



# A STUDY ON IMPACT OF SOCIAL MEDIA ON SCHOOL STUDENTS

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**Abstract:** Social media is the most recent form of media and also gained popularity in the world. It has a popular medium among the students also because they are more interested in using ICT in every field compared to any other age group. Social media is a very broad term and really encompasses many different types of media such as videos blogs, social networking sites etc. The present study will attempt to find out the impact of social media on academic performance of school students.

## Introduction

Social media is the fastest growing Web application in the 21st century. The diverse applications of social media like Wikis, video streaming and applications, and social networks make it the phenomenon of the century.

Social media is a category of online discourse where people create and share content, bookmark it at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (**Asur and Huberman, 2010**).

Technology gave everything but not without risks. If we are doing a work with the help of technology than it takes less time in compare doing work from hands but it has many risk associated with it. Social media is the media of social interaction.

**Boyd and Ellison** define Social media as "Web based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system.

**Kaplan & Haenlein (2010)** defined Social Media as " a group of internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content".

**Martin, (2008) & Lusk, (2010)** said that social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. However for the purpose of this study social media is captured within the use of internet through Facebook, Whatsapp, Instagram, Snapchat and Twitter for communication sharing of ideas, sharing of photos and videos by users and will examine the impact of social media on school students.

## **Conceptual Framework**

Guy Debord in his book "The Society of Spectacle" stated that, late modern society can be called a society of spectacles and he further argued that in this world the image of things appeared more real than things themselves. This theory is critique about contemporary consumer culture, commodity fetishism deal with the issue such as class alienation, culture homogenization and mass media. In his theory, he referred the central importance of image in contemporary society. He strain out the image supplanted the genuine human interaction. He argued that spectacle is not a collection of image rather it is social relationship between people that is mediated by images, further he explained contemporary society is a consumer society, in which social life is not about living, but about having, consequently, social life moves further, leaving a state of "having" and proceeding into the state of "appearing" (Debord, 1967).

## **Literature Review**

According to Junco et al (2010), "Social media is a collection of internet websites, services, and practices that support collaboration, community building, participation and sharing". The growing number of users of social media among the youth of today cannot be over emphasized. Over the years the use of social networking sites among second grade school students has become more and more popular. It is a way to make connection not only on schools but outside the schools with friends. Social networking is a way that helps many people feels as though they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students are not being affected by more time they spend on these sites (Choney, 2010).

According to Mehmood and Taswir, (2013) the growing popularity of social media among the students demands an introspection of social behavior. It has now become a way of life for most of the young generations all over the world. Many of them had derived benefits out of these sites whereas some have become academically and socio- culturally challenged by its use. About 80% of students use their own smart phone for using social sites and Facebook was one of the most used social applications.

In the book, entitled Media Convergence Graham & Young (2012) argued that Social Networking Sites provide a new horizon for human communication compared to the conventional media. The future of communication, through social networking sites, will be an integrated form of convergence of earlier communication and interaction that helps in blurring the lines between one to one and public communication. Social networking sites offer users a chance to create his/her own page or group or community by allowing everyone to address the message to a known community or audience of one's own choice.

## **Objectives**

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

1. To examine the impact of social media on academic performance among school students.
2. To identify the purpose of using social media by school students.

## **Research Methodology**

Present research is descriptive and exploratory in nature and a online questionnaire using Google forms was created for collecting responses from 50 students of class 9th to 12th both male and female of a Senior secondary school.

Purposive sampling technique is used for present study. A school is choosen for this study located in Sahawar town District Kasganj in Western Uttar Pradesh.

## **Findings**

1. Majority of 52 percent respondents are female and 48 percent respondents are male who have access social media

2. Majority of 34 percent respondents are students of class 12th and 32 percent respondents are student's of Class 11th and 22 percent respondents are students of class 10th, rest 12 percent respondents are students of class 9th.

3. Instagram is found most favourite social media sites among students. Majority of 38 percent respondents use Instagram and after Instagram Whatsapp is found favorite social media sites among students 30 percent of respondents uses Whatsapp and 18 percent respondents uses YouTube and 10 percent of respondents uses Facebook and rest 4 percent of respondents uses Snapchat as favourite social media sites.

4. When respondents were asked how much time they spent on their social media sites, Out of 50 respondents 52 percent spent 1-2 hour per day on social media sites and 34 percent spent 3-4 hour per day on Social media sites and 6 percent spent 4-5 hour per day on social media sites and 6 percent spent 30 minute to 1 hour per day on Social media sites and only 2 percent spent spent above 4-5 hour per day on social media sites.

5. When students were asked why they use social media out of 50 respondents 46 percent said they use social media for academic work and 42 percent said they use social media for downloading music and video and 12 percent respondents said they use social media for chatting. The study revealed that most of the students using social media for Academic work.

6. When respondents were asked whether the use of the social media affects their academic work, 66 percent of respondents answered in the affirmative whereas 14 percent of respondents gave a negative responds. 20 Percent of respondents were not certain whether the use of social media sites affected their academic or not. This study confirms Mehmood & Taswir's, (2013) study that the use of technology such as the internet is one of the factors that can influence students performance positively or adversely. This is further supported by Choney, (2010) who believe that students use of social media will have negative effect on their academic performance.

7. When respondents were asked whether the use of social media improved their academic work out of 50 respondents majority of 74 percent respondents answered in affirmative and 22 Percent of respondents gave a negative responds whereas 4 percent of respondents were not sure about improvement in academic work by social media.

So the study revealed that social media found useful for improvement of academic work by students.

8. When students were asked about their age group majority of 62 percent respondents are between the age group of 16-18 yeras and 24 percent respondents are between age group of 14-16 years and 12 percent respondents are between the age group of 18-20 years and remaining 2 percent respondents are above 20 year age.

9. When asked about the device they used for access social media majority of 96 Percent using smart phone for access social media and 2 percent using tablets for access social media and remaining 2 percent using laptop for access social media and there is not any respondent who using desktop for access social media.

10. 54 percent of respondents belongs to urban areas and remaining 46 percent respondents belongs to rural areas.

## **Conclusion**

The study was conducted to examine the impact of social media on academic performance of school students. The study revealed that majority of the respondents had smart phones whose use they do for accessing social media. As a result they visit their social media sites and spend 30 min to 5 hour every day. In addition, the study revealed that the use of social media had affected academic performance of school students negatively. The study further revealed that most of the respondents use the social media for academic work and downloading music and videos.

## **Recommendations**

According to the findings of the study stakeholders i.e. parents ,guardians and teachers must bring their attention towards the use of social media by students and make sure that students are not using social media application during class hours and must be encouraged to

prioritize their academic work over using his valuable time in chatting with peers and downloading videos. Students should use social media for enhancing their academic performance.

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