

# A Descriptive Study To Assess The Impact Of Social Media On Student's Academic Performance By Using Questionnaire Method Among The Nursing Students Of Bora Institute Of Allied Health Sciences, Lucknow.

Mrs. Arjita<sup>1</sup>, Mr. Kundan Singh<sup>2</sup>, Ms. Archana Yadav<sup>2</sup>

1 (Associate Professor, Bora Institute of Allied Health Sciences, Lucknow, India)

2. (B.Sc. Nursing students Bora Institute of Allied Health Sciences, Lucknow, India)

## ABSTRACT

**Background:-** The rapid advancement of media technology has had a great impact on the way people communicate on a daily basis. The growing dimension of the use of the social media among the youth of today cannot be over emphasized. Over the years, social networking among students has become more and more popular. It is a way to make connections, not only on campus but with friends outside of school. Social networking is a way that helps people feels they belong to a community. Social media has grown tremendously in the last few years. The growth rate is unexpectedly very high from 2006 onwards. From progressed nations to under-developed countries, every nation is utilizing the power of social media to enhance life and use it for the bitterness of the people. However, on the other hand it has also affected the society in the negative way. Just like anything which can be used for both good and bad, social media have also provided the negative and positive ways for the people. It is all about the usage and getting things done positively by using the power of social media. It is in the hands of the user to use to its advantage. But willingly or unwillingly it can still have negative impacts on the users.

**Material and method:-** In this descriptive study, a sample of 50 nursing students were taken by purposive sampling technique. A structured questionnaire, which has three sections, (A- Demographic variable, B: Self-instructed semi-structured questionnaire and C: Attitude scale) was administered to collect the data. A pilot study was conducted before the main study. The data collected was than analysed and interpreted as per the objective and hypothesis of the study.

**Results:-** 46% (23) of the participants say that they used to subscribe Educational websites on social networking sites. 50% (25) of the participants say that they use social media to pursue college activities. 84% (42) of the participants say there is no negative impact of social networking sites on their academic performance. 82% (41) of the participants say that social media has helped them very much in improving their study. 50% (25) of the participants say that they use social media less than 1 hour in a day. In response to what kind of impact social media has on your study timings 30% (15) participants say that study time has increased than before while 30% (15) of the participants say that their study time has decreased than before and 24% (12) participants say that there has been no impact of social media on their study timings 16% (8) say that they have never noticed.

**Conclusion :-** the study concluded that the overall effect social media is having on the academic performance of students is positive. Students are able to get much information related to their studies from the social media like whatsapp and Facebook.

**Keywords:-** students, social media, facebook, academics, performance

Date of Submission: 28-04-2023

Date of Acceptance: 09-05-2023

## I. INTRODUCTION

As we are living in a networking era, the tremendous growth of the internet has a high impact on the development of the students in which they interact and socialize. During this era, communication is the most popular term. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends in topics that range from the environment and politics to technology and the entertainment industry<sup>1</sup>. After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users

throughout the world. These sites remain some of the most popular social networks on the Internet. Most of the social sites have now incorporated webcams for their subscribers. Webcams enables 'friends' to have a one on one conversation while at the same time watching each other. This communication is more private and very effective as subscribers get to see each other. There has really been an increase in popularity in video conversations<sup>2</sup>. Facebook, Twitter, and Skype are popular social media platforms, millions utilize daily. It is extremely rare to come across anyone in today's society who does not have an account on one of these platforms. Social media is not only used by people but by business organizations, as well.<sup>3</sup> The negative effects of social media on communication are the effect it can have on kids through cyber bullying and unwanted exposure. Younger people are using mass communication without realizing the consequences.<sup>4</sup>

### **NEED FOR STUDY**

Due to the increased popularity of social media, economists and professors are questioning whether grades of students will not be affected by how much time is spent on these sites. Researchers believe that the use of technology such as internet is one of the most important factors that can influence educational performance of students positively or adversely. Many parents and guardians are worried that students are spending too much time on Facebook and other social media sites and have not enough time to study. Though parents are worried about students' constant use of the social media sites, many students continue to utilize these sites on a daily basis. It is against this background that this research is being conducted to ascertain the impact of student's use of social media sites on their academic performance<sup>5</sup>. It has been noted that the Internet is no doubt evolution of technology but specifically social networks are extremely unsafe for teenagers, social networks become hugely common and well-known in past few years<sup>6</sup>. Social networking sites although has been recognized as an important resource for education today, studies however show that students use social networking sites such as Facebook for fun, to kill time, to meet existing friends or to make new ones.<sup>7</sup> One of the negative effect of social media or network is it leads to addiction. Spending countless hours on the social sites can divert the focus and attention from a particular task. It lowers the motivational level of the people, especially of the teenagers and students. They mainly rely on technology and the internet instead of learning the practical knowledge and expertise of the everyday life.<sup>8</sup>

A study, based on an online survey of 164 college students, examined 24 cell phone activities and found that time spent on 11 of those activities differed significantly. The students reported spending the most time texting, with an average of 94.6 minutes a day. That was followed by sending emails (48.5 minutes), checking Facebook (38.6 minutes), surfing the Internet (34.4 minutes), and listening to music (26.9 minutes)<sup>9</sup>. Many researchers' studies on student's use of the social media sites revealed a negative effect of the use of social media sites on students' academic performance. Nielsen Media Research study conducted in June 2010 stated that almost 25% of students' time on the internet is spent on social networking sites.<sup>10</sup>

In a research study, it was revealed that students who multi-task between social networking sites and home work are likely to have 20% lower grades than a student who does not have a social networking site. He believes that even running a social networking site on the background on a student's PC while studying or doing homework could lower a student's grade. He believes that "the problem is that most people have Facebook or other social networking sites, their e-mails and may be instant messaging constantly running in the background while they are carrying out their tasks. [38]

## **II. MATERIAL AND METHODS**

### **OBJECTIVES OF THE STUDY**

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

- ❖ To ascertain for what purpose student's uses social media sites.
- ❖ To explore the consequences of social media sites on student's academic performance.
- ❖ To assess the impact of social media on student's academic performance.
- ❖ To examine the impact of time spent on social media on academic performance among students.

### **HYPOTHESIS**

- ❖ **H0:** There is no relationship between use of social media and student's academic performance.
- ❖ **H1:** There is a relationship between use of social media and student's academic performance.
- ❖ **H2:** There may be positive or negative impact of social media sites on student's academic performance.

### **VARIABLES**

**Independent variable:** Social networking sites.

**Dependent variable:** Students Academic performance.

**Demographic variables:** Age, gender, course pursuing.

#### **OPERATIONAL DEFINITION**

- ❖ **Assess:** Assess is defined as to evaluate or estimate the nature, ability or quality of anything.
- ❖ **Impact:** Here Impact means having a strong effect on someone or something.
- ❖ **Social Networking:** Social networking is the use of Internet- based social media programs such as Facebook, twitter, Google plus, Instagram, tinder, WhatsApp, you tube etc. to make connections with friends, families, classmates, customers and clients.
- ❖ **Nursing students:** It refers to those students who are pursuing Bachelor of Science in Nursing, Diploma in General nursing and Midwifery and Diploma in Auxiliary Nursing and Midwifery at Bora Institute of Allied Health Sciences, Lucknow.
- ❖ **Academic Performance:** Academic Performance represents performance outcomes that indicate the extent to which a person has accomplished specific goals that were focus of activities in instructional environments, specifically in schools, college and university.

**DELIMITATIONS:** - The study is delimited to:

- Student nurses of one College of Nursing in Lucknow.
- Students who were willing to participate in the study.
- Students, who can read, write and understand English or Hindi.

**RESEARCH APPROACH:** -Descriptive Survey approach

**RESEARCH DESIGN:** -Non- Experimental Descriptive Survey

**STUDY LOCATION:** - The study was conducted at Bora Institute of Allied Health Sciences, Lucknow.

**STUDY DURATION:** - Pilot study was conducted on Jul 2018 and the main study was conducted from Sep 2018 to Oct 2018.

**SAMPLE:** - Nursing students who are meeting the inclusion criteria and studying at Bora Institute of Allied Health Sciences, Lucknow.

**SAMPLE SIZE:** - 50 nursing students from Bora Institute of Allied Health Sciences, Lucknow

**SAMPLING TECHNIQUE:** - Purposive sampling technique was used to select the subject for this study. 20 students, each from B.Sc. nursing and G.N.M., were selected and 10 students from A.N.M. were selected based on inclusion criteria.

#### **Inclusive Criteria:**

- Students who are willing to participate in the study.
- Students, who can read, write and understand English/Hindi and studying at Bora Institute of Allied Health Sciences, Lucknow.

#### **Exclusive Criteria:**

- Students who are not available during the conduction of the study.
- Who are not willing to participate.

**TOOLS FOR DATA COLLECTION:** -A well constructed and self instructed questionnaire was used. This has following sections

**Section A:** Demographic variable.

**Section B:** Self-instructed semi-structured questionnaire.

**Section C:** Attitude scale.

**PROCEDURE METHODOLOGY :** -The tool constructed for the evaluation was first validated by giving it to five expert faculty members of Bora Institute of Allied Health Sciences, Lucknow. Then the tool was tested for reliability. It was tested during conduction of pilot study (28<sup>th</sup> July 2018) for stability and internal consistency by using test and retest method. Prior permission was obtained from the Principal, Bora Institute of Allied Health Sciences, Lucknow for conducting the research. The ethical clearance was obtained from the institutional ethical committee. After written informed consent was obtained, a well designed questionnaire was used to collect the data. The data was collected in three phase from Sep 2018 to Oct 2018.

**ANALYSIS OF DATA:** - The data collected data was coded, organized, tabulated, analyzed and interpreted using descriptive and inferential statistics. The data has been analyzed and interpreted in the light of objectives and hypothesis of the study.

### III. RESULT

#### DEMOGRAPHIC VARIABLES

##### Age (Years):

70% (35) of the participants were in the age group 17-20 years while 26% (13) of the participants were in the age group 20-25 years, 4% (2) of the participants were in the age group 25-30 years and none of the participants were above 30 years.

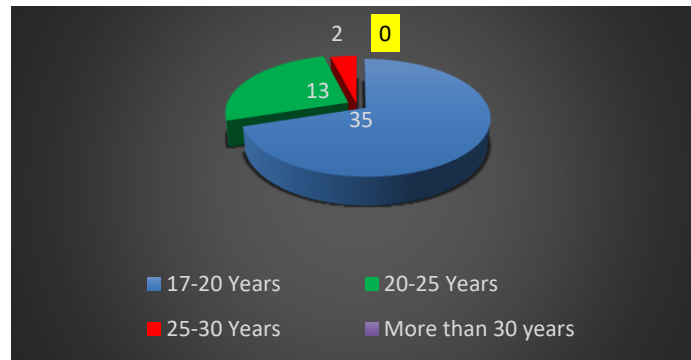


Figure 1. Pie diagram depicting the age distribution of the participants.

##### Money spend on internet (monthly):

92% (46) of the participants used to spend Rs 100-500 on internet monthly, 6% (3) between Rs 500-1000, 2% (1) between Rs 1000-2000 and none of them spend more than Rs 2000.

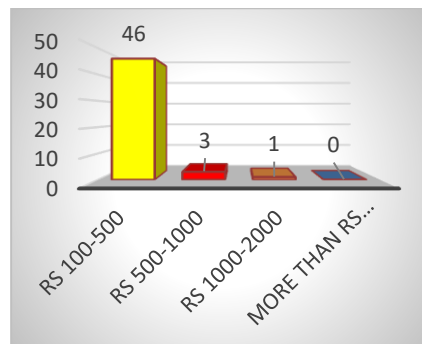


Figure 2. Bar diagram showing the monthly expenditure on internet by the participants.

#### SELF INSTRUCTED QUESTIONNAIRE

##### Mostly used social networking site.

Majority of the participants 76% (38) use WhatsApp most, 8% (4) use Facebook most, 10% (5) use Instagram most while 6% (3) use any other.

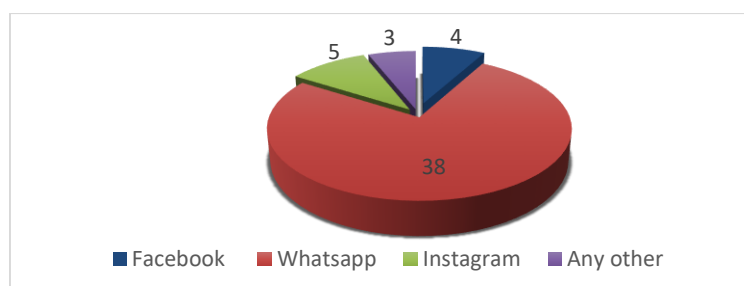
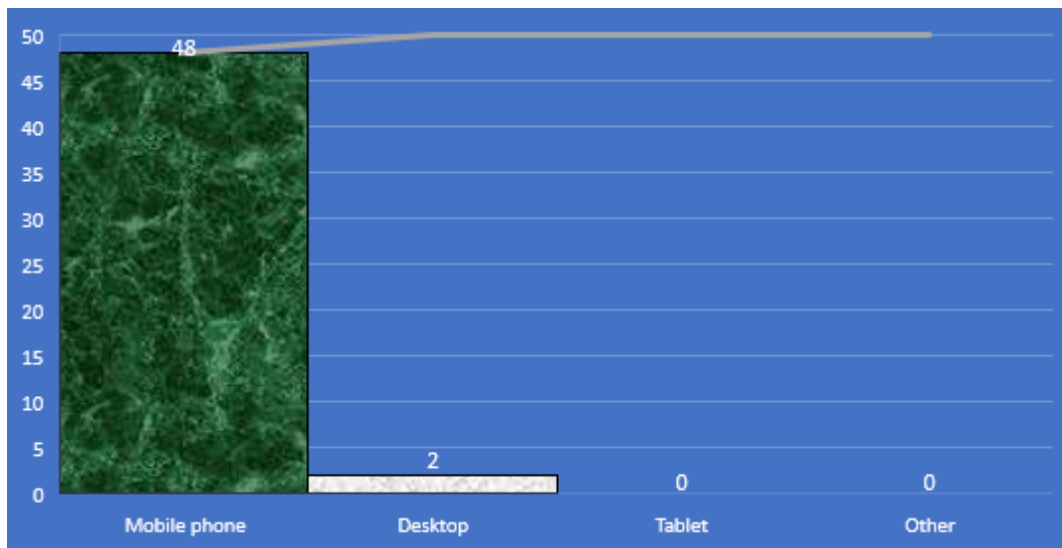


Figure 3. Pie diagram depicting the mostly used social networking site by the participants.

**Participants response to how do they access their social networking accounts.**

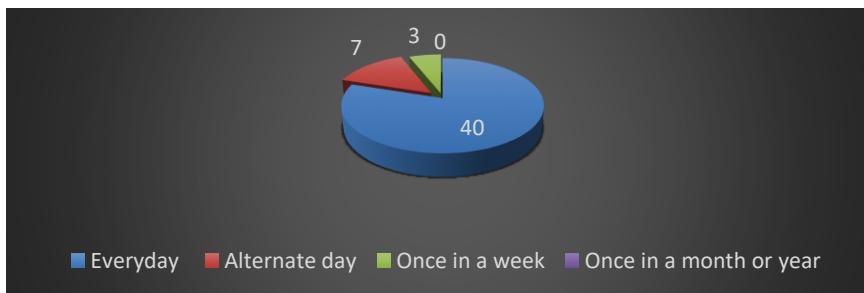
Majority of the participants 96% (48) access their social networking sites through their Mobile phone, 4% (2) from desktop and none of them through tablet or any other source.



**Figure 4.** Bar diagram showing how the participants get access to their social networking sites.

**Participants response to how often do they log on to social networking sites.**

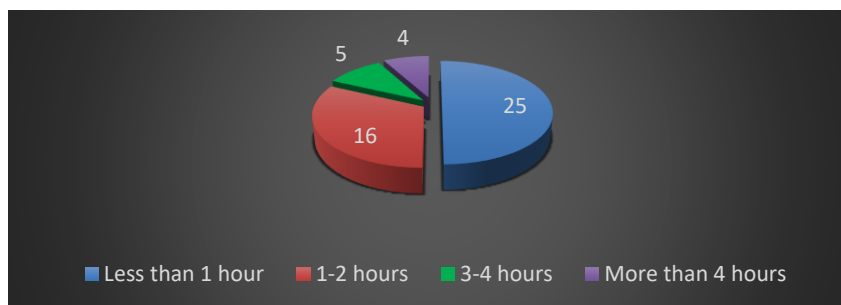
80% (40) of the participant's log on to their social networking sites every day, 14% (7) on alternate day, 6% (3) once in a week while none of them in once in a month or year.



**Figure 5.** Pie diagram depicting the frequency of use of social networking sites among the participants.

**Participants response to how much time do they spent on social networking sites daily.**

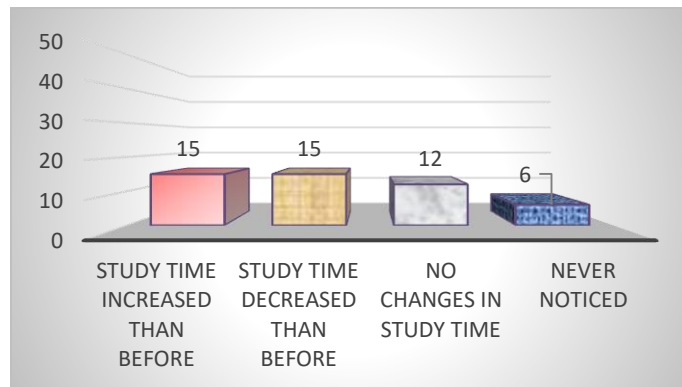
Majority of the participants 50% (25) use social networking sites less than 1 hour a day, 32% (16) 1-2 hours, 10% (5) 3-4 hours and 8% (4) more than 4 hours.



**Figure 6.** Pie diagram showing the amount of time spent by the participants on social networking sites in a day.

**Participant's response to what kind of impact does they think social media has on their study timings.**

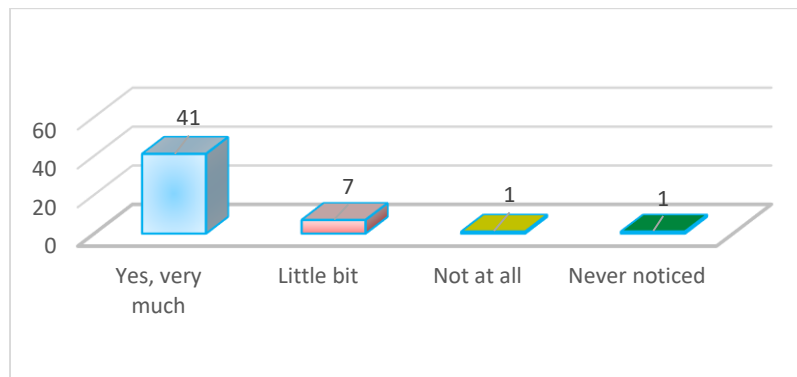
30% (15) of the participants say that their study time has increased than before, same number of participants say that their study time has decreased than before, 24% (12) say that there has been no change in study time andrest 12% (6) say that they have never noticed.



**Figure 7.** Bar diagram depicting the kind of impact social media has on participant's study timings.

**Participant's response to has social media helped them in any way for improving their study.**

82% (41) of the participants say that social media has helped them very much in improving their study, 14% (7) say that little bit, 2% (1) say that not at all and 2% (1) say that they have never noticed.

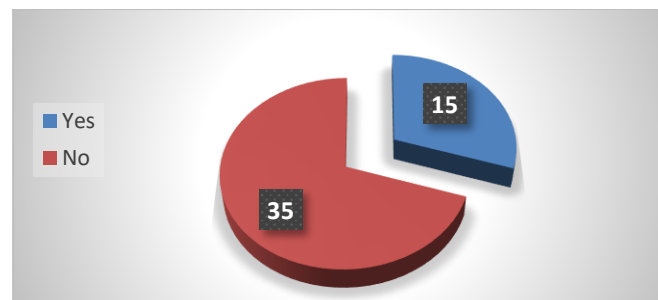


**Figure 8.** Bar diagram showing the response of the candidates to has social media helped you in any way for improving your study.

**ATTITUDE SCALE**

**Participant's response to have they ever said 'No' to their studies because of social networking sites.**

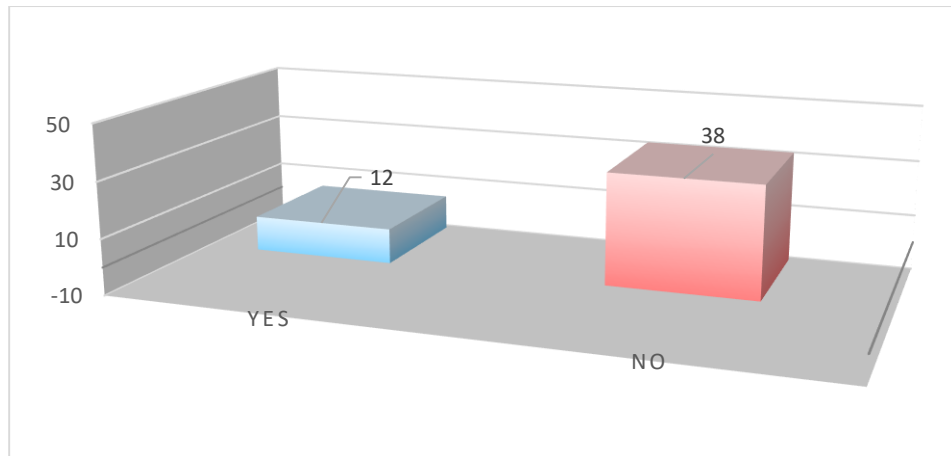
Majority of the participant's 70% (35) say No while 30% (15) say Yes.



**Figure 9.** Pie diagram showing the response of the participants to had they ever said 'No' to their studies because of social networking sites.

**Participant's response to have they ever used social networking site when a parent or teacher has told them not to use.**

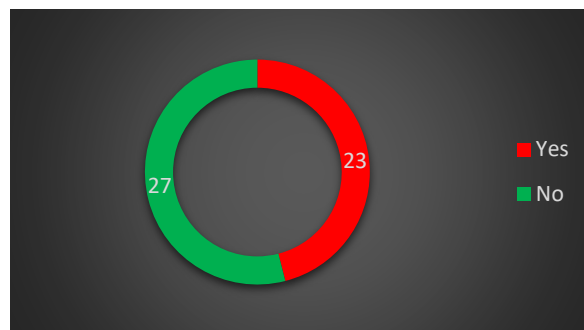
Majority of the participant's 76% (38) say No while 24% (12) say Yes.



**Figure 10.** Bar diagram showing the response of the participants to had they ever used social networking site when a parent or teacher has told them not to use.

**Participant's response to do they ever stay up late or get up early to spend more time on social networking sites but not for their studies.**

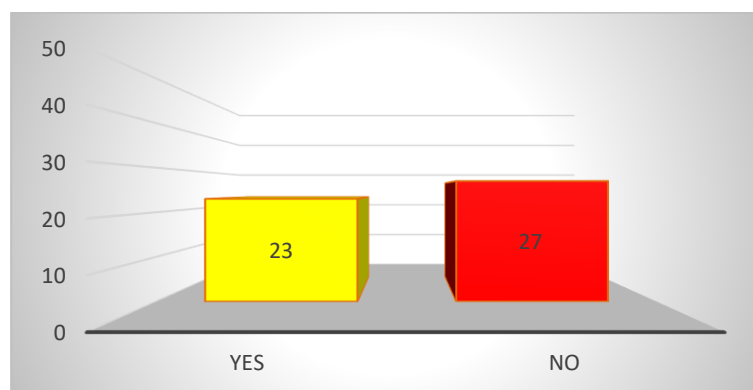
Majority of the participant's 54% (27) say No while 46% (23) say Yes.



**Figure 11.** Doughnut diagram showing the response of the participant's to do they ever stay up late or get up early to spend more time on social networking sites but not for their studies.

**Participants response to have they ever been distracted while studying through internet and started using social networking sites rather than finding their study material.**

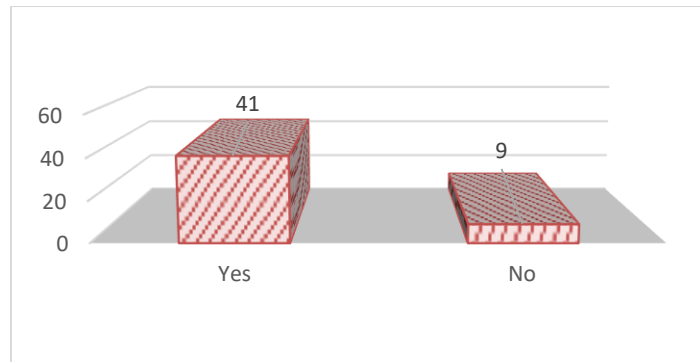
Majority of the participant's 54% (27) say No while 46% (23) say Yes.



**Figure 12.** bar diagram showing the response of the participants to had they ever been distracted while studying through internet and started using social networking sites rather than finding their study material.

**Participants response to do they think today's students are more knowledgeable and smarter than those before the era of social media.**

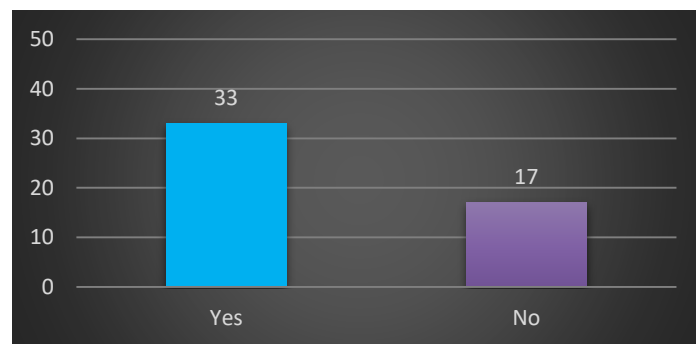
Majority of the participants 82% (41) say Yes while 18% (9) say No.



**Figure 13.** Bar diagram depicting the participant's response to do they think today's students are more knowledgeable and smarter than those before the era of social media.

**Participants response to do they think using social networking sites reduces stress and anxiety during exams.**

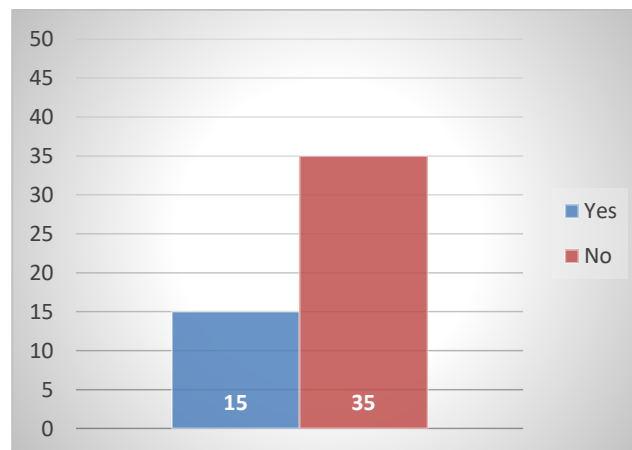
Majority of the participants 66% (33) say Yes while 34% (17) say No.



**Figure 14.** Bar diagram showing the participant's response to do they think using social networking sites reduces stress and anxiety during exams.

**Participants response to do they check their notifications regularly while studying.**

Majority of the participant's 70% (35) say No while 30% (15) say Yes.

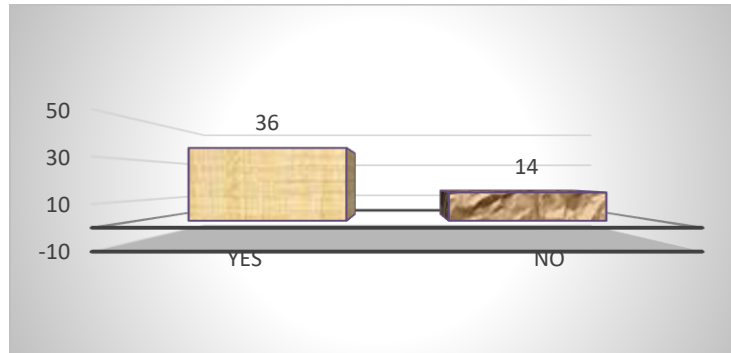


**Figure 15.** Bar diagram showing the participant's response to do they check their notifications regularly while studying.



**Participants response to do they visit online libraries to find their study stuffs.**

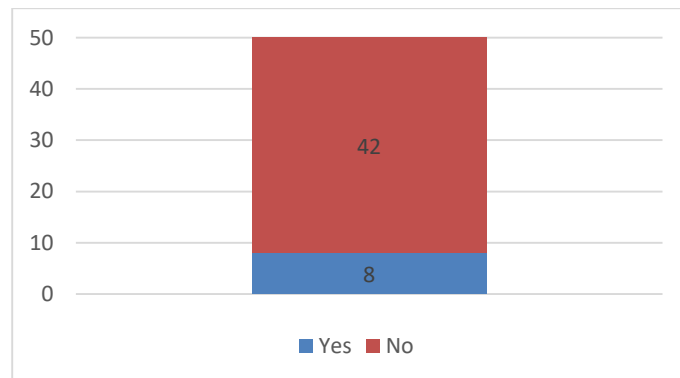
Majority of the participants 72% (36) say Yes while 28% (14) say No.



**Figure 16.** Bar diagram showing the response of the participants to do they visit online libraries to find their study stuffs.

**Participants response to do they think social networking sites have affected their academic performance in negative way.**

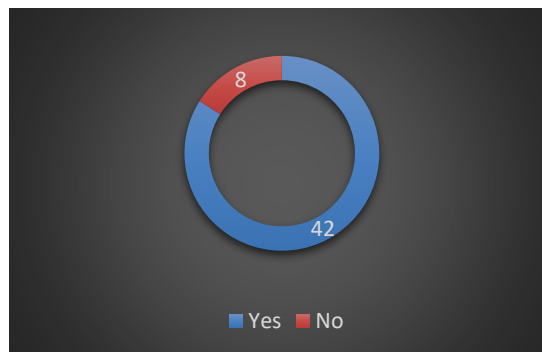
Majority of the participants 84% (42) say No while 16% (8) say Yes.



**Figure 17.** Stacked column depicting the participant's response to do they think social networking sites have affected their academic performance in negative way.

**Participants response to do they think social media has enhanced their knowledge.**

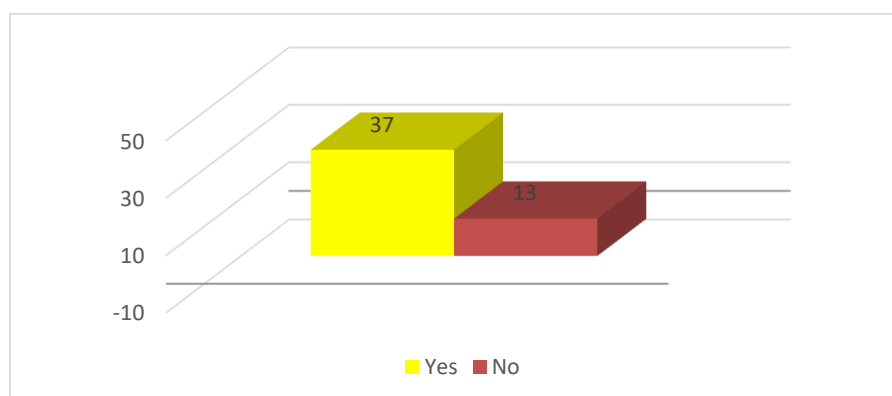
Majority of the participants 84% (42) say Yes while 16% (8) say No.



**Figure 18.** Doughnut diagram showing the participants response to do they think social media has enhanced their knowledge.

**Participants response to are they worried about the potential abuse of social media by students.**

Majority of the participants 74% (37) say Yes while 26% (14) say No.



**Figure 19.** Bar diagram depicting the participant's response to are you worried about the potential abuse of social media by students.

**The Null Hypothesis:** There is no relationship between use of social media and student's academic performance is rejected.

**Both the research hypotheses are accepted:**

There is a relationship between use of social media and student's academic performance.

There is a positive impact of social media sites on student's academic performance.

#### **IV. DISCUSSION**

**Demographic Data.**

70% of the participants were between 17-20 years of age.78% of the participants were females.50% of the participants were pursuing Bachelor of Science in Nursing.90% of the participants were Hindu.100% of the participants were having Hindi as their mother tongue.84% of the participants were from middle class.44% of the participants were from Rural area.84% of the participants were single.80% of the participants were having their Pocket money between Rs500-1000 (monthly).92% of the participants used to spend Rs100-500 on internet (monthly).

**Self-Instructed Questionnaire Data.**

76% of the participants use WhatsApp most.52% of the participants was member of only 1 social networking site.38% of the participants were using social networking sites from last 6 months.96% of the participants used to access their social networking accounts using mobile phones. 80% of the participant's log on to their social networking accounts every day.56% of the participants used to log on to their social networking account only once in a day.

50% of the participants use social media less than 1 hour in a day.46% of the participants used to subscribe Educational websites on social networking sites.50% of the participants use social media to pursue college activities.32% participants accept that they could stay away from social media for one day & 30% of the participants for one week.46% of the participants accept that they don't use social networking sites while studying at home & 40% of the participants accept that they use social networking sites 1-5 times while studying at home. In response to what kind of impact social media has on your study timings 30% participants say that study time has increased than before while 30% of the participants say that their study time has decreased than before and 24% participants say that there has been no impact of social media on their study timings.82% of the participants say that social media has helped them very much for improving their study.

**Attitude Scale Data.**

In response to awareness of any website where they can make friends and socialize themselves 86% of the participants agree that Yes they know. In response to whether you are a member of any social networking site 92% of the participants agree that Yes they are. In response to have you ever said "No" to your studies as because of social networking sites 70% of the participants say no. In response to has anyone ever commented on the time you spend on social networking sites than on your studies 60% of the participants say no. In response to have you ever used social networking site when a parent or teacher has told you not to use 76% of

the participants say no. In response to do you ever stay up late or get up early to spend more time on social networking sites but not for your studies 54% of the participants say No while 46% say Yes.

In response to have you ever been distracted while studying through internet and started using social networking sites rather than finding your study material 54% of the participants say No while 46% say Yes. In response to do you think today's students are more knowledgeable and smarter than those before the era of social media 82% of the participants say Yes. In response to do you prefer to express your knowledge, ideas and notes on social networking sites 94% of the participants say Yes. In response to have you ever missed your assignments, deadlines or sleep over social networking 68% of the participants say yes. In response to do you interact your classmates more on social networking sites than in real life 54% of the participants say No. In response to do you think social using networking sites reduces stress and anxiety during exams 66% of the participants say Yes. In response to do you check your notifications regularly while studying 70% of the participants say No.

In response to do you check your notifications before and after studying 72% of the participants say Yes. In response to do you visit online libraries to find you study stuffs 72% of the participants say Yes. In response to do you think social networking sites are good source for current affairs 86% of the participants say Yes. In response to do you use social networking sites just to kill your free time which you can spend on your studies 58% of the participants say No. In response to do you think social networking sites have affected your academic performance in negative way 84% of the participants say No.

In response to do you use social media to communicate with your teachers for clarifying doubts 78% of the participants say Yes. In response to do you think social networking sites can be an effective tool for e-learning 80% say Yes. In response to do you think social media has enhanced your knowledge 84% of the participants say Yes. In response to do you think use of social networking sites be allowed in schools and colleges 56% of the participants say Yes. In response to do you think that social media is the best way for teachers to interact students 82% of the participants say Yes. In response to do you think social media has brought revolution in the field of education 94% of the participants say Yes. In response to are you worried about the potential abuse of social media by students 74% of the participants say yes.

## V. CONCLUSION

On the basis of the findings of the study the below said conclusions were drawn:

1. 46% (23) of the participants say that they used to subscribe Educational websites on social networking sites.
2. 50% (25) of the participants say that they use social media to pursue college activities.
3. 84% (42) of the participants say there is no negative impact of social networking sites on their academic performance.
4. 82% (41) of the participants say that social media has helped them very much in improving their study.
5. 50% (25) of the participants say that they use social media less than 1 hour in a day.
6. In response to what kind of impact social media has on your study timings 30% (15) participants say that study time has increased than before while 30% (15) of the participants say that their study time has decreased than before and 24% (12) participants say that there has been no impact of social media on their study timings 16% (8) say that they have never noticed.

At the end of this research study the null hypothesis has been rejected while both the research hypotheses are accepted. This study concluded that social media is helpful in the improving the study and the academic result of the students.

## References

- [1]. Ritika M. Sara Selvaraj. Impact of Social Media on Student's Academic Performance. Oct. - Dec. 2013.
- [2]. <https://www.researchgate.net/publication/288516435>
- [3]. Essay on disadvantages of mobile phones for students. 5 July, 2018.
- [4]. <https://supremeessays.com/samples/sociology/communication-in-social-media.html>
- [5]. <https://mycloudessay.com/college-essay-examples/view/363/social-media-essay-essay-sample>
- [6]. RusulAlrubail. Social Media & Students' Communication Skills. 14 July, 2015.
- [7]. <https://www.edutopia.org/discussion/social-media-students-communication-skills>
- [8]. Choney. 2010. MehMood&Taswir. 2013. Kist. 2008. Jacobsen &Forste. 2011. Boyd & Ellison (2007). M. Owusu-Acheaw, Agatha Gifty Larson. Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana. 2015. Journal of Education and Practice. <https://files.eric.ed.gov/fulltext/EJ1083595.pdf>
- [9]. Trusov. Bucklin and Pauwels. 2009. Dr. Digambar M. Tangalwad. The Impact of Social Networking Sites on the Social life of Students -A Case Study of Swami Raman and Teerth Marathwada University, Nanded (Maharashtra) India. 9 December 2017.
- [10]. Ellison, Steinfield & Lampe 2007. Osharive Peter. Social media and academic performance of students in University of Lagos. January. 2015.
- [11]. [https://www.academia.edu/11325295/SOCIAL\\_MEDIA\\_AND\\_ACADEMIC\\_PERFORMANCE\\_OF\\_STUDENTS\\_IN\\_UNIVERSITY\\_OF\\_LAGOS](https://www.academia.edu/11325295/SOCIAL_MEDIA_AND_ACADEMIC_PERFORMANCE_OF_STUDENTS_IN_UNIVERSITY_OF_LAGOS)
- [12]. Imtiaz Ali. Positive and Negative Effects of Social Media on Society. 25 June, 2015

- [13]. Janice Wood. College Students in Study Spend 8 to 10 Hours Daily on Cell Phone. 6 Oct. 2015
- [14]. <https://psychcentral.com/news/2014/08/31/new-study-finds-cell-phone-addiction-increasingly-realistic-possibility/74312.html>
- [15]. Jacobsen & Forste 2011. M. Owusu-Acheaw, Agatha Gifty Larson. Use of Social Media and its Impact on Academic Performance of Tertiary Institution Students: A Study of Students of Koforidua Polytechnic, Ghana. 2015. Journal of Education and Practice. Vol.6. <https://files.eric.ed.gov/fulltext/EJ1083595.pdf>