



Academic Achievement and Social Media usage of Higher Secondary students

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ABSTRACT

The objective of this study is to find out academic achievement and Social Media usage of higher secondary students. Random sampling technique was used in the selection of the sample of 756 Higher Secondary students. The study shows that there is a significant positive relationship exists between Higher Secondary students' Academic Achievement and their Social Media usage.

Key words: Academic Achievement, Social Media usage and students.

Introduction

Academic achievement refers to a student's academic outcomes that show how far he or she has progressed toward their learning objectives. Completing educational standards such as a bachelor's degree is an example of academic achievement. Exams or continuous evaluations are frequently used to assess academic achievement.

Academic achievement refers to how far a student or institution has progressed toward short or long-term educational objectives. Students' grade point averages can be used to assess accomplishment, while graduation rates can be used to gauge achievement for institutions.

As a vital communication route and a source of social support, social networks are critical in learning contexts (Cadima R, et al, 2012). Many social networking sites, such as Edmodo, are built exclusively for education (Manca S, and Ranieri M, 2017). In terms of learning, social networks offer numerous benefits (Madaiah M et al, 2017), including increased access to information and information resources (Al-Dhanhani A et al, 2015), reduced barriers to group interaction and telecommunications, support collaborative learning activities (Keleş E, and Demirel P, 2011) encourage learners to learn more about self-learning, and increased engagement and motivation (Hamid S 2011).

This study is intended to find out the relationship between Academic achievement and Social media usage among the higher secondary students. Since, social media usage is increasing all over the world among the student community, this study considered to be a need of the hour to plan proper methodology for the prosperous usage of social media for academic achievement.

Sample of this study

Random sampling technique was used in the selection of the sample of 756 Higher Secondary students.

Tools used for this study

The following are the tools used in the present investigation

1. Academic achievement- Marks secured by the students in the year end examinations collected.
2. Social Media Usage Scale constructed and validated by Jeevan Prakash M and Enokjoel T (2019).

Analysis of Mean and Standard Deviation of Higher Secondary students' Academic Achievement Scores

The Higher Secondary students' Academic Achievement scores of year end examinations are collected from the 756 Higher Secondary students. The mean and Standard Deviation were calculated for the entire sample and its sub-sample and are given in Table No.1.

Table No 1.
The Mean and Standard Deviation of Higher Secondary students' Academic Achievement Scores

Entire Sample	N	Mean	SD
	756	69.24	9.633

The level of Higher Secondary students' Academic Achievement of entire sample is high.

Analysis of Mean and Standard Deviation of Higher Secondary students' Social Media usage Scores

The Social Media usage scale has been administered to 746 Higher Secondary students. The mean and Standard Deviation were calculated for the entire sample and its sub-sample and are given in Table No. 2.

Table No.2
The Mean and Standard Deviation of Social Media usage scores of Higher Secondary students

Entire Sample	N	Mean	SD
	756	69.94	15.054

The entire sample of Higher Secondary students are having moderate level of Social Media usage.

Correlation between Academic Achievement and Social Media usage

Null Hypothesis

There is no significant relationship exists between dependent variable and independent variable.

In order to realize one of the objectives of the present study, it has been decided to find out the Correlation between the Higher Secondary students' Academic Achievement and their Social Media usage, scores by using Pearson's product moment formula. The correlation was computed and the values are given in Table No.3

Table No. 3
Correlation between the Higher Secondary students' Academic Achievement and their Social Media usage

Dependent Variable	Independent Variable	'r' vale	Significance at 0.05 level
Academic Achievement	Social Media usage	0.935	Positive and Significant

It is found from the Table No. 3, that the calculated r-values (0.935) are significant and positive between the pairs of variables, Higher Secondary students' Academic Achievement and their Social Media usage at 0.05 level of significance. Hence the null hypothesis is accepted and it is concluded that there is a significant positive relationship exists between Higher Secondary students' Academic Achievement and their Social Media usage.

Conclusion

Academic achievement has recently become the primary goal of the educational system. However, despite a variety of teaching and coaching approaches, students are unable to achieve uniformly. Academic success is influenced by a number of things. One such influence is the use of social media; if a student is dedicated, he will seek for greater success. According to the findings, there is a significant positive association between Academic Achievement and Social Media Use among Higher Secondary students.

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