

ANALYZING THE IMPACT OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE: A CASE STUDY ON THE STUDENTS OF PRIVATE UNIVERSITIES OF BANGLADESH

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Abstract

The study sought to assess students' use of Social Media and its effect on the academic performance of the students of the private universities in Bangladesh. Questionnaire was used for collecting data. Out of 200 copies of the questionnaires distributed, 196 were retrieved in the period of 2018-19. Pearson correlation and Linear Regression were used to find out the causal relationship between the dependent & independent variable. T-Test was also computed to find out the result of hypothesis. With the response rate of 98% from the respondents of the private university sector, the result shows that there is a high level of negative relationship between spending time on the use of social media and the excellent academic performance of students. The study recommends among other that students should use social media more meticulously so that they can avoid any unwanted obsession as well as get the maximum benefit from use of them which would add value to their academic performance.

Keywords: Social Media, Academic Performance, Private University, Bangladesh.

1. Introduction

Nowadays we cannot think of a single day without using the Internet. The Internet has taken a strong position in our daily lives. In last ten years, the invention of social media has changed the views of young men and women emphatically to share their opinion, belief, sentiment, individual information, photos and videos at a significant rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010). In today's complex world everybody needs to be connected with a lot more people for being updated about all aspects of life and trends. Now the question arises, whether this connection through social media affects the students' academic performance?

The same concept regarding social media has been shared by (Martin & Yeung, 2006) and (Lusk, 2010). As per their view, social media means the usage of Facebook, Twitter, blogs, MySpace and LinkedIn to connect with large number of people as well as sharing personal moments with them. Social Media are online technology platforms to connect people far and near. It is used to build relationship among people (Students, 2017). With the virtue of social media, now we can communicate with each-other far and near in real time, listen to music, read books, watch videos, look at photos and much more. It has greatly simplified our lives and tightly tied to ourselves (Shensa, Sidani, Lin, Bowman, & Primack, 2015). There is a correlation between the usage of social media and the academic performance of students in universities. Various views and opinions have been developed to point out the

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advantages of using social media in higher education. These include; enhancing relationship, improving learning motivation, offering customized course material, and developing collaborative abilities (Wheeler, Yeomans, & Wheeler, 2008). Also, one study has identified that social media helps students to communicate in a social manner and involve them to do conversation on various topics along with sharing their day-to-day learning knowledge (Liccardi, et al., 2007). But often it has proved that social media control the attention of students and displace it towards non-educational and improper actions (Kuppuswamy & Narayan, 2010).

To some extent, social media have made our life easier but to another extent; it has confined us with different electronic devices all the time. Nowadays we no longer prefer to express our feeling with some close friends physically. We instead prefer to share our feelings and emotions with boundless people electronically. We all know that there is nothing called one-sided. So in the case of social media, we have also found its positive and negative effects. The use of social media among students has reached high level and has affected their study time, poor grammar and wrong spellings when socializing on social media as well as diverting their attention from their studies (Ndaku, 2013). The using of social network by students consumes their study time than their academic obligations which has affected their Grade Point Average (GPA).

The study specifically tries to discover the answer of the questions regarding the purpose of students to use social media, the most popular online platform used by the students, the duration of time spend using it and also the impact of social media on academic performance of selected students of private universities. In exact terms, the study seeks to explore the impact of spending time on social media on student's excellent academic performance. To obtain this objective existing studies, as well as, survey over the respondent students will be analyzed. Respondents are the one hundred and ninety six (196) students who are actively using social media.

2. Literature Review

Several studies have been carried out to assess the impact of social media on the academic performance of students by the researchers. Jacobsen & Forste, (2011), Kist, (2008) and MehMood & Taswir, (2013), believe that the usage of Internet among students dominante their academic performancs both positively or negatively. It is a matter of concern for many parents and guardians that now a day's students spend too much time on social media sites, especially on Facebook, which results as limited time to study.

Hasnain, et al (2015), revealed the relationship between the use of social media and students' academic performance in Pakistan. The result has shown that there is a

reverse relationship between social media and academic performance. It stated that the positive usages of social media platforms help students and youth to gain knowledge which ameliorate their academic performance.

Emeka & Nyeche (2016), carried out a research to study the impact of Internet usage on academic performance of undergraduate students using University of Abuja, Nigeria as a case study. A questionnaire was used as an instrument to survey the method for collecting data. It revealed that the progression of Internet has had a great influence on the students and youth. The positive use of Internet favors students to improve their efficiency and ability which will aid them in studies and professional life.

Another study carried out by Mensah & Nizam (2016), on the impact of social media on students' academic performance in Malaysia Tertiary Institution. Based on past literatures, a questionnaire was developed to measure social media platforms. Data was collected with questionnaire. The independent variables included Time appropriateness, Time duration, Nature of usage, Health addiction, Friend-people connection and Security/Privacy problems while the dependent variable was students' academic performance. This research adopted descriptive research design. Using convenient sampling method, the sample of 102 students from Erican College was selected. The collected data was analyzed using description means and regression via SPSS 21. The Pearson's correlation coefficient of four (4) independent variables are correlated with student's academic performance while two (2) are not. However, using the regression analysis four (4) variables is significant which include Time appropriateness, Friend-people connection, Nature of usage and Health addiction while Time duration and Security/Privacy problems are not significant. It stated that considering the abnormal use of social media platform by students, it is understandable that universities and colleges in Malaysia educate their students to use these platforms positively for educational purpose which will result in a positive impact on their academic performance in the long run.

Raut & Patil (2016) investigates how social media dominated education sector. The study disclosed various positive and negative impacts of social media on education or students. It also investigated the measure to lessen the negative impact of social media on the academic performance of students, for example- moderating their ingress to social media sites, lessening the quantity of time spent on social networking sites.

Tamayo & Dela Cruz (2014) explores relationship between the use of social media sites and the academic performance of the students of Bachelor of Science in Information Technology at Centro Escolar University – Malolos. The study reveals learning of students' hamper greatly by the use of social media and the students' attendance at school directly affects that. The result of the analysis was pictured in

a scatter diagram to display an obvious view of correlation between the variables. Social media and academic performance has affect on each other. It only means that when a student spends a long time in using the social media, it affects his/her performance in class activities and overall academic performance.

Khan (2012) did a study to assess the impact of social networking sites on students. Questionnaire was developed to bring out the impacts of social networking sites which have impact on students. The variables considered were age, gender, education, social influence and academic performance. The outcome of the study shows that respondents whose age ranges between 15 to 20 uses the social network websites mostly; generally an individual whose age is between 15-25 uses social sites for entertainment. Gender analysis show that mostly men use social sites.

(Ahmad, 2011) carried out a study to show that social networking sites have number of advantages for their users, it helps the users to keep in touch with their associates and relink with old ones and also aids to search new allies according to own interest from all around the world and a great number of people are in line with these networks. Hence the network of social media is rising globally.

Based on the study in Kogi State University, it was found that getting too involved in social media have effect on their academic performance. Evidence shows that there is negative impact of social media on the academic performance of students. Students who spend more time on social media, perform poorly in their academics. This occurs mainly because instead of reading books, they spend their time in chatting and making friends through social media which will definitely have negative impact on academic performance.

In accordance with Sushma (2014), the students who pass more time on Internet become dependent on Internet. It highlights that we can measure the achievement of academic performance by the time a student has spent over Internet.

A similar study revealed that social network sites grab attention of the students and then diverts it towards non-educational, unethical and inappropriate actions including useless chatting (Kuppuswamy & Narayan, 2010). This statement proves that social sites may badly affect the academic life and learning experience of the students. Mostly, students and teenagers use social networks for killing time by random searching and for the sake of enjoyment which diverts them from their respective jobs. It has been found that if a student uses internet for educational purpose and other necessary tasks including online tutorial, online lectures and developing educational materials the time spent is very productive but use of internet for only social network is very useless perhaps dangerous.

So it can be said that the use of online platform affects academic performance (Asemah & Okpanachi, 2013) while (Shakir, Madad, Muhammad, Tahir, & Iqtidar, 2014) proves the verity about electronic media, the authorized agent of socialization and support students in their lessons better than any other.

A seminar is conducted for the graduate students where they are advised to use Twitter so that they could extend the classroom discussion (Domizi, 2013). After that, the students used Twitter account to communicate with other students to support their classroom learning. It should be mentioned here that while using Twitter, students have remarked about twitter that: "twitter is useful personally and professionally. Because of social platforms, today's youths have become technology addicts and are quite withdrawn.

2.1 Objectives of the Study

The general objective of the study was to find out the impact of social media on academic performance of students. The specific objectives of the study were as follows:

- I. To examine the impact of social media on academic performance among students.
- II. To determine why students use social media.
- III. To ascertain the average time spent on social media sites by students.

3. Methodology

3.1 Research Design

To conduct this research, quantitative method was elected. Data was culled using primary data set through the distribution of questionnaire. To get the primary data, questionnaires is the best suitable researches which are based on exploration, observation and survey (Bakar, 2001). In this study, survey method is used to collect the data once from a population through using random sampling techniques. In exact terms, this study seeks to explore the impact of spending time on social media on student's excellent academic performance. The target population was the students of private universities of Bangladesh. For this purpose, Green University of Bangladesh, Bangladesh University of Business and Technology and Prime University were elected. The data were collected from the period of 2018-19. The research measures the impact of using social media by students on their excellent academic performance. This research developed a set of valid and reliable instruments to measure the influencing factors of social media on the academic performance of students. The development of items began with a theory development and literature review. The questionnaires is divided into two sections, Section A consists of the demography of the respondents such as (age, gender, result,

year of study, department) while section B contains the targeted questions to convey the entire enquiry.

Questions were assessed on a five point Likert scale, where 1 meant “strongly disagree”, 2 meant “disagree”, 3 meant “neutral”, 4 meant “agree” and 5 meant “strongly agree”. The students were interviewed using the questionnaire. All the data collected using the questionnaire was validated. In this process out of 200 respondents, information supplied by 196 students was found correct according to the questionnaire.

3.2 Research Questions

- I. Which of the social media platform do the students use?
- II. How much time do students spend on social media sites?
- III. Which of the purpose may achieve mostly through using social media by students?

3.3 Hypothesis

H₀: There is no significant relationship between spending time on social media by students and excellent academic performance.

H₁: There is a significant relationship between spending time on social media by students and excellent academic performance

3.4 Tools for data Analysis

Data editing was performed each day by the researcher to ensure the integrity and logical consistency of response. Once editing was done, the data were analyzed using quantitative techniques. To analyze the data, the descriptive statistics of questionnaire was acquired from SPSS (Statistical Package for Social Science). The summary of the result was presented using frequency distribution and percentage which was used to determine the proportion of respondents choosing the various responses. Tables and charts were used to ensure easy understanding of the analysis. Pearson Correlation and Linear Regression model were used to identify the causal relationship with dependent and independent variables.

4. Results and Analysis

A total 200 students were invited to be the part of this study, but 196 completed questionnaires were included in the analysis. Table-1 showed the socio-demographic characteristics of the respondents. (67.3%) of the participants were males while (32.7%) were females. Most of the respondents were studying in 2nd year (39.8%), and rest were studying (27%) in 1st year, (20.9%) in 3rd year and (12.2%) in 4th year respectively.

Table 1: Demographic information of the respondents

Sl. No	Characteristics	Component	Frequency	Percentage
(1)	Gender	Male	132	67.3
		Female	64	32.7
(2)	Age	18-21	65	33.2
		22-25	118	60.2
		26-29	6	3.1
		30-Above	7	3.6
(3)	Year of Study	1 st Year	53	27.0
		2 nd Year	78	39.8
		3 rd Year	41	20.9
		4 th Year	24	12.2

In the context of using social media, still there have accuracy, credibility, telling the truth and ethical concern for many users, our research finds some importance in terms of the platform which is used mostly by the students [While students are asked to give their opinion on their mostly used social media platform, Facebook 166 represents 84.7%, Twitter 13 represents 6.6% and Instagram having 8.7% respectively]. This confirms (Schneider, 2010) statement that on an average 85% of the undergraduate students are Facebook users.

Table 2: Mostly used Social Media Platform by students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	166	84.7	84.7	84.7
	Twitter	13	6.6	6.6	91.3
	Instagram	17	8.7	8.7	100.0
	Total	196	100.0	100.0	

When respondents were asked how much time they spent on their social media accounts, 52 of the respondents representing 26.5% indicated that they spent 2 hours to 3 hours, 51 respondents representing 26% spent more than 4 hours, 47 representing 24% spent between 1 to 2 hours, 22 respondents representing 11.2% indicated that they spent 3 hours to 4 hours and the last group of 24 respondents representing 12.2% said that they spent between 30 minutes to 1 hour a day on the social media sites. This study ensures (Choney, 2010) statement due to the rising popularity of social media sites, the alarming question from economists and professors came whether the academic performance was affected by the amount of time spent on social media.

Table 3: Time Spending on Social Media by Students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30min-1 hour	24	12.2	12.2	12.2
	1hour-2hours	47	24.0	24.0	36.2
	2hours-3hours	52	26.5	26.5	62.8
	3hours-4hours	22	11.2	11.2	74.0
	More than 4 hours	51	26.0	26.0	100.0
Total		196	100.0	100.0	

From Table 4, 112 respondents representing 57.1% said they use the social media for the entertainment purpose. 62 representing 31.6% use it to communicate with friends and family, 21 representing 10.7% use it to academic work and 1 respondents representing 0.5% use it for research and development purpose. This analysis indicates that a majority portion of the respondents 88.7% do not use the social networking sites for study and academic work.

Table 4: Purpose of using Social Media by Students

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Study	21	10.7	10.7	10.7
	Entertainment	112	57.1	57.1	67.9
	Communication	62	31.6	31.6	99.5
	Research & Development	1	.5	.5	100.0
Total		196	100.0	100.0	

Respondents were asked to provide their opinion on selected thematic area using a tool developed based on ordinal Likert Scale with the least 1 and the highest 5 score (Likert, 1932).

In this study, the researcher also seeks to analyze the dominance of spending time on social media by students on their academic performance of students. From the analysis of data, the research found that the correlation coefficient for spending time on social media and the academic performance of students was -0.928, which is highly negative. That means when the score of spending time on social media decreases, the academic performance of students improves.

Table 5: Results of Regression Analysis

Multiple R	R Square	Adjusted R Square	Standard Error	Observations
0.928	0.861	0.860	0.275	196

Table 5 represents the regression value of the estimated model. Here, the findings of the study showed that the value of R Square is 0.86, which means independent variable that was studied explains 86% of the spending time on social media influencing the excellent academic performance of the students. This, therefore, also means that the other factors not studied in this research contribute 14% in influencing the desired academic performance of the students.

Table 6: Results of Analysis on Collective Influence of spending time on social media on academic performance of students

	DF	SS	MS	F	Significance F
Regression	1	90.972	90.972	1201.162	0.000
Residual	194	14.693	0.0757		
Total	195	105.665			

Table 6 represents the Analysis of Variance (ANOVA), showing that the estimated value of F is significant at 5% level of significance. It means that the model is statistically significant in predicting how spending time on social media affect the excellent academic performance of the students.

Table 7: Results of Liner Regression

	Coefficients	Standard Error	t-value	P-value
Intercept	4.393	0.0479	91.67277	0.000
Spending time on Social Media	-0.488	0.0141	-34.6578	0.000

The finding shows that a unit decrease in spending time on social media will lead to a 0.488 (48%) increase in the excellent academic performance of students. The research also finds that the estimated value of t-value is negatively related but highly significant. This means that lower time spent on social media by students may increase the level of academic performance of students. As a result, it can be concluded that there is a high level of negative relationship between spending time on the use of social media and the excellent academic performance of students.

5. Conclusion

The study was driven to examine the impact of students' use of social media on their excellent academic performance. The study revealed that majority of the respondents use Facebook for entertainment purpose. They visit their social media sites and spent more than 4 hours every day. In addition, the study elicited that the use of social media had affected academic performance of the respondents negatively. The hypothesis was tested on time spent on the use of social media sites expressed a negatively but highly significant relationship. The time spent by the respondents on social media stressed that the impact on their academic performance end up negative. The study further explicated that most respondents use the social meida sites for more entertainment purpose than for academic purpose.

6. Recommendations

In the light of findings, the following recommendations are drawn up-

- i. To aware students about the implication of social media usage different seminar should be organized.
- ii. Students should use social media more meticulously to avoid any negative effects of social media.
- iii. Minimum time should be spent on social media so that any unwanted obsession can be avoided.
- iv. Students should learn how to get best outcome from the use of the Internet.
- v. Students should use the sites that are capable of enriching their academic work & research.

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