

Academic impact of social media usage by University students

R. Venkatesh Aravindh

Doctoral Research Scholar, Department of Journalism and Mass Communication, Periyar University, Salem,
Tamil Nadu

Email - rvenkatesharavindh@gmail.com

Abstract: *Social media has had become a part of everyday life of people across the globe. The impact of social media is very huge in a variety of aspects. However, it is to be noted that it is the students who happen to be the major users of social media. They use social media for a variety of purposes. The academic impact and aspect of their usage can't be overlooked. The current research study looks at the academic impact of social media usage by University students in Chennai. The study employs quantitative research analysis in the form of questionnaires.*

Key Words: *Academic, impact, social media, University, students,*

1. INTRODUCTION:

1.1 Hallmarks of social media

Laroche (2012) in his study spoke about the three hallmarks of social media as evolution, revolution and contribution. He spoke about how it was an evolution of people communicating and replacing email in many cases. He later added about having access to free, instantaneous and global communication and lastly about the ability of everybody to share and contribute as a publisher which distinguishes social media from other media types.

1.2 Popularity of social media

De Martino, McLawhorn, and Sculco (2017) in their study showed how social networking revolutionized physician-to-physician communication, for the transfer of ideas, surgical experience and education through video education. According to De Vries (2012) social media outlets constitute excellent vehicles for fostering relationships with customers.

2. LITERATURE REVIEW

2.1 Students and social media

Roblyer et., al. (2010) viewed SNSs like Facebook as having potential to be a valuable resource to support educational communications and collaboration. A look at students' responses indicated that they are likely to use Facebook often in addition to classroom work. Faculty members are likely to use more 'traditional' technologies such as e-mail. Adam Mahamat Helou et.al (2012) observed that there is an equal level of subscription to social network sites by both post graduates and undergraduates. However, there are some slight variations in the number of sites subscribed by both levels.

2.2 Students and college lives

According to Bellarmine A. Ezumah (2013), the number one reason for using SNSs among college students is to keep in touch with the friends. Junco (2012) in his study examined the relationship between frequency of Facebook use, participation in Facebook activities, and student engagement. Results showed that there was no relationship between time spent on Facebook and studying.

3. METHODOLOGY:

The methodology employed in this study is one of a quantitative nature and takes the form of survey method. Hence the researcher confined the research into the quantitative content analysis technique for this study. The research study adopts the Technology Acceptance Model 3 (TAM 3).

4. OBJECTIVES OF THE STUDY:

- To explore how social media usage is affecting the academic activities of the respondents.
- To explore the factors affecting social aspects among the respondents.

5. ANALYSIS AND FINDINGS:

Table 1: Distribution of respondents based on their gender

Particulars	Frequency	Percent
Male	104	34.7
Female	196	65.3
Total	300	100

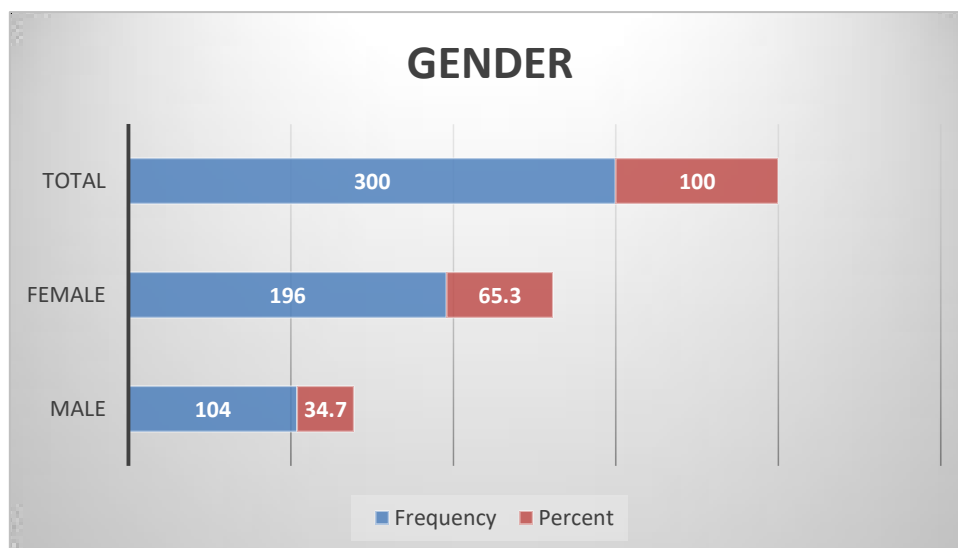


Figure 1

Table 1 and Figure 1 shows the gender of respondents. Females were higher with 65.3% in comparison with males who were 34.7%.

Table 2: Distribution of respondents based on their Educational Qualification

Particulars	Frequency	Percent
Under Graduate	30	10
Post Graduate	231	77
M.Phil.	27	9
Ph. D.	12	4
Total	300	100

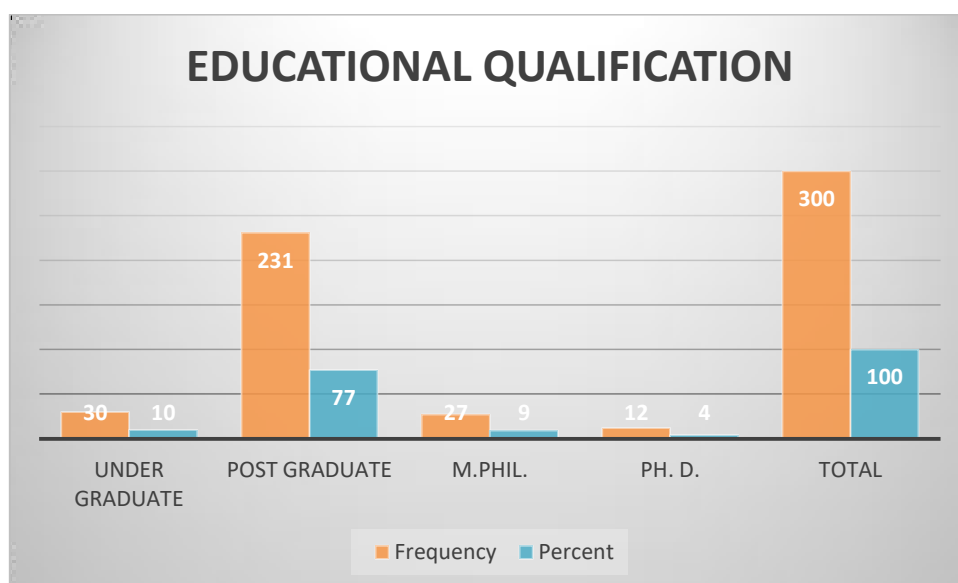


Figure 2

Table 2 and Figure 2 shows the educational qualification of respondents. Majority respondents were post graduates with 77%.

Table 3: Social media have adverse impact on studies

Particulars	Frequency	Percent
Strongly agree	36	12
Agree	69	23
Neutral	169	56.3
Disagree	12	4
Strongly Disagree	14	4.7
Total	300	100

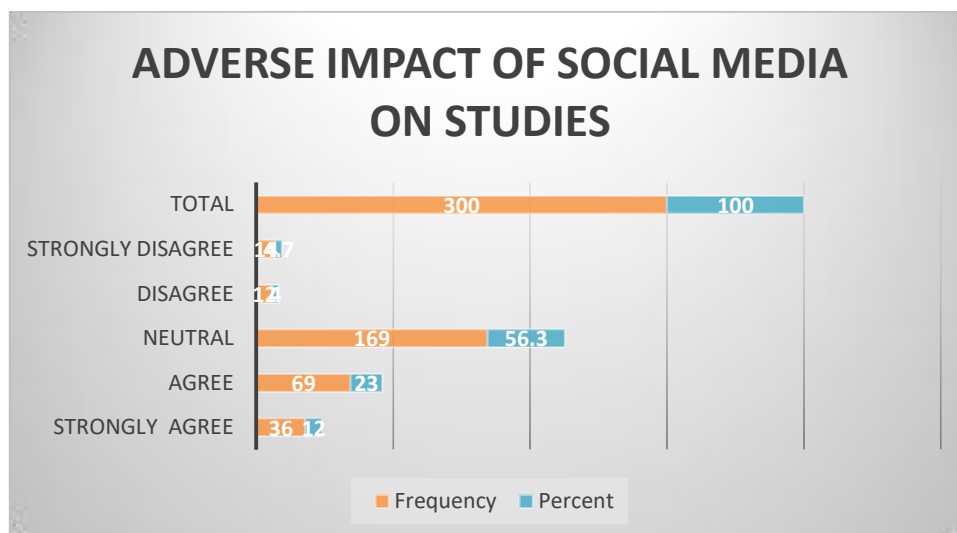


Figure 3

From Table 3 and Figure 3, it is evident that the maximum number of respondents 56.3% stayed neutral to the statement, while 23% agreed, 12% strongly agreed, 4% disagreed and 4.7% strongly disagreed regarding the adverse impact of social media on studies.

Table 4: Have you ever ignored a responsibility like homework or chores due to social networking sites

Particulars	Frequency	Percent
Strongly agree	20	6.7
Agree	175	58.3
Neutral	23	7.7
Disagree	60	20
Strongly Disagree	22	7.3
Total	300	100

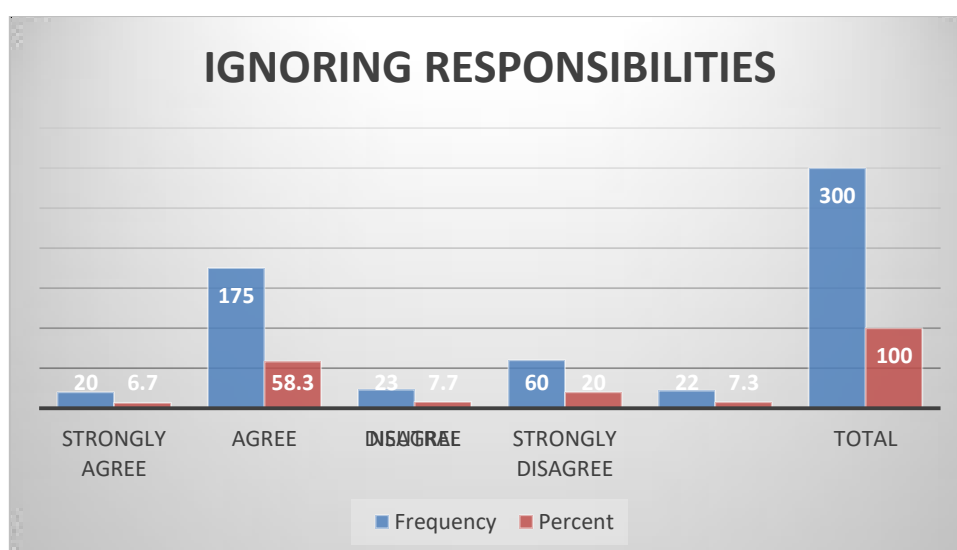


Figure 4

Table 4 and Figure 4, shows that 58.3% of the respondents agreed that they had ignored a responsibilities like homework or chores before, owing to social networking sites.

Table 5: Social media influence Sharing academic syllabus

Particulars	Frequency	Percent
Strongly agree	95	31.7
Agree	192	64
Neutral	13	4.3
Total	300	100

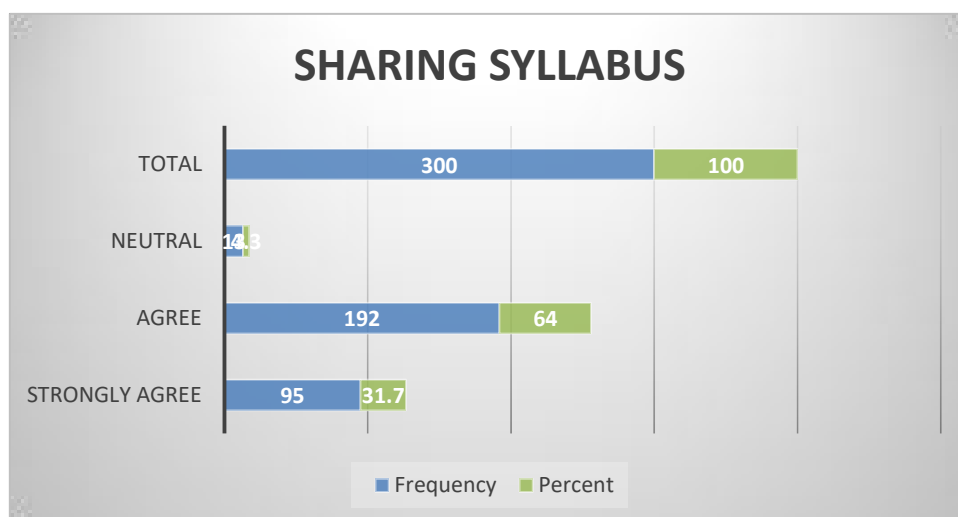


Figure 5

Table 5 and Figure 5, shows that the majority of respondents 64% agreed to the statement that social media influences sharing academic syllabus.

Table 6: Social media influence Sharing academic notes

Particulars	Frequency	Percent
Strongly agree	90	30
Agree	193	64.3
Neutral	17	5.7
Total	300	100

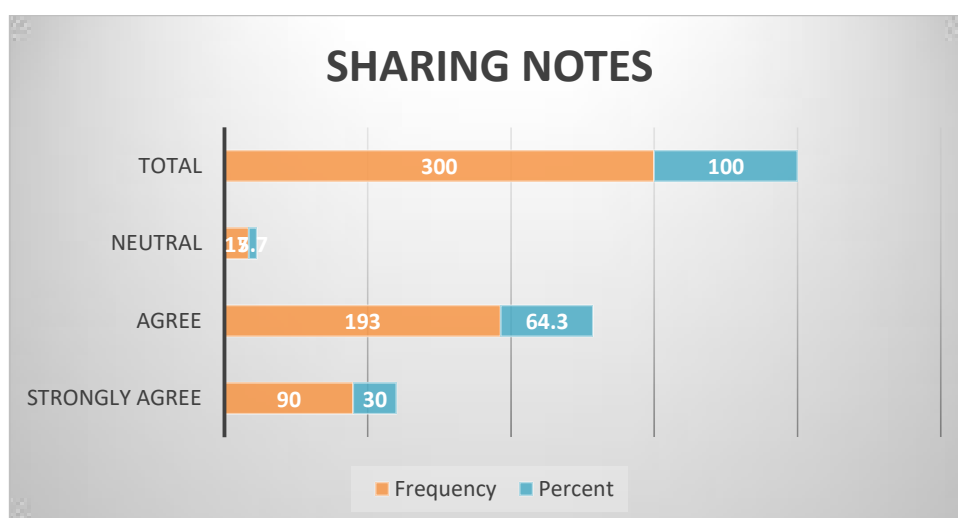


Figure 6

Table 6 and Figure 6, shows that the majority of respondents 64.3% agreed to the statement that social media influences sharing academic notes.

Table 7: Social media influence educational discussions

Particulars	Frequency	Percent
Strongly agree	202	67.3
Agree	88	29.3
Neutral	6	2
Disagree	4	1.3
Total	300	100

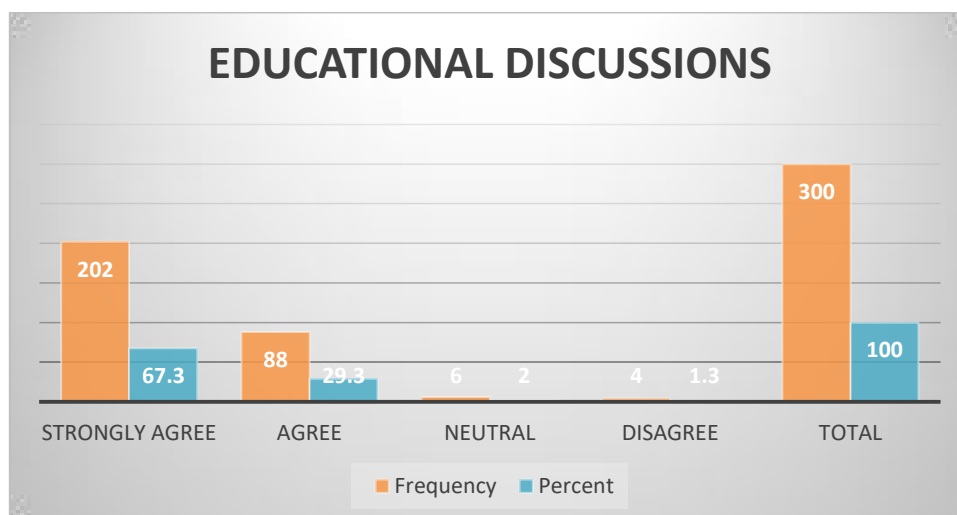


Figure 7

Table 7 and Figure 7, shows that the majority of respondents 67.3% strongly agreed to the statement that social media influences educational discussions.

6. CONCLUSION :

Academics is very much crucial and important in the lives of people especially in the contemporary society. Academia consists of youngsters who happen to be students as well and occupy a major percentile across institutions in the country. Several studies done across the world have had spoken about the ill effects, addiction of social media usage among adolescents and under graduate students. However, this study was envisioned to explore the academic impact of social media on the University students in Chennai. The research study revealed that a major percentile of the students use social media to share academic syllabus, notes and even perform discussions with about 64% of the respondents agreeing to the aforementioned statements. It can be concluded that there are more positive effects as far as academic impact of social media was concerned.

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