

# The Effect of Social Media on the Academic Performance of the Senior Secondary School Students

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**Abstract:** The purpose of this research study is to examine the effect of Social Media on the Academic Performance Of students in SeniorSecondary school. This research study was conducted in moradabad district areaof Uttar Pradesh,hence the research area is moradabad district.The present research is described in nature and is based on survey method. The simple random sampling technique was used to select a sample of 100 students. Social Media and Academic Performance of Students Questionnaire (SMAAPOS) was used to collect datafrom the participants. The descriptive statistics of frequency counts and percentage, were used to analyze the demographic data while inferential statistics of ANOVA Test,T-Test, was used in testing the research hypotheses.

The Research findings showed that a great number of students in senior secondary schools are connected to social media. The researchrecommended that social media should be used in proper manner to enhance the performance.Students should be monitored by teachers and parents on how they use these sites. This is to create a balance between social media and academic activities of students to avoid setbacks in the academic performance of the students.

**Keywords-** Social Media, Academic Performance, Students, Senior Secondary School.

**Introduction** - Today we all know that we all are living in 21st century and this century is famous for new technology's and we can say that 21st centuries also known as a century of technologies.

The word is today celebrating the improvements in communication technology which has broad the scope of communication through the information and communication technology ICT. Modern technology in communication no doubt has turn the entire word into a "Global village". But as it is, technology like two sides of a coin, bring with it both negative and positive sides. It helps people to be better informed, enlightened, and keeping abreast with world developments. The social networking sites are used by most people to interact with old and new friends, physical or internet friends.The world has been changed rapidly by the evolution of technology; this has resulted Into the use of technology as the best medium to explore the wide area of knowledge and communication etc. There is more than half of the world's internet population visit social networking or blogging sites. The billions of pupil communicatethrough social networking sites. Academic performance is commonly measured by examination or continuous assessment.However the darker side within technological evolution has resulted in dilemmas such as the setback of real values of life especially among students who form the majority of users interacting through the use of social

networking sites.

Online social networking sites focus on building and reflecting social associations among people who share interests and or activities. With so many social networking sites displayed on the internet, students are tempted to abandon their homework and reading times in preference for chatting online with friends. Many students are now addicted to the online rave of the moment, with Facebook, Twitter etc. Most of students always using the sites even in between their studies, there online status is on. They involve in these sides for meeting new friends online and busy discussing tribal issuesposting picture in always worried about the number of likes or comment or posts. Hence most students' academics suffer setback as a result of distraction from the social media. It was observed that the use of these sites also affects students' use of English and grammar. The students are used to short forms of writing words in their chat rooms; they forget and use the same in the classrooms. They 4 use things like 4 in place of for, U in place of You, D in place of The etc. and this could affect their class assessment. Social networking sites although has been recognized as an important resource for education today, studies however shows that students use social networking sites such as Facebook for fun, to kill time, to meet existing friends or to make new ones . Although it has been put forward that students spends much

time on participating in social networking activities, with many students blaming the various social networking sites for their steady decrease in grade point averages it also shows that only few students are aware of the academic and professional networking opportunities the sites offered. Whereas on the other's hand they reviewed that the students are socially connected with each other for sharing their daily learning experiences and do conversation on several extracurricular activities and academic activities are not enough to satisfy some student those who are suffered by social networking isolation. This shows that social networks are beneficial for the students as it contributes in their learning experiences as well as in their academic life. 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. Social networking site provide ease of connecting people to one another free of cost and after connecting one can post news, informative material and other things including videos and pictures etc. In the same way the students use social networking websites approximately 30 minutes throughout the day as a part of their daily routine life. This statement shows the importance of social networking websites in students' life.

**Meaning of Education:** The word "educate" comes from the Latin word "educere" it's meaning "to lead out", "to bring out" . To educate meaning to bring out of the child, the student, that spirit of learning and wonder the desired to know, that thirsts for knowledge. True education is the harmonious development of the physical, mental, moral and social education. Illiterate of 21st century will not be those who cannot read and write but those who cannot learn, unlearn and re

By Aristotle "Education is the creation of sound mind in a sound body."

By Swami Vivekananda "education is the manifestation of divine perfection already existing in a man".

**Meaning of Social Media:** Social media is a source of powerful and instant information .All about psychology and sociology more than mean of technology. Computer based technology that facilitates the creation and sharing of information, Idea,career interest and other form of expression via virtual communities and network. Some of the most common type of social media websites ( Wikipedia Chrome) and apps are:- What's app . Instagram, X , Facebook, YouTube, Snapchat etc.

**Origin of Social Media:** media started in the mid of 90s and now capture a very large area of the word it started by the symbol modes send the first electronic message via telegraph.

Since its origin in 1979, social media has transformed into a platform used extensively by businesses and individuals not only to advertise and campaign themselves, but also to understand the customers' and clients' requirements better. There have been several milestones

throughout the evolution of social media. The introduction of a programmer that allowed people to communicate effectively over the internet using newly created virtual newsletters created an entire arena of communication that has now become an important thread in the way humans now connect and communicate. While the first milestone may have been marked by UseNet in the form of a virtual newsletter, the real game changer has been the easy and affordable availability of home computers and by extension, internet chats.

The Increasing online interaction has been the center since the first emails were sent in 1969 – ARPANET the precursor to the internet is establish. Nonetheless, in 1997, Six.Degrees.com was dubbed by the investigator of social networking platforms as the first forum, which is known by first and users may build profiles and list their contacts. The modern generation of social networking platform was founded by Ryze.com in 2001 to enable people expand on the business networks. LinkedIn has since grown into a large business network, the most prominent being Friendster. In 2003, a set of shared interests were developed for several different social networking sites. Throughout early 2004, as Facebook became Harvard's first Social Network platform, it eventually spread into high school students and all other businesses throughout September 2005. Also In 2005- Reddit and YouTube are launched. In 2006- Twitter and Tumblr emerge as microblogging platforms. As a consequence, the number of Facebook users expanded into high-density portals such as the citizens of India. A sum of 63.46 million users use the social network platforms on Twitter compared to YouTube. Myspace and Facebook encourage teenagers, in the same way as non-public spaces, to socialize with their peers while not in a place of immediate reception to networked publics. In fact, the explosion of social networks is the result of a new technology in Online networking of the society of the 21<sup>st</sup> century and a consequence of the media world financial, fiscal, social and cultural milieu. Digital technology has opened up broader doors and utilized the scope of fields for its research. There is a modern way to find answers in this world because you want technology because it is really useful as blogs and social networks are actually really successful. During the first step, the US Department of Defense has been utilizing a computer network to link and organize threat control operations. Next, corporations used virtual networks to link to firms and organize them to succeed worldwide. Later on, the shared computer groups used (Castells M., 2010). True interactive resources for technically advanced young people have increased demand for social network networks to cater to the social needs of consumers. Therefore, social networking platforms were used to build a group of social networks for the people all around the world. Aristotle declared long ago that man is a social entity who interacts to build a human community. The early historical evidence indicates that about 12,000

BCE nomadic tribal hunter-gardeners developed, with the growth of the speech network, slowly from bio-physical communities into a collective culture community. In 2010- Instagram and Pinterest start focusing on visual content. In 2011- Snapchat introduce short form video sharing. And then reels, tik-tok etc. and so on.

Today, social media has become an integral part of our daily lives, with dozens of websites serving different purposes and aiding communication, entertainment and research in their own ways.

#### **Negative effects of social media:-**

**1) Cyberbullying-** Cyberbullying is one of the major concerns worldwide that happens on social media a lot to manipulate, humiliate and cause harm to another person online. It has become the reason students are getting mentally tortured and emotionally unwell. Hence, it is imperative for the parent to teach their child not to bully anyone in any way.

**2) Academic Distribution-** Excessive involvement in social media diverts students from their academics. They spend their long hours on social media which causes a lack of time management in their studies and they don't even focus on their studies. Students get to know more on social media platforms but it is also a huge distraction for their academics.

**3) Excessive Addiction-** Involvement in social media can make students addicted. Addiction to social media can be very dangerous and harmful for young minds. Parents must be attentive towards their kids, they shouldn't let their children become addicted.

**4) Mood Disorders-** Regular use of social media can lead to an increase in the level of mood disorders in students as it causes dissatisfaction and insecurity among students.

**5) Sleeping Deprivation-** One of the major negative effects of social media is that students do not get as much sleep as they need. Lack of sleep directly affects mental and emotional health. Healthy sleep is mandatory, especially for students to maintain good health.

**6) Obscene Images-** It's very obvious if someone is using social media and suddenly an obscene image appears which a student shouldn't be seeing.

**7) Privacy Issues-** Social media not only entertain us but also gather our sensitive data and personal information. Teach your kid not to share any personal information with any strangers online. It can be harmful as someone can use personal or sensitive information against them.

**8) Lacking Self Confidence-** Social media has affected students' lives a lot in many ways. Nowadays, students are actively engaged in social media and see many influencers who attract them. They start to compare their lives to those of social media influencers which forms a lack of self-confidence.

**9) Spreading False Information-** We all know, that social media is a huge platform that not only shares informative news but also spreads rumors, misinformation and lies

about certain incidents or a person. Spreading wrong information about someone is completely wrong, it can affect them mentally or emotionally.

**10) Health Issues-** Many students are not fully aware of the fact that social media affects physical health a lot. Instead of playing outside students are so much into social media that they mostly waste their time playing online games which is not good for their mental health as well as physical health.

#### **Positive effects of social media:-**

**1) Education Assistance-** Students get a broad understanding of the subject online if they are facing to solve or learn. With the help of social media students acquire knowledge apart from their academic knowledge. They learn and solve questions online with the help of online tutors.

**2) Networking Or Connectivity-** Social media is a huge platform where people make connections with one another and build new relationships even at a distance. Because of social media, it's easy to make new friends and share or exchange ideas and feelings.

**3) Creativity-** Social media provides tons of opportunities for students or adults to help them showcase their hidden talents or creativity online. Due to this, they get recognition on social media.

**4) Communication Skills-** Students learn better communication skills by interacting with different people online. Through social media, students can enhance and improve their communication skills.

**5) Learning Opportunities-** Social media help people learn new things. It is very important for students to gather knowledge as social media provides various learning opportunities for students. They can learn new skills on social media apart from their academics.

**6) Collaborative Learning-** Collaborative learning is a situation in which two or more people learn or attempt to learn something together. Unlike individual learning, people engaged in collaborative learning capitalize on one another's resources and skills.

**7) mental And Social Well-Being-** Social Media fosters a personal connection, helping students maintain social ties, even at a distance. It has definitely maintained if not improved the mental and social well-being of students. Social media has brought the community of students together in real-time, wiping off the real-world distance.

**8) Skill Development-** Social media often help to encourage skill development and creativity. Many students learn and explore new skills platforms like YouTube. The platform helps them to find tutorial courses and resources on various topics, such as coding, art, cooking and more. It also helps students to learn new skills, share their creations, and connect with others who have similar interests.

**Academic Performance:-** Academic performance refers to a student's achievement and success in their educational endeavors. It is typically measured by assessing a student's

grades, test scores, and overall academic accomplishments. Academic performance serves as an indicator of a student's mastery of subject matter, their ability to apply knowledge, and their level of engagement and effort in their studies. Teachers, parents, and educational institutions use academic performance data to identify areas of strengths and weaknesses, tailor instructional support, and track students' progress over time. For students, academic performance can be a source of motivation, recognition, and future opportunities, such as scholarships, awards, and college admission.

**Need of the study:** This study is significant to the teachers, parents and students. This study will help the teachers of the school to know the influence that social media has on their students, so as to assist them to enlighten and create awareness to the students on the possible influence it has on them. The study is of significant to parents in the sense that they will know the possible effects these social media usage has on their children, so as to serve as watch-dog to their children on the usage of the social networking site. The study will enable the students of the senior level so that they will be aware that, apart from the social benefits of this social networking site, using the sites more than necessary will pose possible dangers to their health. It will be relevant in assisting students in understanding the diversity of social media. It will provide relevance material for students and other researchers undertaking similar research. The study will help researchers with more information on the Influence of social media on student's academic performance. The focus of this research work is to primarily study the Influence of social media on the academic performance of students.

#### **Literature Review**

Mahmood, S. and Tasvir, T. (2013), "The effects of Social Networking Sites on the Academic Performance of Students in College of Applied Sciences, Nizwa, Oman. "The beneficial results of this campaign and the uses and gratifications highlighted in this study, shows social networks as a significant influence in the academic performance of students. The research also concludes that a large section of students capitalize on the importance of human classroom face to face instruction, the social networks used for educational / tutoring should be able to apply these principles in a virtual classroom.

Raj KumariKalra (2013), "Effects of social networking sites on academic achievement among introverts and extroverts" This paper is on the basis of the findings of current study that students are managing their time efficiently and hence, use of Social Networking Sites does not harm their academic performance. Findings suggested that despite of spending time on internet or on using Social Networking Sites, and even with the personality differences students are efficient enough for their studies that they do not face any deficiency in meeting their studies' requirements.

Bernard John Kolan (2018), "Effect of Social Media on

Academic Performance of Students in Ghanaian Universities: A Case Study of University of Ghana, Legon."Different forms of education including distance education has been widely patronized and facilitated to some degree through these social media networks. Acquiring information both locally and internationally from friends, lectures or experts is no longer a struggle as compared to the olden days and the internet is the ultimate master behind this success. "Social media is a useful servant but a dangerous master" and can also be "described as a two edge sword" and as such, users especially students must be alert about its dangers and be prudent in its utilization.

Khalid H (2017), "The Effects of Social Networks on Pakistani Students. "First thing we discovered was that in Pakistan, every student is using some kind of platform for socializing as well as for academic and educational purposes. Most of the students have accounts on Facebook and use YouTube for different purposes. If the students use these platforms in a balanced way, it will not harm their health. Secondly, we found out that there is a huge number of users who are unaware of the terms and policies of the social networks they are using. Thirdly, we came to the conclusion that social networks plays a positive role in students' academic activities.

SUDHA S (2016), "The effect of social networking on students academic performance's perspective of faculty members of periyar university, Salem "However, the studies appear from two opposing views on the impact of SNSs on users. While proponents argue that it allows users in connecting people of common interest and value, opponents claim that excessive use of these sites affect the social, mental and physical health of the users. Most of the faculty members known that the students are engage in the use of SNSs for socializing activities moderately than for academic purposes. In the meantime, the positive impacts of SNSs on their academic performance are considerably low.

**Statement of the Problem:** "The Effect of Social Media on the Academic Performance of the Senior Secondary School Students".

#### **Objective of the study:**

1. To Study the effect of social media on academic performance of secondary school Students.
2. To Study the difference between purpose of using the social media and academic performance of the students.
3. To Study the difference between most use of social media platforms and academic performance of the students.

**Population of the study:** The population in this research are all the full time secondary school students of the CBSE Board or UP Board from class 10 to 12th 2024/2025 session. The population of the study includes students from senior secondary school's in rural or urban areas of

moradabad district.

**Sample and Sampling Techniques:** A total sample size of 100 students from 10 to 12<sup>th</sup> class, in this sample size 50 are girls and 50 are boys were randomly selected from CBSE and UP board schools of Moradabad district including both rural or urban areas. So the 25 girls & 25 boys are selected from urban area of district and the 25 girls and 25 boys are selected from rural area of district Moradabad.

**Research Instruments/Tools:** A well-constructed and self-developed questionnaire titled "Social Media and Academic Performance of Students Questionnaire (SMAPOS)" was used to get the desired information from the students. The questionnaire was divided into two sections (A and B). Section A was for collection of information on personal data of respondents while Section B consisted of questions that elicited responses from the respondents with response options: Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

**Method of data collection:** The researcher collected the needed data through the use of questionnaire and its administration in the selected faculties. The administration of the questionnaire were carried out by the researcher. A total of 100 copies of the questionnaire were distributed to elicit responses from the students and retrieved on the spot by the researcher. A total of 22 questionnaires were missing while 15 were wrongly filled leaving the researcher with 63 valid questionnaires.

#### Data Analysis

**Hypotheses:-1** There is a no significant effect of social media on academic performance of secondary school students.

**TABLE :1- Effect of social media on academic performance of senior secondary school students.**

Variables	N	Mean of academic performance	Standard Deviations	T-Value
Before using the social media	50	5.74	1.68	-10.02
After using the social media	50	7.78	1.41	

Since the p-value is much smaller than any common significance level (such as 0.05 or 0.01), the null hypothesis. This indicates that there is a significant difference between the two groups' means.

Thus, the significance level (p-value) is less than 0.0001. The Above Table-1 reveals that there is a positive effect between the Academic Performance in Annual of Secondary Students (Before Starting use of Social Media) and Academic Performance in Half Yearly (After Starting use of Social Media). This indicates that social media impacts the academic performance of the students. Therefore the social media contributes to improve the academic performance of the students.

#### Hypotheses:-2

There is no significant difference between purpose of using social media and academy performance of students.

**TABLE :2- The effect of social media purpose on students academic or non- academic performance of senior secondary school students.**

Purpose of using social media	N	Percent-age	Mean	Standard Deviations	T- Value
Academic	70	70%	35.5	20.2	6.93
Non- Academic	30	30%	15.5	8.65	

Significance level 0.0001

P value is 0.0001, This suggest that the result is highly significant.

The significance level (p-value) is extremely small, much smaller than typical significance thresholds (such as 0.05 or 0.01). Therefore, the null hypothesis is rejected, indicating a significant difference between the two groups.

Table – 3 Purpose of Using Social Media and Academic Performance of the Students, out of the total respondents of 100 students, 70 representing 70% responded in the Academic purpose when asked if the purpose of using Social Media have improved their academic performance, 30 representing 30% responded in the Non Academic. It reveals that the Students who have used for Academic Purpose have more academic performance than the Non Academic purpose. The implication is that the use of social media for Academic purpose have improvement in their academic performance.

#### Hypotheses:-3

There is no significant difference between most use of social media platforms and academic performance.

**TABLE:3-The effect of most using social media platforms on academic performance of senior secondary school students.**

Most using Platform	N	Percent-age	Mean of Academic Performance	Standard Deviations	F-Value
Instagram	20	20%	10.5	8.14	2.16
WhatsApp	30	30%	15.5	17.03	
Google	15	15%	8	4.62	
YouTube	25	25%	13	14.42	
Telegram	10	10%	5.5	2.87	

Significance level 0.077

P value is 0.077, This suggest that the result is significant. The p-value of 0.077 suggests that the result is not statistically significant at the 0.05 level (since  $0.077 > 0.05$ ). Therefore, you fail to reject the null hypothesis and conclude that there is no significant difference between the means of the five groups at the 5%significance level. However, if you were to use a 0.10 significance level, the result would be considered statistically significant (since  $0.077 < 0.10$ ). Table-3, respondents gave the following as their most use of Social Media Platform. Instagram 20 represents 20%, WhatsApp 30 represents 30%.Google 15 represent

15%, YouTube 25 represent 25% and Telegram 10 represent 10% respectively. The analysis shows that What's App is the most use Social Media Platform. It reveals that the Students who have used WhatsApp have more academic performance.

**Conclusion:** The result from the findings of this study showed that, social media have both kind of effects negative or positive on students, and it's totally up to students that in what's ways they are using social media, mainly social media effects on secondary students is positive and support their academic performance.

**Hypothesis-1:** Shows that students Academic performance before using the social media or after using a social media doesn't have much difference, even after using the social media students gets more in their academic performance.

**Hypothesis-2:** Shows the actual purpose of Students visit social networking sites more for their academic related work which is 70% and only 30% Students visit social networking sites for their non-Academic work which shows the positive effect of social sites on students.

**Hypothesis-3:** Shows which is most used social networking sites by school students, and most students use WhatsApp and YouTube for their academic or non Academic work. But we can't avoid the other side of social media which shows the negative effects on teenagers such as lack of privacy, distracting students from their academic work, taking most of their productive time, and such like, they also have benefits and can be used appropriately. For instance, students can form online communities in order to plan for a project, have group discussions about class material, or use the Social networking sites(SNS) as a way to keep in contact when a student who has been absent needs to be updated on current academic information. The findings of this study and earlier ones showed some noteworthy results. The first independent variable influencing the academic performance of students, that is, social media participation was negatively related with students' outcome, while the other independent variables were positively related with students' outcome. The results of this study suggest that lecturers should come up with a template on how their students can maximize the benefits

of Social media, that school management should incorporate rules and regulations on the use of the social media in the school and, that the government should put in place adequate control measures to regulate their use among students and lecturers.

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