

# A STUDY OF THE KEY INFLUENCES IMPACTING THE ACADEMIC PRODUCTIVITY, GRADE OUTPUTS AS CO-RELATED EXTENSIVE USE OF SOCIAL MEDIA

Atul Kalkhanda

## ABSTRACT

*In today's swiftly changing technological landscape, social media has become a defining factor of speed, interaction between community members and distant groups that are invariably connected for several different issues. The demographic profiling of social media is indicative of people from a wide spectrum, gender, ethnicity, age interacting and collaborating to share benefits in diverse domains. Social media plays a major role in education system and students academics. It can be used for classroom teaching, for conducting academic discussion with friends and mentors, posting notes, sharing and accessing course related videos, preparing assignments, improving writing ability etc. Under restricted conditions of use, the social media can empower the student community while any gross misuse is highly likely to lead to lowering the grades. This paper attempts to explore the impact of social media, the research methodology is based on primary data collection and statistical based on the hypothesis testing as linked to a regression analysis on the sample population of hundred people.*

## INTRODUCTION

Internet has become a need all around the globe. People belonging to different age groups are making use of internet as per their requirements. Maximum usage of internet is to access social media. Now day's not only teenagers, school going kids, adults, senior citizens all are using social media for connecting socially, professionally, communicating, and sharing data. The greater use is by teenagers or students. Students if they make use of social media in right direction it helps them to gain a lot academically. In a survey conducted it was concluded that social networking sites have a positive impact on students' academic performance. In another study it was found that maximum students prefer the use of Facebook and Twitter for academic related discussions. It also complements traditional classroom teaching and learning process. Thus, it is important that educational institutions and lecturers must encourage the use of these applications in order to promote academic excellence. On the other hand, studies conducted by many researchers on students use of the social media sites revealed a negative effect of the use of social media sites on students' academic performance. In a study conducted on college students author came to the conclusion that students who spend less time on social media sites have a higher grade point averages than those who frequently use social media. In another analysis author concluded that nowadays students use social media anywhere and at any time where internet connection is available in order to meet their academic needs. Thus social media usage has both positive and negative impact on student's academics and it will be clearly shown in this survey.

## METHODOLOGY AND STATISTICAL ANALYSIS

A questionnaire was designed and it was got filled by 100 students belonging to different age groups of an educational institute. The main purpose of this survey was to analyse how social media is affecting academic performance of students of different age groups. Is it creating a positive or negative impact on their academic scores? Whether right and timely use of social media for education is helping them to improve their academic scores or excess use of it is hindering their academics.

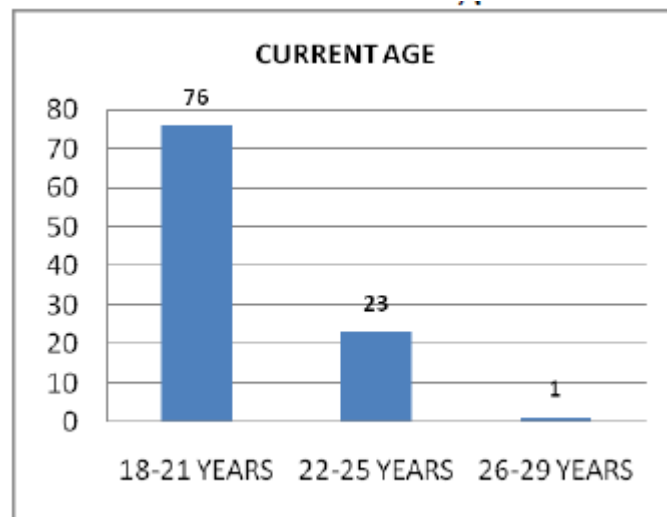


Figure1: Current Age

Figure1 shows statistical analysis conducted for 100 respondents which indicates that 76% of students were in age group of 18-21 years, 23% in age group of 22-25 years and only 1% above 25 years.

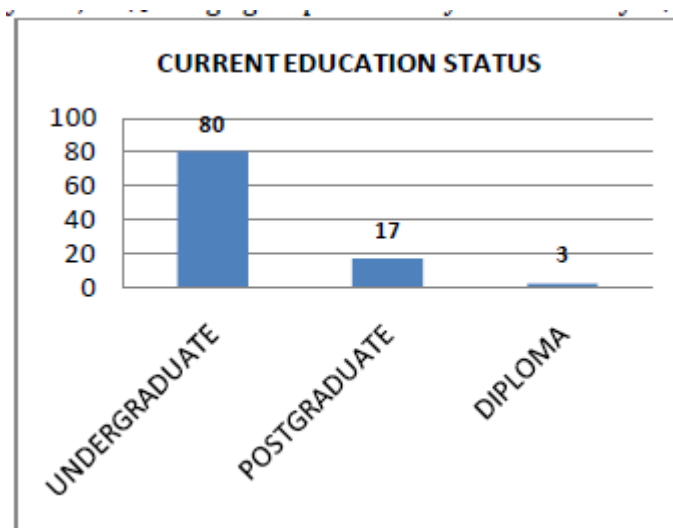


Figure2: Current Education Status

Figure2 shows that 80% of students were pursuing their graduation, 17% post-graduation and 3% doing diploma courses.

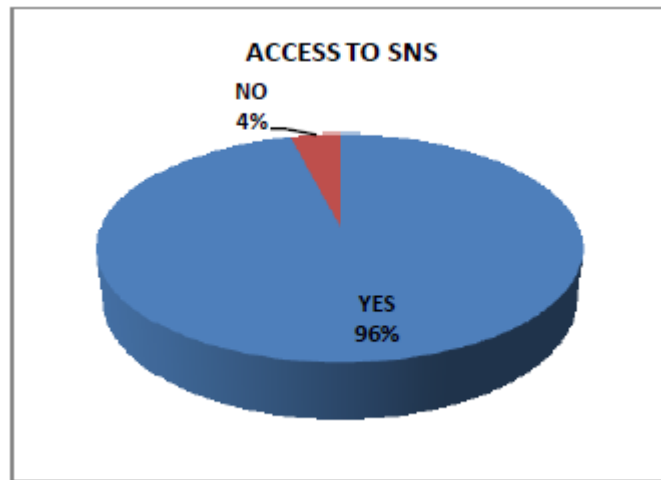


Figure3: Access to social networking sites

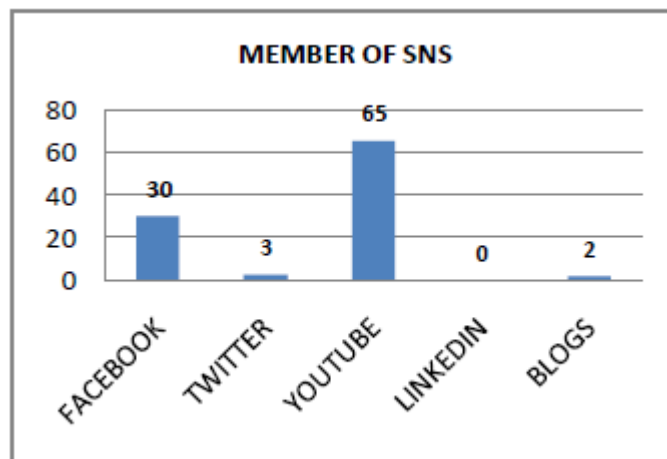


Figure4: Member of social networking sites

Further figure3 and figure4 show that 96% of students had access to social networking sites of which maximum access was for YouTube 65%, 30% accessed Facebook, 3% twitter, 2% blogs and none student had access to LinkedIn. 4% of students never used SNS.

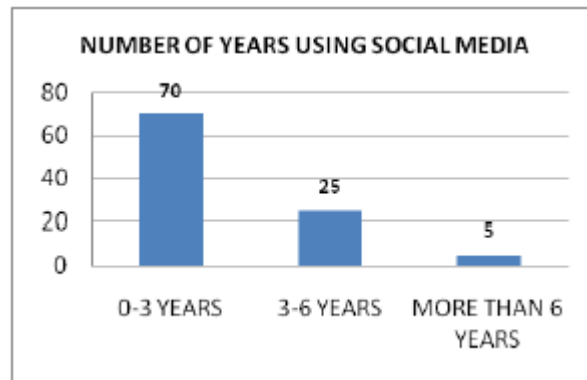


Figure5: Number of years using social media

In Figure5 analysis show that maximum students have been accessing social media from 0-3 years, 25% for 3-6 years and only 5% for more than 6 years.

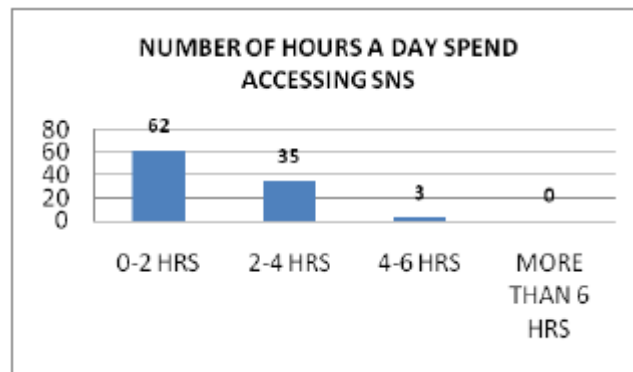


Figure6: Number of Hours a day spend accessing SNS

Figure6 shows that daily access to social networking sites by 62% students is 0-2 hours per day, 35% access 2-4 hours and 3% access SNS per day for 4-6 hours.

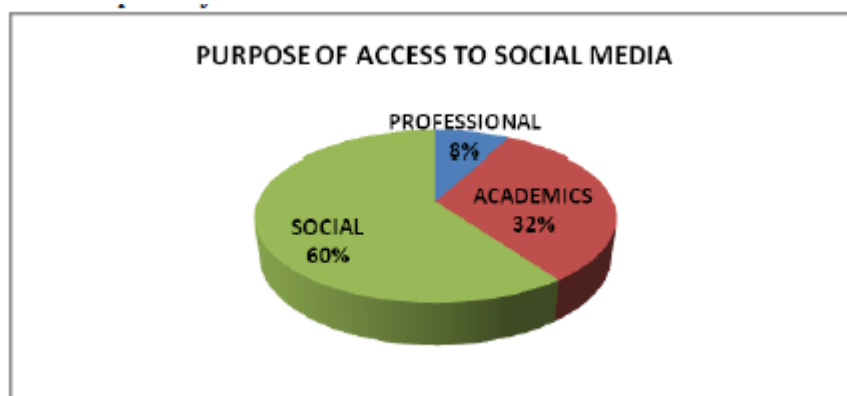


Figure7: Purpose of access to social media

In figure7 percentage shows that 60% students access social media only for social purposes, few 32% access for academic purposes and only 8% for professional reasons.

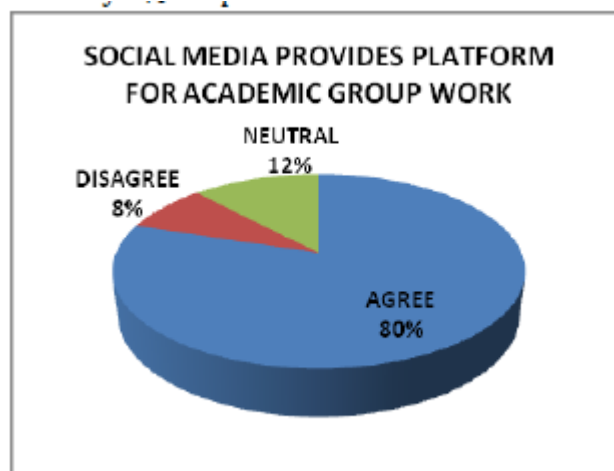


Figure8: Social media provides platform for academic group work

Figure8 shows that 80% students agree that social media can be used for academic group work and very few 8% disagree to this, rest 12% were neutral.

Social networking sites provide the advantage of sharing notes on public networks. Figure15 clearly shows that 65% of students think that if they are getting notes from SNS, they need not attend classes. Whereas 21% disagree over this and 14% gave neutral reply.

**RESULT**

TABLE 1

CATEGORIES	IMPACT OF SOCIAL MEDIA	AGREE (PERCENTAGE)
PLATFORM FOR ENHANCING ACADEMIC GROWTH	PLATFORM FOR ACADEMIC GROUP GROWTH	80%
	HELPS FOR PREPARING COURSE ASSIGNMENTS	96%
	HELPS TO IMPROVE WRITING ABILITY	72%
	TO COMMUNICATE WITH MENTORS FOR ACADEMIC PURPOSES	60%
ADDICTION OR EXCESS USAGE LEADS TO LOWERING OF ACADEMICS	AFFECTS STUDYING HOURS	70%
	REDUCED ACADEMIC RESULTS	50%
	REASON FOR LATE SUBMISSION OF ASSIGNMENTS	55%
	SHARING NOTES ON SNS LEADS TO STUDENTS NOT ATTENDING CLASSES	65%

## **CONCLUSION**

Author conducted a survey of 100 students belonging to different age groups either a graduate, post graduate or diploma holder with different faculty, analysed that 96% of students have been accessing social networking sites, among which 62% have been accessing Social media daily for 0-2 hours. Increased usage of social media up to 70 percent have been from last 0-3 years. Very few students are making correct usage of social media. 60% of them are accessing it only for social purposes, only 32% of students are using it to enhance their academic performances and rest 8% for professional purposes. Table1 very clearly indicates that social media has affected student's academics in two ways. Its correct and timely use will help students to lift up their academic performances. On the other hand, excess use will ultimately lead to lowering of academic performances. Survey indicates that 80% of students agree to this fact that social media acts as a platform for academic group work. 96% of students agree that use of social media helps them in preparing course assignments. 72% of them believe that social media helps individual to improve their writing ability. 60% of students agree that social media acts as a medium for communication with teachers related to academics. Besides its positive impact, survey showed that it resulted in reducing daily studying hours of 72 percent of students. 50% of students also believed that use of social media resulted in lowering their academic results. 55% of students agree that excessive access to social media has been another reason for late submission of course assignments. 65% of students think that as notes related to their respective courses are available on social media so they need not attend classes. Through this survey author has very clearly shown how social media can be a reason for increasing academic performances of students and it can also be reason for declining of student academic results.