This study primarily assesses how social media is boosting students' academic achievement. Researchers are therefore attempting to determine how social media affects students' education.

SIGNIFICANCE OF THE STUDY

The world uses social media, one of the most cutting-edge technologies, for a variety of uses. These days, people frequently use social media to interact with others or to accomplish a variety of tasks. Yes, social media greatly simplifies everyone's lives, but it has also led to increased laziness, stress, loneliness, and fear of missing out (FMO), among other negative effects. Finding out how social media impacts students' education was the main goal of this research article.

LITERATURE REVIEW

Facebook and WhatsApp are the social media platforms that college students use the most, according to Othman, Apandi, and Ngah (2017). According to the report, 46% of students use networking websites for one to three hours, while 20% use them for four or more. According to the inferential study, there is no meaningful connection between social media use and academic achievement. According to the study, if students do not utilise social media responsibly—that is, by sharing and debating academic issues—it may have a negative effect on their academic performance. The new generations, according to Laburi, Navulla, and Yamini (2019), use social media as a playground. According to the report, there are 16%, 9.5%, and 13.5% of students who use WhatsApp, Facebook, and LinkedIn, respectively. The correlation's findings indicate that students' academic performance and social media use are closely related. The study's findings suggest that while social media's advantageous uses enhance students' social intelligence and understanding of human behaviour, their detrimental

uses cause them to become irrational, materialistic, dependent on bad things, and disengaged from their own growth.

Mensah and Nizam (2016) investigated the effects of social media use on students' academic performance in Malaysian Tertiary Institutions. The study's inferential analysis demonstrates that while time duration and security/privacy issues are not connected with academic performance and are not significant, time appropriateness, people-friend connections, nature of usage, and health addiction are strongly correlated and significantly impact students' academic performance. According to the report, Malaysian universities and colleges should take the effort to instruct their students on how to use social media platforms for learning, as doing so will ultimately have a good impact on their academic performance. According to Oberiri (2017), social media has significantly altered how people communicate on the planet through ICT (information and communication technology). New technologies are being embraced by students. Students' academic pursuits are impacted by this adoption and addiction.

Social Media impact on the students and their perception

This article's review largely highlighted the fact that social media can have both advantageous and disadvantageous effects on students' academic performance. The majority of college students claimed that social media had several advantages, including the ability to find fresh knowledge and reading material for educational purposes. The student's use of social media for various purposes will rely on them. According to one of the researchers, using social media is not a significant concern for kids; the issue arises when students use it frequently for pointless purposes (M. Jeanna, 2013). This article demonstrates how social media provides a wide range of advantages that can aid students in discovering, learning, and exploring new topics. Similar to how it was discussed in this publication, social media is a tool that students can use to their advantage when conducting research. India is the third-largest country in the world in terms of internet users, according to the researcher's statement in this article (S.Sara, M. Rithika, 2013). The main social networking platforms that college students use to communicate with friends and faculty members to get updates on their assignments and reading materials are Facebook, Twitter, Instagram, YouTube, Linked In, WhatsApp, Viber, etc. S. Sara and M. Rithika (2013). Students can develop their new abilities to communicate with a variety of individuals, learn a lot about the entire world, and establish strong bonds or networking with new friends through social media.

Students' perspective on social media

College students have recently been using social media more and more as new instructional tools and strategies to acquire insightful knowledge and information. More students are present, according to the article review, for educational objectives. Students' usage of social media is more private and limited to connecting with friends and teachers, which is a reasonable use. The majority of students also participate in several online courses offered by various universities across the world, including Coursera and Edx. Students therefore learned all of this academic content only through social media with the assistance of faculty personnel (H. Mostafa, El-Den.Jamal , 2020). According to the survey, the majority of students used social

media in place of email to quickly communicate with their professors (AL-Bahrani, Abdullah & Patel, Darshak & Sheridan, 2015). Also, students' time is a learning period where they want to experience new things, learn new things, and build and explore original ideas to improve or advance their talents. Social media usage helps students generate fresh ideas and establish successful connections with their professors.

Advances in technology have made people's lives more convenient. People can now pass or forward messages to others within a second of her (M.Jahed, B.Abdelmadjid, 2018). Likewise, most students are stuck at home during this Covid-19 epidemic. Fortunately, thanks to advanced technology, students have not given up on pursuing a college education. Most students get information about colleges and departments through social media. However, the study shows that the more time students spend on social media, the more impact it has. Through this research, we found that few students feel stressed, isolated, and afraid of missing out on opportunities when they don't have access to social media. Moreover, social media should be taught from an early age so that all students can use it in a targeted way and be empowered through information and knowledge (W. Lau, 2016).

OBJECTIVES OF THE STUDY

- To determine the social media networking platforms that students use the most.
- To find out how much time students spend on social media.
- To ascertain the impact of social media on the education of the student.

RESEARCH QUESTIONS

- What type of social media is often used by college students?
- What is the duration of time students spend on social media?
- What are the social media impacts on the student's education?

SCOPE

In the twenty-first century, social media is a popular form of advanced technology that has made it possible for people to connect and communicate with one another in a variety of ways. Social media is utilised today for a variety of things, including digital marketing, advertising, and building connections with new individuals (Danah M.Boyd, Nicole B. Ellisom , 2007). At this epidemic period, the research study is attempting to understand the influence social media is playing in student academic achievement. Due to COVID-19, all students are now taking their classes online. To communicate with their professors and peers, they use WhatsApp, email, and other social networking sites. The primary objective of this research study is to determine how social media affects students' academic performance.

RESEARCH METHODOLOGY

Research Design

A quantitative descriptive design was employed by the researchers. As a descriptive form of study, it sought to examine and document college students' level of awareness on the effects of social media on them.

Population/Universe of the Study

The target population is students, who make up the research study's universe of Sarthebari Bapujee College students.

Sample Design The sample consisted of 60 students drawn from the study's target population. In this investigation, simple random sampling was employed.

Tool Design The questionnaire method was examined in this study.

Pretest The pretest is conducted by informing the students about the research through calling and mailing to them. The students were available for the study.

Data Collection The researchers used a Quantitative descriptive design. Self-formulated questionnaires were used as tools of quantitative data collection.

Data Analysis The researchers have analysed the collected sample/data through MS-Excel.

ANALYSIS OF DATA***Time Spent on social media per day***

According to the study, 25% of students used social media for at least 2 hours and maximum 5 hours, 15% of students used social media for 1 hour and the following 15% of students reported using social media all day and another 15% said they used social media for 4 hours. For example, 5% of students used social media for 3 hours a day.

Favourite Social Media Sites

Here 38% of students said that their favourite Social Network is YouTube, it was the highest among the respondents. Facebook was used by 24% of students, Instagram by 21%.

Social Media effects on Education According to the survey analysis, 55% of students were not influenced by social media in their education, while 20% of students were influenced by social media in their education and 25% of students are not sure.

Social media helps improve academic performance Research analysis shows that 60% of students were positive about social media helping them improve their studies, while 40% did not.

Purpose of Using Social Media According to the survey analysis, 65% of students used social media for study purposes, 25% of students used social media when they were bored, 10% of students used social media to communicate with friends, family and faculty members.

Major Findings

The main finding of this study, here 25% of the respondents used social media for 5 hours or less and 15% of the respondents used social media throughout the day, while 55% of the respondents are not affected by its use of social media of their academic work.

The most important conclusion of the study, here 50% of students have improved their studies by using social networks, 40% of students are not sure if social networks have improved their studies and 10% of students are not improving their studies.

Researchers found that 60% of students positively said that they get new information on different topics from social media, and 40% of students get new information from different websites, which helped to improve their studies.

In the survey, 90% of students said they got relevant information from social media and 65% of students used social media for study purposes.

In the survey, 20% of the students said that they feel lazy because they often use social networks and cannot concentrate on their studies.

CONCLUSION

The researchers made the following conclusions based on the results of the study. It turned out that the students were very satisfied with the use of social media in their studies and also improved their academic performance. The research in this study only explored individual students' perceptions of using social media for their educational purposes. It was found that most students used social media for their research purposes to communicate with teachers and peers. Excessive use of social media creates laziness among few students. The overall study of this study shows that social media has helped students to improve their studies.

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