

Social Media is a Blessing or Curse: Impact of Social Media Usage on Students' Education

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Abstract

This study explores the "impact of social media usage on students' education. Students used social media to create content and buildup relationships with other community members for educational purposes. Information was gathered to determine whether or not social media is a blessing or a curse. A survey method was used to collect data. The population/universe was students whom they were using social media for different purposes like education. A stratified sampling technique was applied for data collection. These strata were based on male and female and Master and BS level programs; 160 students were selected in the sample. The results were that there was a significant association and (at the 0.01 level) positive relationship between academic performance and time spent while students were using social media for academic purposes. The study further explained a strong and positive association between the respondents' usage of social media platforms and their overall academic performance; the hypotheses regarding the amount of spending time using social media sites and the relationship between using social media and academic achievement demonstrated a significant and strong positive correlation between the two" factors.

Keywords: *Social media, Education, Survey, Students, University, Research Direction*

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Introduction

The ability to communicate is made possible by using a variety of different social media platforms. Word media refers to a form of expression-centered socialization via the medium of communication. Non-digital social media dominates (Baruah, 2012). One of the technological advancements now being utilized by the greatest number of individuals is social media (Nuskiya, 2017). The use of social media platforms makes it easier to communicate with one another, but they also encourage more participation in group discussions. This research found that the term "social media" refers to a web-based mobile app that gives users the ability to produce their material, interact with the content that other users have made and share that content with other users of the app. (2004) involved in the production of media as well as those who consume it.

The vast majority of young people living in today's society have access to a variety of sources of information, such as the internet and a wide variety of social media platforms (including Facebook, Twitter, Blogs, Smart Phones, and Text Messaging, amongst others) (Amin. et al., 2016). Strong users of a range of social media platforms can be found among students attending educational institutions of a higher level. As a direct consequence of this, educators are increasingly utilizing social networking both within and outside the classroom. The rising utilization of social media in educational settings such as colleges and universities contributes to an increase in student participation.

Students reported that having a better time communicating with their classmates and friends when using twitter (Chawinga, 2017). Both the capacity for communicating and reasoning are continuing to mature. The issues discussed in graduate students' research classes are frequently the subject of tweets sent out by those students (Amin. et al., 2016). Relationships formed between students through the use of Twitter. Students have the opportunity to expand their knowledge base and better organize themselves into study groups with the help of Twitter. The proliferation of mobile devices has led to a rise in people using a variety of social media platforms (Gikas & Grant, 2013). As an immediate and direct outcome of it, people now have access to social networking sites that are incredibly quick. Each study sheds light on a different facet of the influence that today's social media platforms have on today's youth.

Some studies suggest students' academic performance suffers due to the increased amount of time they spend on social media. At the same time, some studies suggest that students' academic performance improves (Amin. et al., 2016). The majority of today's schoolchildren have a good working knowledge of various forms of contemporary technology. Children make extensive use of various digital gadgets even when they are not in school. They have access to digital materials by utilizing Google. The responsibilities of educators are always shifting so that they can accommodate an

increasing number of novel teaching approaches. The accessibility of social technologies and their ease of use, their practicality, and their malleability are all factors that can play a role in fostering their widespread adoption. The use of social technologies and the supply of higher education that is not of a sufficiently high level can lead to enhancements in the students' knowledge and their ability to engage with one another. Implementing social technologies based on the internet is made easier because these technologies are frequently free or require only a small investment. This makes it possible for more people to use these technologies (Al-Rahmi & Othman, 2013).

When applied to higher education, the utilization of various platforms for social media is related to a total of four distinct advantages. Relationships, a need for knowledge, individualized content, and the ability to work together effectively are crucial components of an effective educational experience. Social networking can be beneficial for children of any level of extroversion, particularly when it takes place at school, where it is encouraged and supported. Students can ask questions without feeling awkward when participating in online group learning (Al-Rahmi & Othman, 2013). Students place a great deal of weight on a wide range of pedagogical strategies, forms of media, and innovative instructional strategies. There are various channels whose programming is exclusively devoted to educational purposes. One can get an education by going to school at a college or university.

The education, teaching, and direction, in addition to the amusement that the public members receive from the media, are an essential part of the media's contribution to society. The time has come to assess the progress made in the media industry and make plans for the organization's continued expansion (Tariq et al.; 2012). There are a lot of different kinds of media, and all of them are quite effective channels of communication ensure that the right things are promoted appropriately at the appropriate times. It educates people about the right and wrong things to do in the world and teaches them both. Even though the media is frequently accused of spreading false news or of just telling parts of the truth, which is a partially valid accusation, the media does, on occasion, publish the facts as they are. Despite these accusations, the media sometimes presents the facts as they are. Because the media does report the facts, this accusation is partly true. This is because the media reports the facts.

Objectives

- To examine the impact of social media on academic performance of the students.
- To find out the ways of information of social media for students about issuing announcements, regarding their education.

Literature Review

The utilization of various social media platforms facilitates the simplification of communication. Forms of the media based on words might be considered expression-oriented communication techniques. Offline social media rules (Baruah, 2012). Social media platforms are currently the most cutting-edge and popular type of technology (Nuskiya, 2017). The use of social media platforms can assist in the improvement of groups' communication and their capacity to work together effectively with one another. According to the findings of this research project, the term "social media" refers to a web-based mobile application that provides users with the ability to produce and share information with other users of the program both those who are responsible for producing media and those who are dependent on it (2004). Young people in today's society have access to the internet and a variety of social media platforms due to the pervasive usage of the internet (Facebook, Twitter, Blogs, Smart Phones, Text Messaging, etc. 2016).

The students participate in a substantial amount of activity across various social media platforms. Both inside and outside of the classroom, there has been a rise in the number of teachers who use social networking. Social media usage in educational settings typically results in increased participation from students. This is one of the many benefits of using these platforms. According to Chawinga (2017), Twitter has made it easier for individuals to communicate with one another. Enhanced capabilities in both thinking and talking about what is being thought. Graduates tweet on subjects discussed in their previous education (Amin. et al., 2016). They are forming online friendships through the use of Twitter. Students who participate in Twitter find that doing so helps them academically. The widespread availability of cell phones makes it much easier for people to use social media platforms (Gikas & Grant, 2013). Lightning and social networking sites move at speeds comparable to one another. Several research has been conducted to shed light on the influence that social media has on younger generations. These studies have been the subject of numerous studies. While some people believe that kids can improve their academic performance by using social media, others still believe that this is not the case (Amin. et al., 2016).

Students in today's classrooms are proficient in operating a wide array of technology platforms, including smartphones, tablets, and laptops. During their free time after school, children frequently engage in various activities involving electronic devices. Information can be obtained from various places, such as the internet search engine Google. The responsibilities that are expected of teachers are consistently being revised to account for emerging pedagogical strategies. Accessibility, ease of use, practicality, and adaptability are some of the factors that contribute to the widespread acceptance of social technologies. As a direct result of the rise of social media and the general reduction in the quality of

higher education, students are given access to more information and increase their capacity for engagement. This is a positive development. The costs involved with internet-based social technologies are frequently extremely low or even nonexistent in many cases (Al-Rahmi & Othman, 2013). The field of higher education can gain quite a few significant advantages from participating in activities that use social media. In every facet of education, an emphasis is made on the value of developing the ability to make connections, acquire knowledge, cultivate individuality, and collaborate with others. Even more reserved adolescents may benefit from the possibilities for social networking that are given while they are attending school. Participating in online communities allows students to express questions quickly and uncomplicatedly (Al-Rahmi & Othman, 2013). Students place much value on the numerous various sorts of instructional approaches, novel concepts, and media forms currently available. The channels transmit content that can be considered to be educational. University audiences can contribute to the growth and development of society as a whole by way of their consumption of information, education, and amusement offered by the media. Evaluate the progress made in the media industry, and go to work as soon as possible on expanding the business (Tariq. et al.; 2012). Media facilitate communication. Effortlessly promotes the appropriate method. It educates people about both the positive and the opposing sides of the situation worldwide. Even though the media is frequently accused of merely presenting a portion of the truth or publishing misleading news, the media sometimes transmit facts even though the media is frequently accused of doing either of these things. As a direct result of the fact that the media report facts, this is partly accurate.

Hypothesis

H₀: There is no significant relationship between time spent on social media and the academic performance

H₁: There is significant relationship between time spent on social media and the academic performance

H₀: There no significant impact of social media use for educational purpose on academic performance.

H₂: There is significant impact of social media use for educational purpose on academic performance.

Theoretical Framework

The "truth" that surrounds us can be better understood when the conditional clarity of a theory is reorganized. A crucial part of the research process is developing a theoretical framework. It serves as a theoretical foundation for a professional's in-depth investigation. For this purpose, an inquiry is carried out to determine whether or not there is a correlation

between the observed events and the theoretical assumptions. Every study has a different theoretical underpinning, which is determined by the study's context and goals. We will examine the data using the "Use and Gratification" theory as a guide. The idea of "use-and-gratification" is helpful when it comes to media. Examples include studies using newspapers, television, and the Internet. People's motivations, media consumption, and needs may vary based on their perspectives on uses and gratifications. It is essential to remember this. New media's application of the uses-and-gratifications theory has received a jolt from the rise of online technologies. Individuals that use new media, such as the Internet and blogs, are predicted to be more engaged. People are not only watching and listening to media, but they are also generating and exchanging it.

Methodology

Purpose of collecting data was to perform group research on social media was a blessing or curse. Survey method used to collect data. The population/universe was the students of using social media for different purposes like in education. The unit of analysis is male and female students of university. To collect data from entire population to strengthen the findings but it's unable to study entire population so we go for a sample. Stratified sampling technique was applied for data collection and data collected through questionnaire the major factors were asked regarding educational, entrainment and sports activities. The population was divided into two stratums. These strata may be based on a single criterion, for example male and female and students of Master and BS level, 160 students were selected in sample. Detail is given below in Tables, Graphs etc. Data was collected through self-visit and analyzed using frequency and percentages. Questionnaire consist of close ended. Total items in the questionnaire will be 12 and 5 likert scale used to draw results. And, also to check the reliability and validity (Validity, 2015) of questionnaire and variables how much this study is valid and reliable according variables by SPSS. Validity and reliability results were given below:

Reliability

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	N of Items
.806	12

Here, the Cronbach's Alpha=0.806 (out of 12 questions in the survey)

Validity

		Values			Values
Q1	Pearson Correlation	1	Q7	Pearson Correlation	.099*
	Sig. (2-tailed)			Sig. (2-tailed)	.045
	N	408		N	408
Q2	Pearson Correlation	.097	Q8	Pearson Correlation	.412**
	Sig. (2-tailed)	.050		Sig. (2-tailed)	.000
	N	408		N	408
Q3	Pearson Correlation	.227**	Q9	Pearson Correlation	.282**
	Sig. (2-tailed)	.000		Sig. (2-tailed)	.000
	N	408		N	408
Q4	Pearson Correlation	.133**	Q10	Pearson Correlation	.250**
	Sig. (2-tailed)	.007		Sig. (2-tailed)	.000
	N	408		N	408
Q5	Pearson Correlation	.357**	Q11	Pearson Correlation	.435**
	Sig. (2-tailed)	.000		Sig. (2-tailed)	.000
	N	408		N	408
Q6	Pearson Correlation	.211**	Q12	Pearson Correlation	.247**
	Sig. (2-tailed)	.000		Sig. (2-tailed)	.000
	N	408		N	408

Data Analysis

Table 1

Respondent as Gender

Program	Percent
Male	57%
Female	43%
Total	100%

It demonstrated that out of 160 respondents, the gender wise comparison shows in **table 1** that the indicated the 57% of Male students spent more time on social media to learn new things regarding education and in contrast the female students 43% less concentration on educational purpose as well as other factors.

Table 2

Respondent of Educational programs

Program	Percent
BS	92%
MS	7%
Total	100%

It concludes that out of 160 respondents, 92% of respondents were from BS programs while 7% of respondents were from MS and 1% of respondents were from other programs.

Table 3

Internet Improve Reading Writing and Knowledge

Responses	Percent
very much	34%
much	33%
somewhat	27%
rarely	5%
never	1%
Total	100.0

It revealed that out of 160 respondents, 34% of respondents very much preferred the internet to improve their reading, writing, and knowledge whereas 33% of people much preferred the internet to improve their reading, writing, and knowledge; while 27% people somewhat preferred the internet to improve their reading, writing, and knowledge. In contrast, 5% of people rarely preferred the internet to improve their reading, writing, and knowledge, while 1% never preferred in improving their reading, writing, and knowledge.

Table 4

Reading Whole Book by Yourself or Google

Responses	Percent
very much	20%
much	25%
somewhat	27%
rarely	19%
never	9%
Total	100.0

It reflected that out of 160 respondents, 20% of respondents very much preferred reading the whole book by themselves or Google it and getting a summary of it, while 25% of people much preferred reading the whole book by themselves or Google getting a summary of it whereas 27% of people somewhat preferred reading the whole book by themselves or Google it and get a summary of it; while 19% of people preferred rarely reading the whole book by themselves or Google it and get a summary of it, while 9% of people never preferred reading the whole book by yourself or Google it and get summary of it.

Table 5

Technology Changes the Thinking of Students

Responses	Percent
very much	48 %
much	33 %
somewhat	10 %
rarely	4 %
never	5 %
Total	100 %

It depicts that out of 160 respondents, 48% of respondents very much preferred that technology is changing our brains, while 33% of people much preferred that technology is changing our brains whereas 10% of people preferred that technology is changing our brains; while 4% of respondents rarely preferred that technology changes our brains. In contrast, 5% of people never preferred that technology changes our brains.

Table 6

Purpose of Technology

Responses	Percent
education purpose	26 %
entertainment purpose	67 %
Sports	7 %
Total	100 %

It revealed that out of 160 respondents people, 67% of people use technology for entertainment purposes, 26% of people use technology for educational purposes, and 7% of people prefer technology for sports purposes.

Table 7

Time Spent on social media and academic performance

		Academic Performance
Time Spending	Pearson Correlation	.274**
	Sig. (2-tailed)	.017
	N	160

** . Correlation is significant at the 0.01 level

According to Table 6 there is an important (at the 0.01 level) positive relationship between the independent variable and the dependent variable (which is performance in academics) (time spending). This relationship is very healthy and positive. This shows that spending more time on social media negatively affects one's capacity to do well in academic settings. Therefore, a negative correlation can be demonstrated between significant time spent on social networking platforms and academic performance.

Table 8

Social Media Usage and Academic Performance

		Social Media Usage
Performance in Academics	Pearson Correlation	.378**
	Sig. (2-tailed)	.000
	N	160

** . Correlation is significant at the 0.01 level (2-tailed).

In Table 7, there is a positive relationship between the independent variable, and the dependent variable, academic performance. This link is significant at the 0.01 level. Examining the correlation between the two variables led to the discovery of this relationship (time spent). The relationship that the two of variables share is highly amicable and beneficial to society. This illustrates that increasing the amount of time spent on social media used has positive influences an individual's capacity to perform well in academic settings. This is especially true for younger individuals. Consequently, there is an inverse relationship that can be proven to exist between significant amounts of time spent on social networking sites and academic performance. This is because performance in academic is positively correlated with less time spent on social media.

Discussion

The survey starts with the question about how you prefer technology for searching difficult words meaning and for other stuff. For the reason that, now a days many of us use technology for easiness and we don't push ourselves into doing something by effort we rely on technology. The main aim of student should be education but unfortunately today's student are emphasizing on such sites which can be a complete wastage of time. Students waste a lot of hours on these sites which is completely wastage of time. Social Networks was only an electronic connection between users but unfortunately now it has become an addiction for students, teenagers and even adults. But this is also good thing for those who have a hectic life and they don't meet with their dear ones (Tariq et.al, 2012).

As well as, there can be several reasons for using social media so the survey includes the most important questions. And it is about the storyline of is technology is a blessing or curse? Some of the questions are based upon the technology is making us dull or lazy. According to Chawinga (2017), Twitter has made it easier for individuals to communicate with one another. Enhanced capabilities in both thinking and talking about what is being thought in this way, they survey can easily conclude the impact of social media usage on students. Furthermore, many questions are designed to get the people overall view about Impact of social media usage on students. This questionnaire is intended on the basis of recent observation and impacts of social media usage on students.

Conclusion

This research aimed to determine whether or not using social media platforms is beneficial for pupils. Finding of the study was that the respondents' academic performance had been positively improved due to their usage of social media. This was revealed by the study's findings, which were presented in the results. In addition, the results of the study showed a positive association between the respondents' usage of social media platforms and their overall academic performance. The tests performed on the hypotheses regarding the amount of spending time, using social media sites and the relationship between using social media and academic achievement demonstrated a significant and positive correlation between the two factors. This conclusion was reached as a result of the findings of the tests that were performed on the hypotheses. The study's findings revealed additional information, one of which was that most respondents use social networking sites more for conversing than for the goal of using them for academic purposes.

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