

RESILIENCE OF SOCIAL MEDIA SITES AFFECTING STUDENTS ACADEMIC PERFORMANCE

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ABSTRACT

Now a day's internet is the most imperative base of information, how the students are utilizing social media. It has been experimental so as to students dedicate more attention and time to social media than they do for their studies and they cannot pass their examinations well as stated by Osharive(2015). Kaplan (2010), states that social media means internet support relevance that permit the formation and transform of substance which is generated by the user. This study highlights about the demographic profile of various categories of age group, their educational background, the most used social media sites, time spent on social media sites, types and preferences of social media sites. Around 725 questionnaire was collected among Undergraduate (professional & arts & sciences), postgraduate (professional & arts & sciences), research scholars from top Deemed Universities in Chennai. The findings of the study shows that the students highest usage is WhatsApp, their preference to watch videos, students prefer to watch movies more compare to education materials.

Keywords: *Social media, Academic performance, Social media sites, Whats App*

INTRODUCTION

Maya (2015), talks about that media employs to throw a light in lowering the students' academic performance, small self perceptions and fewer attention in college oriented career. According to Boyd, Danah, Ellison & Nicole (2007), refers that Social media began in a late 1990s a network called 'Six Degrees' and this technology facilitate nation to upload a summary of themselves & to formulate friends. There are blend of profiles and openly utter friends in public forum.

Wheeler (2008) and Rifkin (2009) discussed that the academic existence has stimulated to a diverse element in view of the fact that the preface of these social media networks and numerous studies encompass stated that social media plays an imperative responsibility on students in advanced education. Ugwulebo and Okoro(2016) states that the internet creates a stage for millions of computers at abundant nation, fit into thousands of trade, government, research establishment, educational society and other association. It offeranincredibly medium for information diffusion, switch over and jointinterfaceamongstthosepeople and computers devoid oflook upon for biologicalrestraint of space.

OBJECTIVES OF THE STUDY

- To examine the student's academic performance based on demographic profiles like age, educational background of the students.
- To analysis the factors affecting social media usage, their content usage by the students, time spent on social media and preferences of social media sites.

MATERIALS & METHODS

The study is descriptive in nature and convenience sampling was computed. Top 5 Deemed Universities were selected for the study, the respondents were students from various academic institutions from Undergraduate, Postgraduate, M.Phil and Ph.DResearch Scholars. A structured and self-developed questionnaire was prepared and distributed to 750 students among which 725 were valid.

The reliability of the study was found 0.775, the data is highly reliable. The below table no.1, discusses the educational background of the students. The results interprets that the undergraduate professional students were highest with 40.3 % and the second highest were UG students with Arts and science background with 29.1%.

Table No. 1: Education of the respondents

Education	Frequency	Percentage
Diploma	152	21.0

UG (Arts/Science)	211	29.1
UG (Professional)	292	40.3
PG (Arts/Science)	32	4.4
PG (Professional)	33	4.6
Research (Mphil/Ph.D)	5	0.6
Total	725	100

Source: Compiled by the author

Table No.2: Social media platform mostly used by the respondents

Social Media Platform	Frequency	Percentage
Facebook	110	15.2
Instagram	188	25.9
Youtube	131	18.1
Twitter	23	3.2
Whatsapp	262	36.1
Quora	4	0.6
Others	7	1.0
Total	725	100

Source: Compiled by the author

Table No.2, it was found that 15.2% of the respondents were using Facebook mostly, 25.9% of the respondents Instagram, 18.1% using Youtube, 3.2% using Twitter, 36.1% using Whataspp, 0.6% using Quora and 1% of the respondents were using other social media mostly.

Table No.3: Usage of Social media sites

How long using sms	Frequency	Percentage
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<1year	67	9.2
1-2years	123	17.0
3-4years	194	26.8
4-5years	148	20.4
>5years	193	26.6
Total	725	100

Source: Compiled by the author

The below table no.3, discussed that 26.8 % of the students used social media sites for 3 to 4 years and lowest among them were the students used the social media sites less than a year.

Table No.4: Daily time spent in Social media sites

Daily time spent in sms	Frequency	Percentage
<1hr	103	14.2
1-2hrs	159	21.9
2-3hrs	147	20.3
3-4hrs	108	14.9
4-5hrs	128	17.7
>5hrs	80	11.0
Total	725	100

Source: Compiled by the author

The below table no.4, discussed that 21.9 % of the students spend time daily in social media sites 1 to 2 hours and 11% of them only spent time using social media sites for more than 5 hours.

Table No. 5: Content type seen in social media sites

Content type seen in sms	Frequency	Percentage
Education	202	27.9
Movies	208	28.7
Games	115	15.9
Health/fitness	36	5.0
Sports	36	5.0
Beauty tips	27	3.7
Cooking tips	13	1.8
News update	44	6.1
Politics	10	1.4
Others	34	4.7
Total	725	100

Source: Compiled by the author

The below table no.5, discussed that 28.7 % of them watch movies in social media sites, 27.9% use education materials in social media sites and only 1.4 % use for politics in social media sites.

Table No.6: Preference in Social media sites

Preference in SMS	Frequency	Percentage
Pictures	198	27.3
Educational Videos	308	42.5
Popular celebrities	90	12.4
Colourful articles	87	12.0
Others	42	5.8
Total	725	100

Source: Compiled by the author

The below table no.6, discussed that 42.5 % of them prefer to watch educational videos in social media sites, 27.3% prefer to watch pictures in social media sites and 5.8% of them prefer others in social media sites.

DISCUSSIONS AND SUGGESTIONS

- It was found that 68.8% of the respondents were in the age group of 16 – 20 years, 31.6% of the respondents were in the age of 21 – 30 years, 8% of the respondents were in the age of 31 – 40 years, 7% of the respondents in the age 41 – 50 and only 1% of the respondents were in the age of > 51 years.
- It was found that 60.8% of the respondents were male and 39.2% of the respondents were female.
- It was found that 21% of the respondents were doing Diploma, 29.1% of the respondents were doing UG (Arts/Science), 40.3% of the respondents were doing UG (professional), 4.4% of the respondents were doing PG (Arts/Science), 4.6% of the respondents were doing PG (Professional) and 0.6% of the respondents were doing Research course.
- The study shows that 15.2% of the respondents were using Facebook mostly, 25.9% of the respondents Instagram, 18.1% using Youtube, 3.2% using Twitter, 36.1% using Whataspp, 0.6% using Quora and 1% of the respondents were using other social media mostly.
- The study discussed that 26.8 % of the students used social media sites for 3 to 4 years and lowest among them were the students used the social media sites less than a year.
- It was found that 21.9 % of the students spend time daily in social media sites 1 to 2 hours and 11% of them only spent time using social media sites for more than 5 hours.
- The results shows that 28.7 % of them watch movies in social media sites, 27.9% use education materials in social media sites and only 1.4 % use for politics in social media sites.
- The results discusses that the highest preference in social media sites is educational videos with 42.5% and the least preferences is others in social media sites with 5.8% .

CONCLUSION

The main idea of the study discusses about the students' academic performance based on demographic profiles, the usage pattern of social media sites, time duration in social sites and preferences of social media sites, the study shows that highest number of students age group fall into the category in 16 to 20 years. Choney, (2010), MehMood&Taswir, (2013), Kist (2008), Jacobsen &Forste, (2011), believe that they employ of expertise knowledge on social media sites which is the most imperative factors that can

manipulate educational recital of students absolutely. The students at the present expend too to a great extent instance on facebook and other social media sites and do not encompass an adequate amount of occasion to learn. Most of the data are composed of UG students with the professional course, Whats App plays a major a role compare to other social sites platform, followed by Instagram social sites.

In this research it was established that the most of the students expend daily more than three hours of their time , the study shows that the students expend more on movie content compare to educational materials. This clearly indicates that the students use the social media sites more for entertainment than the academic purpose. In other result, little controversial their preference types are educational videos too. The study shall be a realization for academicians to comprehend about the students mindset.

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