



## **Effect of social media usage on university student's academic achievement**

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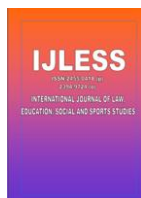
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DOI: [10.33329/ijless.12.S1.622](https://doi.org/10.33329/ijless.12.S1.622)

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### **ABSTRACT**

Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth or with many people simultaneously. Social media has changed the way we all interact with each other online. It gives us the ability to discover what's happening in the world in real-time, to connect with each other and stay in touch with long-distance friends, and in order to have access to endless amounts of information at our fingertips. In many senses, social media has helped many individuals find common ground with others online, making the world seem more approachable. According to the Pew Research Center, social media users tend to be younger. Social media plays a very vital role in everyone's life. With technological advancements day by day, we can use social media for various purposes and in multiple ways. It plays a very vital role in students' life for knowing what is happening around them, for communication, interacting, for getting information, etc. Generally, students use social media for education purposes by using it for communication with people who can help them in studies or get instant information, reviews, or solutions to their problem or get in touch with professors.

There is valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purposes. As an educational institution, it is crucial to be active in many social platforms possible. This helps create better student training strategies and shapes student culture. Through social mediums such as YouTube, Facebook or Instagram live video the engagements between students and the institution can be sustained. The benefit of social media in the education process doesn't have to stop at the teacher-student relationship. There are a lot of other

benefits that can be extracted from the use of social networking at higher levels as well.

Key words: social media, academic achievement, university.

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### **Statement of the problem**

The present problem for the research study is stated as Effect of Social Media Usage on university Students Academic Achievement.

### **Objectives of the study**

1. To investigate the effect of social media usage on academic achievement of university students.
2. To find out the relationship between social media usage and academic achievement of university students.

### **Methodology**

The present study is based on primary and secondary sources of data. The primary data were collected through primary observation from the university students by using the interview, questionnaire method. A total of 43 respondents who are studying in university as well the secondary data collected from various sources such as published journal, article, and magazines and relevant document with the university.

### **Scope of the study**

The purpose of the present study was to know the effect of social media on, academic achievement of Kannada university students. The sample of the present study consisted of 43 male and female. The sample was drawn using simple random sampling technique.

### **Review of literature**

**Reid and Reid (2004)** examined how technology can positively impact interpersonal communication. They focused on Social Networking Sites utilized by undergraduates. The study expresses that contrasted with different method for correspondence, users of Social Networking Sites were viewed as bound to talk about their "genuine self" through Social Networking Sites. Apparently, something stands out about Social Networking Sites that permit individuals to foster their relational relationship with others. This is an unmistakable illustration of how innovation can help relational correspondence.

**Kanagavel and Velayutham (2010)** studied the impacts of social networking on college students in India and The Netherlands. They observed that Indian students invest more energy in these sites than Dutch students yet they were generally inactive. Dutch students, then again, take part more effectively than Indian students by presenting on these sites.

**Borghain and Gohain (2020)** analyzed the impact of social media in the student's academic performance of the state universities of Assam. It additionally focuses to inspect the protection issues or issues on undergraduate's academic life. An example of 300 students is thought about. Google forms are utilized in gathering information. Every one of the respondents in the study has their own savvy devices with web offices. It was likewise observed that with the utilization of social media the academic existence of the students impacted emphatically just as adversely as well.

## Result and discussion

The present study based on primary analyzing of data which have been considered through the field survey. Total of 43 respondents have been interviewed for the purpose of the study there result are interested in below.

**Table no: 01 social media networks used on daily basis**

Particulars	Frequency	Percentage
Several times a day	22	51.2
About Once a Day	15	34.9
Not Daily	5	11.6
Less often	1	2.3
Total	43	100

The above table: 01 reflects that social media networks used on daily basis.51.2% of the students are used several times a day. 34.9% of the students are used about once a day as well 11.6% of the students are used not daily wise. And 2.3%of the students are used less often And it is clear that more than 51.2% of students are engaged The Face book, watts app, The LinkedIn, MySpace, Telegram, The twitter, the twitter, The Google plus, The Instagram, The Snap Chat, The YOU-Tube, The Yahoo.com, The Skype.

**Table No: 02 Purpose and usage of Social Networking Sites**

Purpose	Frequency	Percentage
To Greet People	1	2.32
Share Photo / Video	2	4.7
Instant Message	2	4.7
Find Information	4	9.3
Entertainment	3	6.10
Students TeachersInteraction	6	13.10
Academic Purpose	5	11.6
For Preparing Home Work / Assignment/Projects	3	6.10
Communication	3	6.10
Study Group	3	6.10
Formation of Academic Discussion Groups	4	9.3
Newspapers/Books/ Article/ Blog Reading	3	6.10
Finding Jobs	2	4.7
Examination/ study materials	2	4.7
Total	43	100

The above table: 02 show that purpose and usage of social networking sites. 9.3% of students are used for finding information and Formation of Academic Discussion Group, 6.10% of students are used for entertainment,For Preparing Home Work /Assignment/Projects,Communication,Study Group,Newspapers/Books/ Article/ Blog Reading. And 13.10% of students are used for Student Teacher Interaction.4.7% of students are used Share Photo / Video, Instant Message, Finding Jobs,Examination/ study materials.

### **Major findings**

1. The survey result shows that 51.2% of the students are used social media networks several times a day. 34.9% of the students are used about once a day and 11.6% students are used not daily, and 2.3 % students are used less often. Most of the students are used several times in a day.
2. The survey result shows that 13.10% of the students are used social media because of Students Teachers Interaction, and 11.6%Academic Purpose, 9.35% Formation of Academic Discussion Groups, 6.10% of students are used for entertainment,For Preparing Home Work /Assignment/Projects,Communication,Study Group,Newspapers/Books/ Article/ Blog Reading. Here the main purpose is to interact with teachers for academic purpose.

### **Educational implications**

1. Parents, teachers and elders in the society should encourage wise and mindful usage of social media by the students. This can be achieved with a growth mindset rather than a fixed mindset.
2. When the academic activities are discussed extensively on social media the students“ attention can be drawn towards academics and avoid distractions as they start enjoying academic related activities. In this context, the negative mindset towards social media usage has to be changed.
3. Students need to be educated to have a strong purpose that is appropriate for them to productively spent time while using social media.
4. Academic benefits such as peer review, group learning, publication of articles, compositions and other genres in the blogs posting comments and feedbacks in blogs, youtube, facebook, whatsapp, twitter etc., would definitely enrich students“ intellectual abilities.

### **Suggestion**

1. Similar study comparing the social media usage levels between students of different cities can give clarity on the existing digital divide.
2. Collecting data through personal interviews of the sample or observing themwould render some more details about the social media usage by students.
3. An experimental study to reduce the negative impact of social media on students“ health through some intervention can be undertaken.

### **Conclusion**

Social media have made another social aspect where people can build their social mindfulness by staying in contact with lifelong companions, making new companions, apportioning new information or items and get-together data in different parts of regular day to day existence. And provide enhancing relationship, improving learning motivation, offering personalized course material, and developing collaborative abilities. This means that social networking activities have the possibility of enhancing student contact and to improve their participation in class, particularly where introverted students are involved

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