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Impact of Social Media on Academic Achievement among Secondary School Students

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ABSTRACT

Social media is growing rapidly and becoming an inevitable part of everyday life, because of the latest technological revolution. A social networking service is a platform to build social networks or social relations among people whoshare interests, activities, backgrounds or real-life connections.Social networking sites although has been recognized as an important resource for education today.The advancements and popularization of computers and mobile phones have led the community to spend more time on the internet and social media. This paper highlights how teachers and students could effectively discuss and exchange their course related ideas via social media. In addition to these, it is believed that multi-functionality of social media encourages students to be actively engage with group work, discuss and share more easily among themselves about what they have learnt and communicate via multiple chat rooms.

Keywords: Social Media, Education, Active Involvement, Achievement

Introduction

Social media is a web-based technology to facilitate social interaction between a large group of people through some type of network. Social media is growing rapidly and becoming an inevitable part of everyday life, because of the latest technological revolution.Cox and Rothmans (2011) defined social media as forms of electronic communication through which users interact among people in which they create, freely share, exchange and discuss information, ideas, personal messages, and other content about each other and their lives using a multimedia mix of personal words, pictures, videos and audio, utilizing online platforms while they are connected to the Internet.

Social networking sites although has been recognized as an important resource for education today, studies however shows that students use social networking sites such as Facebook for fun, to kill time, to meet existing friends or to make new ones (Subrahmanyamet al.,2008). Although it has been put forward that student spends much time on participating in social networking activities, with many students blaming the various social networking sites for their steady decrease in grade point averages (Mensah et al.,2016), it also shows that only few students are aware of the academic and professional networking opportunities the sites offered.

The advancements and popularization of computers and mobile phones have led the community to spend more time on the internet and social media. Many researchers indicated that social media has become one of the most influential communication tools which could be effectively used on teaching process. Most of the researchers have argued that teachers and students could effectively discuss and exchange their course related ideas via social media. In addition to these, it is believed that multi-functionality of social media encourages students to actively engage with group work, discuss and share more easily among themselves about what they have learnt and communicate via multiple chat rooms.

No doubt that, we are experiencing with technological developments which are influencing our daily life. Beside of this, social media tools are becoming vital for society especially for the students. (Subrahmanyam et al., 2008). Social media   as a web-based application groups that are shaped by the technological and ideological characteristics of Web 2.0 which provide users an opportunity to create and modify the content. Moreover, the widespread use of social media tools has also revolutionized habits of society such as reading, research, shopping and communication. Furthermore, high interaction in social media has triggered cooperativeness at a working environment and the usefulness of it within the education and training process (Ahmed et al., 2011).

Types of social media

There are different types of social media and these can be categorized into: Social Networking Sites, Blogs and Micro Blogs, Content Community

Sites, Collaborative projects, Virtual Worlds, and Sites Dedicated for Feedback.

 Social Networking Sites: These are websites where individuals meet virtually, create personal profiles, develop relationships, communicate, and connect to other individuals whom they might or might not know physically. While social networking sites are a type of social media, some authors refer to all social media sites as social networking sites with different capabilities such as video or photo sharing.

- **Blogs and Micro-Blogs**: Blogs refer to websites that allow bloggers to share insights in a particular area as well as personal experiences, interact with others through posting of comments, and to keep logs. These could be image-based, text-based, video based, or audio-based. Micro-blogs refer to another form of blogging sharing the same function and only different in that the content of those blogs as text-based and are limited to a certain number of characters.

- **Content Community sites**: These are sites designed to share material modified from original work with people who upload the material. The content shared typically includes photos, text, presentation slides, and videos. Content community sites are different from social networking sites in that it is not a prerequisite to create a personal profile to use the shared content.

- **Collaborative projects**: These sites aim to aggregate community intelligent through depending on the users to work out the content. They can be classified into two types: social bookmarking sites and wikis. Wikis refers to sites which users can continuously modify and edit and this enhances the quality of the Content. Social bookmarking sites helps individuals store and manage collection of links. The links stored online can be shared with others.

- **Virtual Worlds:** These are online applications resembling the real world in a 3D environment. Represented by a customized human-like character or a picture, individuals could interact with others in the virtual world sites.

- **Dedicated to Feedback**: This social media type refers to websites that allow users to read, post, discuss, respond, review, and share opinions, thoughts, and experiences on a myriad of topics. Online sites and forums dedicated for product reviews are the most typical of sites dedicated for feedback. Thus, in brief we can say that social network is a web-based services that allow individuals to create a public Profile, to create a list of users with to share connections and views and cross the connections within the system.

Social media gives young people – especially girls – the feedback and validation they crave, it can also serve as a catalyst for more insecurity. It is important that parents understand and embrace how social media affects young people, because its young people's accepted currency of communication today.

Academic Achievement

Academic performance or achievement is the outcome of education, the extent to which a student, teacher or institution has achieved their educational goals.

Academic performance is commonly measured by examinations or continuous assessment but there is no general agreement on how it is best tested or which aspects are most important, procedural knowledge such as skills or declarative knowledge such as facts (Akinlekeet al., 2012).

In present era, achievement of an individual determines the progress of the nation but mainly responsibility lies with educational institutions established by the society.

The term "achievement" refers to the degree of success attained in a general or specified area by selling a particular goal, status or standard. It represents the acquirement of knowledge and skills and may imply ability to make suitable use of such knowledge or skill in a variety of present and future situations. Achievement is an end prudent of learning and its level and performance are affected by various conditions existing at the time of learning and its use.

Academic achievement means the knowledge attained or skills developed in school subjects, usually determined by test score or by marks assigned by teacher. Achievement is a thing that somebody has done successfully especially using his/her own effort and skills. Academic achievement in this sense will mean in learning the contents of books taught in the school.

According to the researcher, the popularity of social media has grown expediently. The social networking site such as face book, MySpace, 2go and BB chat allows social interaction among students (Owusu-Acheaw et al., 2015). The study examined the positive effect of such site on youths. It offers youths a channel for sharing knowledge through exchange of notes and lectures, entertainment, communication, and meeting friends and those you've not seen for a long time. The study also analyzed the negative consequences of such site. Despite the positive gain, it comes with the negative impact of it. It was before now used by students for research but most students abandoned their home work to chat with friends (Alwagait et al., 2014). However, the study reviewed and the present study emphasized on the impact of social media on students, stressing on the positive impact in the student's academic performance as well as the negative influence. But the reviewed study failed to throw more light on the negative influence of social media on

the academic performance of students. The present study therefore analyzed both sides of the coin giving the students an opportunity to choose what impact they want the social media to play in their academics. From the review of related literature, we can conclude that there is a great impact of all these social networks on the student's life either positively or negatively as the social media gives humans an instant connection to communicate with others. Social media is "used to describe the type of media that is based on conversation and interaction between people online. Where media means digital words, sounds and pictures which are typically shared via the internet and the value can be educational, cultural, societal or even financial.

Delimitation of the Study

a)   The study was confined to the secondary school students of 9th class studying in school located in Amritsar district.

b)   The study was confined only to 100 students.

Objective of the study

The objective for the present study was as under:

1.   To study the difference in academic achievement of secondary school students with high and low usage of social media.

Hypotheses of the Study

1.   There exists no significant difference in academic achievement of secondary school students with high and low usage of social media.

Selection of Sample

The sample for the present study was consisted of 100 Users and Non-users of social media of secondary school students. The sample students were in the age range of 13 to 15 years and sample were drawn randomly.

Tools Used

Following tools were used for the collection of data.

1.Information Blank: In order to collect the information regarding the use of social media, questionnaire on social media among the secondary school students was used.

2. Academic Achievement: Academic achievement for the present investigation was measured in terms of the marks secured by school students in their previous examination.

Verification Of Hypotheses

The obtained data from field survey is analyzed under the following sub-headings:

Hypothesis 1

"There exists no significant difference in academic achievement of secondary school students with high and low usage of social media".

Analysis of User and Non-User of Social Media on Academic Achievement

For the comparison of user and non-user students on the variable academic achievement, mean, S.D, SE_D and 't' value were computed to find out significant differences between two groups.

Analysis of Descriptive statistics

The scores of the user and non-user students were subjected to descriptive statistics such as mean and S.D. The obtained scores on academic achievement were given in the Table.

Table: A Summary of descriptive statistics on Academic Achievement of user and non-user students

Variable	Groups	N	Mean	SD	t-value
Academic Achievement	User	72	460	7.65	15.09**
	Non-User	28	280	11.14	

From the table, the mean score on academic achievement of user and non-user students was 460 and 280 and S.D was 7.65 and 11.14 respectively. t value came out to be 15.09which was significant at 0.05 level of confidence. Therefore hypothesis "There exists no significant difference in academic achievement of secondary school students with high and low usage of social media" was rejected. It may be concluded that academic achievement of social media users was greater than non-users. A bar diagram was drawn to depict the mean score of academic achievement of user and non user students in Figure below:
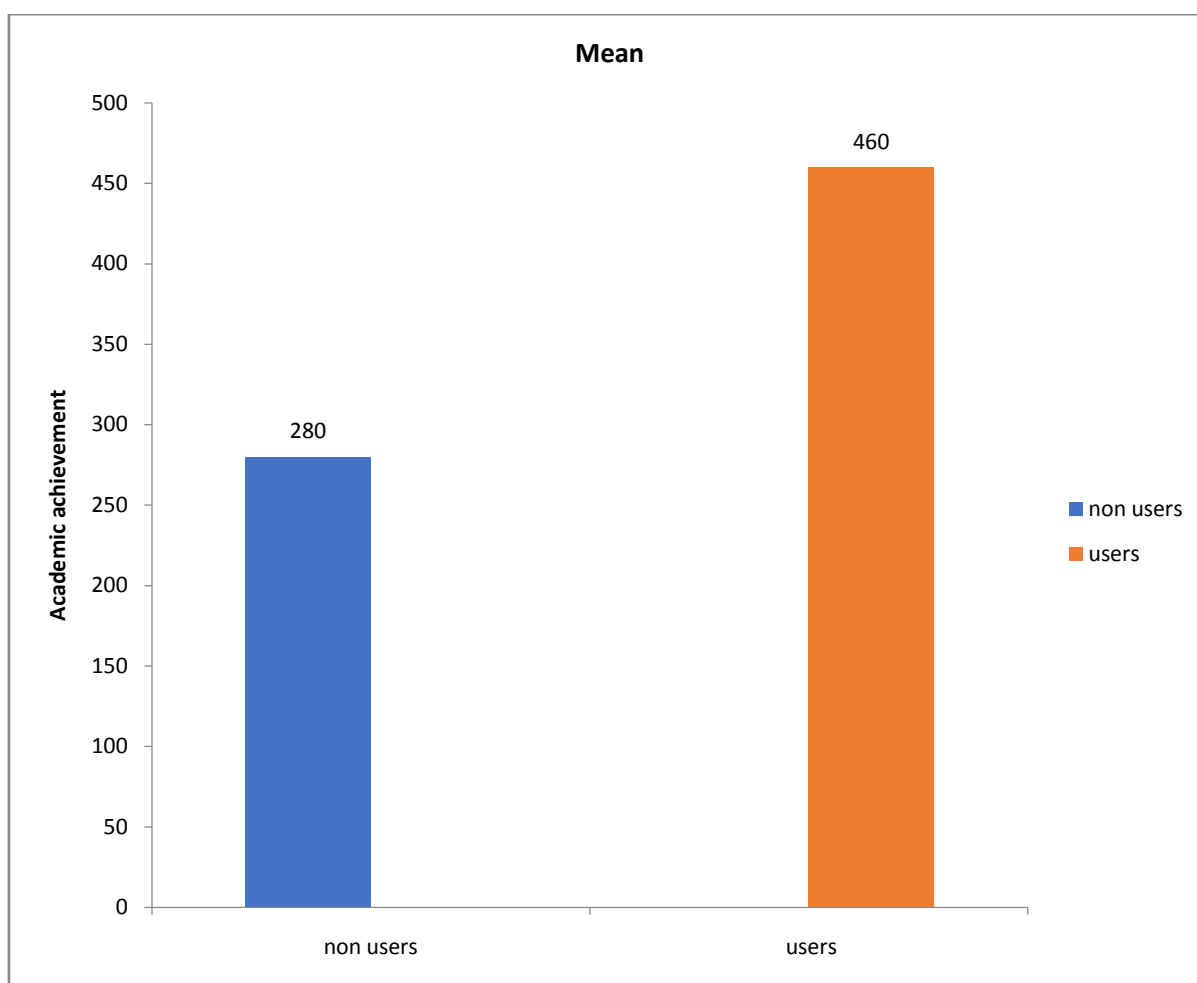
Figure: Bar Diagram showing the comparison of mean of user and non-user of social media on academic achievement

CONCLUSION:

No significant difference in academic achievement among secondary school student with high and low usage of social media is found.

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