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SOCIAL MEDIA DISTRACTION AND ACADEMIC PERFORMANCE: A STUDY ON COLLEGE STUDENTS 'ABILITY TO FOCUS'

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ABSTRACT

Social media is playing an important role in every sphere of life now days. Computers and internet has contributed a lot in this field. Smart phones have put the entire world on a common platform. We can connect with anybody throughout the world with the help of social media. There are many social media networks to choose for the people. In this study I have selected Facebook, WhatsApp, Instagram, Snapchat and other platforms as the popularity of these social media networks is more among Indian youth. Other social media networks were also taken in this study. To find out the impact of media on students we have look in to both negative and positive impacts, because everything have positive and negative aspects. This empirical paper aims to investigate the impact of social media on college students in Yamuna Nagar district of Haryana. A sample of more than 100 respondents was selected having smartphone with them. To conduct this study a well-structured google form was developed. The collected data was analyzed on percentage and average bases. The study found that there was both positive and negative impact of social media on social life of Students.

KEYWORDS: *Social Media, Yamuna Nagar, College Students, Positive Effects, Negative Effects, Haryana*

INTRODUCTION

The major goal of this research is to see how social media affects college students' academic performances. Students frequently use social media networking sites and applications. They spend a significant amount of time on these sites on a daily basis. According to studies, university and college students are the most active users of social networking sites among students of various ages. In education, social networking sites are extremely significant. students in fact have a variety of options to better their learning and have access to the most up to date knowledge by interacting with learning groups and other educational systems. Students can also share information by forming connections with diverse people. This has the potential to improve student learning results. Students mental Health, which refers to their emotional, psychological and social well being is also affected by university and college social media. Students at universities and colleges spend a significant amount of time on social media throughout the day and at night and it can be argued that technology plays a significant role in their everyday life. Despite their enormous contribution to knowledge acquisition, it is necessary to identify whether such technologies are being used to gain knowledge or for other reasons that may result in adverse technology abuse affects. Many students spend numerous hours on social media sites such as Facebook, WhatsApp, Instagram and Snapchat everyday. This may appear to be a waste of time at first look, but it also assists kids in developing important knowledge and becoming engaged citizens who create and share content. We believe that technology is an important aspect of students Success as social media sites rise in popularity.

The district of Yamuna Nagar in Haryana, India, serves as an interesting case study for examining the impact of social media among college students. With a diverse population comprising students from various educational institutions, Yamuna Nagar presents a microcosm of the broader trends in social media usage and its impact among young adults in India.

OBJECTIVES OF THE STUDY

1. To identify the influence of social media on the academic performance of the students life.
2. To know the awareness of social media.
3. To understand the pros and cons of social media on the students.
4. To find the purpose for which social media platforms are used and the percentage of students who use social media.
5. To examine college students' attitudes towards social media in Yamuna Nagar District of Haryana.
6. To analyze the ways in which social media usage can influence the mental wellbeing of students.

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REVIEW OF LITERATURE

1. **Elantheraiyan.P & S.Shankarkumar (2019)**
   This study investigates the impact of social media on college students in Chennai district, India. The study uses a survey to collect data from 200 college Students and identifies four main themes: social media usage patterns, impact on academic performance, impact on mental health, and impact on Interpersonal relationships. The findings suggest that social media use is prevalent among college students in Chennai and can have both positive and negative impacts on their academic performance, mental health, and interpersonal relationships. The study provides valuable insights into the impact of social media on college students in Chennai and highlights the need for further research and interventions to promote healthy social media use.
2. **S.Vanithamani et al. (2021)**
   This study examines the impact of social media among college students in Sulur, Coimbatore, India. The study uses a survey to collect data from 100 college students and identifies four main themes: social media usage patterns, impact on academic performance, impact on mental health, and impact on Interpersonal relationships. The study reveals that social media use is prevalent among college students in Sulur, Coimbatore, and can have both positive and negative impacts on their academic performance, mental health, and interpersonal relationships. The study provides valuable insights into the impact of social media on college students in this region of India and highlights the need for further research and interventions to promote healthy social media use.
3. **Qingya Wang et al. (2011)**
   This paper discusses the impact of social media on college students' academic performance. The study aims to explore the relationship between social media use and study efficiency. Results show that social media is popular among college students, with facebook being the most used platform. The majority of participants spent 6-8 hours per day on social media, with 68% using laptops to access the sites. While 20% used their cell phones, only 12% preferred desktop computers. In terms of social media use during school hours, 64% of participants reported using social media during school hours, with 80% using it while completing homework. The study found that social media use is affecting college students' academic performance, as 45% of participants admitted to spending too much time on social media. The authors recommend that college students should strive for a better balance between social media use and academics.
4. **Agwi Uche Celestine and Ogwueleka Francisca Nonyelum (2018)**
   The study gives us insight into how the internet has allowed for information sharing and collaborative interaction across borders, and social media has become an omnipresent platform for creating and sharing content, networking, and entertainment. Social media's ease of use, speed, and global reach has led to its widespread use by young people. However, the increased use of social media sites by undergraduate students has raised concerns about its impact on their academic performance. The use of social media has become so prevalent that students spend a significant amount of time engaging in social media activities, which could negatively affect their academic activities. This study was conducted at Samuel Adegboyega University. The results showed that spending too much time on social media can have a detrimental effect on academic activities. Therefore, the study suggests that students should minimize the time spent on social media activities to improve their academic performance.
5. **Kaushik Bhakta (2017)**
   The study aimed to determine the nature of social media use among college students, its impact on their academic performance, and its overall effect on them. The survey research method was used, and a self-made questionnaire was administered to 100 second-year undergraduate students pursuing a BA Degree in English in Howrah and Kolkata districts. The results indicated that students primarily used WhatsApp for entertainment purposes and that a negative relationship existed between social media usage duration and academic achievement. Social media had both positive and negative impacts on
   college students. While it allowed them to participate in different groups and social activities, overuse of social media could also hinder their academic performance. Therefore, it is crucial for parents, teachers, and the government to create guidelines to monitor social media use among students.
6. **Anup Adhikari (2020)**
   This study discusses the impact of social media on Navodit college students. While social media is a modern communication tool, it can have both positive and negative effects on students. The excessive use of social media can have long-lasting effects on students' mental and physical health and negatively impact their academic performance. The study reports that students use social media mainly to remain updated on trends and make learning technology easier. However, the research also highlights concerns such as privacy issues, parental control, and peer pressure to join social media. Therefore, the study suggests that students have their own perception of the impact of social media, and it is important to be aware of both the positive and negative effects it can have.

RESEARCH METHODOLOGY

The data was collected from primary as well as secondary resources. The primary data was collected with the help of well-structured questionnaire. This study employs a mixed-methods approach to investigate the impact of social media on college students in Yamuna Nagar district of Haryana. The secondary data was collected from the previous studies, internet, different

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libraries, etc. A questionnaire was designed and data was collected from sample size of more than 100 Students.

How Social Media has affected Students?

Social media has profoundly impacted students' lives, influencing their academic performance, mental health, and social interactions. On the one hand, social media has enabled students to connect with peers, access educational resources, and express themselves creatively. Platforms like Instagram, WhatsApp, and Facebook have become essential tools for learning, self-expression, and community-building. However, excessive social media use has led to significant concerns. Students' constant exposure to curated and manipulated content has fostered unhealthy comparisons, lowered self-esteem, and increased anxiety. Cyber bullying, online harassment and fear of missing out (FOMO) have become pervasive issues, affecting students' emotional well-being and academic focus. Moreover, social media's constant distractions have decreased attention spans, reduced face-to-face interaction skills, and compromised critical thinking abilities. The blurring of boundaries between personal and online lives has also led to sleep deprivation, decreased physical activity, and compromised mental health. Furthermore, social media's algorithms and echo chambers have contributed to the spread of misinformation, biased perspectives, and decreased empathy. Educators and parents must recognize these challenges and promote responsible social media use, digital literacy, and media literacy to ensure students navigate the online world effectively and maintain a healthy balance between their online and offline lives.

How Social Media is Changing Education?

Social media permeates today's society with millions of us engrossed, some would argue to the point of unhealthy addiction, in the latest happenings via apps such as Facebook , Instagram and WhatsApp. According to the previous survey conducted, 85% of all adults aged 16+ have a profile on at least one social networking site, and though the report doesn't break down these figures by age group, it's reasonable to assume that among those of university age, that percentage could potentially be much higher.

Education is very essential part of any individual's life. For every teenager, education is more important than anything. Today teenager shows very much interest for using social networks but unfortunately social networks affect education badly. Previous research done has already calculated that more than 90% of college students use social networks. Technology Has shown a fast development by producing small communication devices but these small communication devices can be used for accessing social networks any time anywhere, these devices include pocket computers, laptops, ipads and even simple mobile phones (which support internet) etc. Technology is step towards betterment, no doubt but any technology which can provide ease of social networks can be dangerous for social network addicts.

Social Media Distraction and Academic Performance

Social media distraction has become a significant concern in academic settings, as it can substantially impact students' academic performance. The widespread use of social media platforms, such as Facebook, Instagram, and Twitter, has led to a culture of constant connectivity, making it challenging for students to focus on their academic tasks. When students are frequently checking their social media accounts, they experience a significant decrease in productivity and an increase in distractions, ultimately affecting their academic performance.

The constant notifications and updates from social media can activate the brain's reward system, releasing feel-good chemicals such as dopamine, which can lead to addiction. As a result, students may find themselves mindlessly scrolling through their social media feeds, losing track of time, and neglecting their academic responsibilities. Furthermore, social media can also serve as a means of procrastination, allowing students to temporarily escape from the pressures of academic work. However, this temporary reprieve can ultimately lead to decreased academic performance, as students fall behind on their coursework and struggle to meet deadlines.

Research has consistently shown that social media distraction can have a negative impact on academic performance. Studies have found that students who use social media frequently tend to have lower GPAs, poorer time management skills, and decreased academic motivation. Moreover, social media distraction can also affect students' cognitive abilities, including their attention span, working memory, and problem-solving skills. Therefore, it is essential for students to develop strategies to manage their social media use and minimize distractions, such as setting boundaries, using website blockers, and creating a conducive study environment.

Social Media and Online Learning:

Social media has revolutionized the way we learn and interact with each other in online learning environments. The integration of social media in online learning has opened up new avenues for collaboration, communication, and engagement among students, instructors, and peers. Social media platforms such as Twitter, Facebook, and LinkedIn provide opportunities for students to connect with each other, share resources, and participate in discussions, thereby fostering a sense of community and social presence in online learning.

The use of social media in online learning also enhances student engagement and motivation. By incorporating social media into online courses, instructors can create interactive and immersive learning experiences that cater to different learning styles and preferences. For instance, instructors can use Twitter to share bite-sized chunks of information, create hashtags to track discussions, and encourage students to share their thoughts and reflections. Similarly, Facebook groups can be used to facilitate discussions, share resources, and provide feedback.

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Moreover, social media can also be used to facilitate collaborative learning and group work. Tools like Slack, Trello, and Asana enable students to work together on projects, share files, and track progress. Social media can also be used to connect students with industry experts, professionals, and alumni, providing opportunities for networking, mentorship, and career development.

However, it's essential to acknowledge the potential challenges and limitations of using social media in online learning. For instance, social media can be a distraction, decreasing student focus and productivity. Moreover, technical issues, information overload, and cyberbullying can also negatively impact the online learning experience. Therefore, instructors must establish clear guidelines, protocols, and expectations for social media use in online learning, ensuring that students use these platforms effectively, efficiently, and responsibly.

Impact of Social Media on Student Learning:
Here are the key points explaining the impact of social media on student learning:
Positive Impacts
1. Increased engagement: Social media can increase student engagement and motivation in learning.
2. Improved collaboration: Social media can facilitate collaboration and communication among students.
3. Access to resources: Social media can provide students with access to a wealth of educational resources.
4. Personalized learning: Social media can be used to provide personalized learning experiences for students.
5. Real-time feedback: Social media can facilitate real-time feedback and assessment.

Negative Impacts
1. Distractions: Social media can be a significant distraction for students, decreasing their focus and productivity.
2. Information overload: Social media can provide too much information, overwhelming students and making it difficult for them to focus on relevant learning materials.
3. Cyberbullying: Social media can be a platform for cyberbullying, which can negatively impact students' emotional well-being and academic performance.
4. Decreased attention span: Social media can decrease students' attention span, making it challenging for them to focus on complex learning materials.
5. Blurred boundaries: Social media can blur the boundaries between formal and informal learning, potentially undermining the authority of teachers and the structure of traditional learning environments.

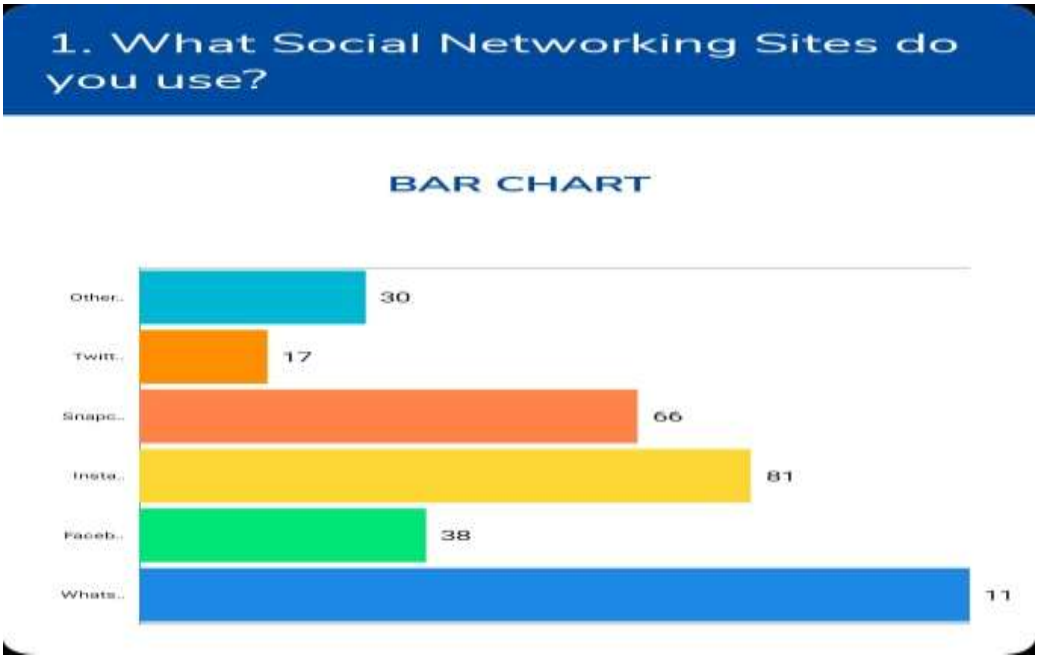
Strategies for Effective Use
1. Set clear guidelines: Establish clear guidelines and protocols for social media use in the classroom.
2. Use educational platforms: Use social media platforms that are specifically designed for educational purposes.
3. Monitor and moderate: Monitor and moderate social media use in the classroom to ensure that it remains focused and productive.
4. Provide digital literacy training: Provide students with training on digital literacy and online safety.
5. Encourage responsible use: Encourage students to use social media responsibly and ethically.

DATA ANALYSIS

Social media helps students in many ways. This study collects the data for analyzing the impact of social media on the life of students and their academic performance. For this study, students of different colleges have been chosen for the collection of data. These data were collected from different colleges of Yamuna Nagar district of Haryana.

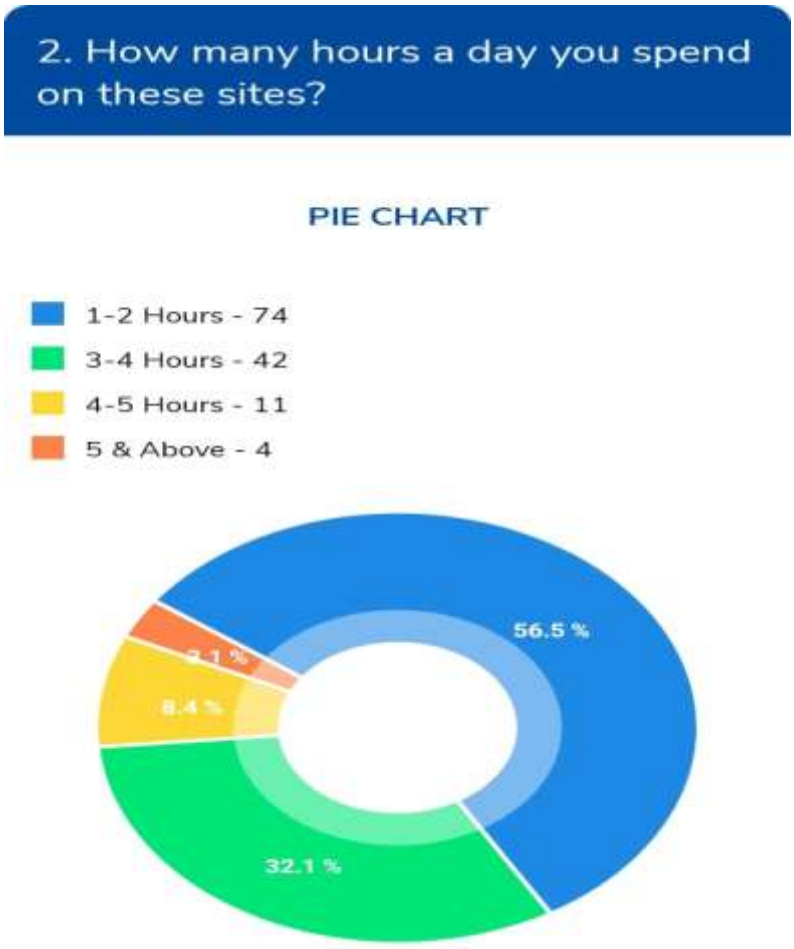
- **What Social Networking Sites do you use?**
  This bar chart reveals that highest number of students will use Instagram and after that Snapchat, Facebook, Twitter, WhatsApp and Others.

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- **How many hours a day you spend on these sites?**
  This pie chart reveals that 74 students spent 1-2 hours in social media platforms and 42 students spent 3-4 hours , 11 students spent 4-5 hours, 4 students spent 5& above hours on social media platforms.

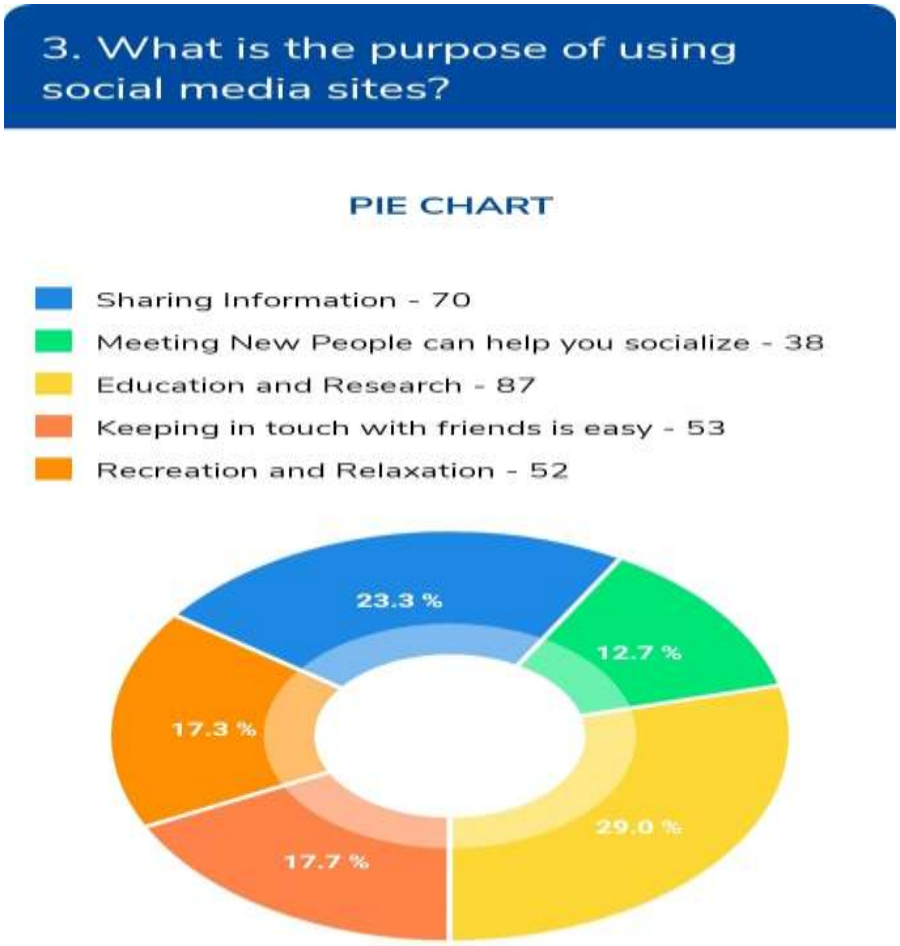
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- **What is the purpose of using social media sites?**

This pie chart reveals that 87 students will use Social Media platforms for the purpose of education and research and 70 students will use for sharing information, 53 students will use for the purpose of keeping in touch with friends and 52 students for recreation and relaxation and 38 students for meeting new people can help you socialize.

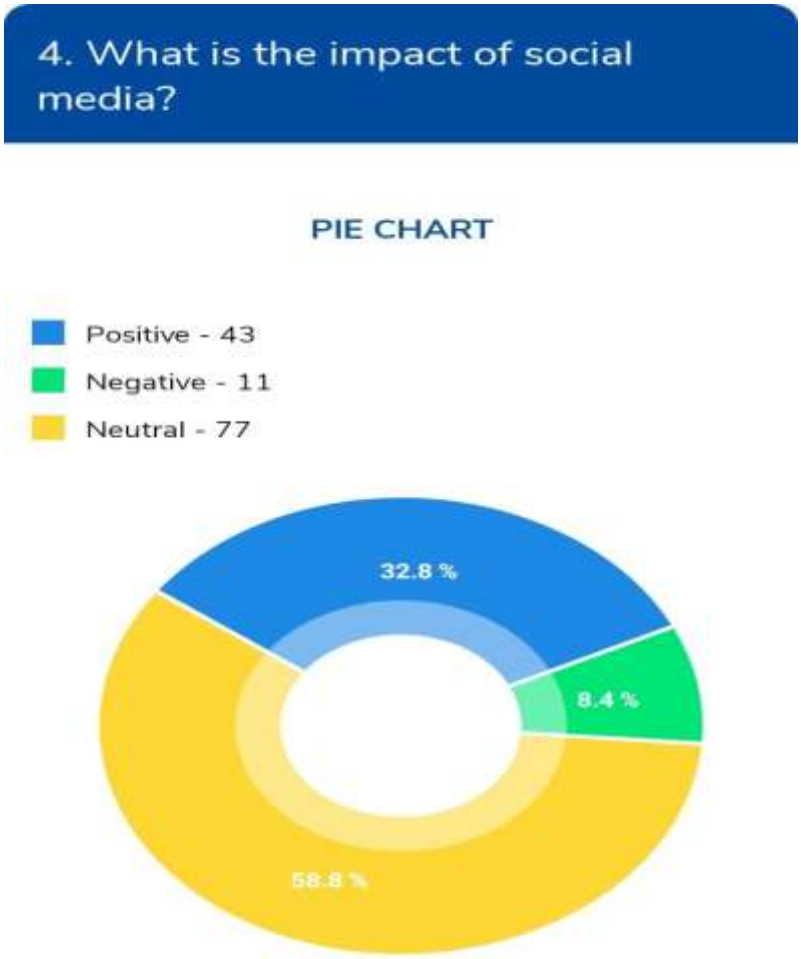
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- **What is the impact of Social media?**

This pie chart reveals that 43 students believed that social media impacts us positively. 11 students believed that it will impacts us negatively. 77 students believed that it will impact us neutral.

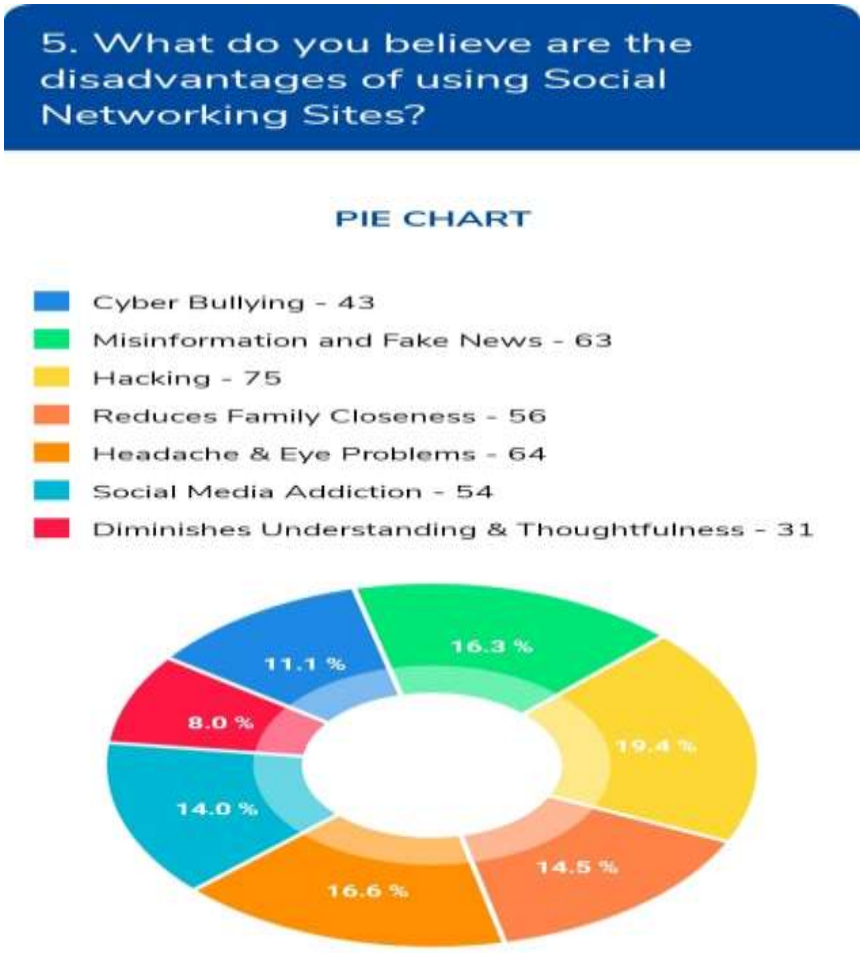
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- **What do you believe are the disadvantages of using social networking sites?**

The pie chart reveals that 75 students believed that hacking is the biggest disadvantage of using social media platforms. 64 students believed that headache and eye problems, 63 students believed that misinformation and fake news, 56 students believed that it reduces family closeness, 54 students believed that social media addiction, 43 students believed that cyber bullying and 31 students believed that it diminishes understanding and thoughtfulness.

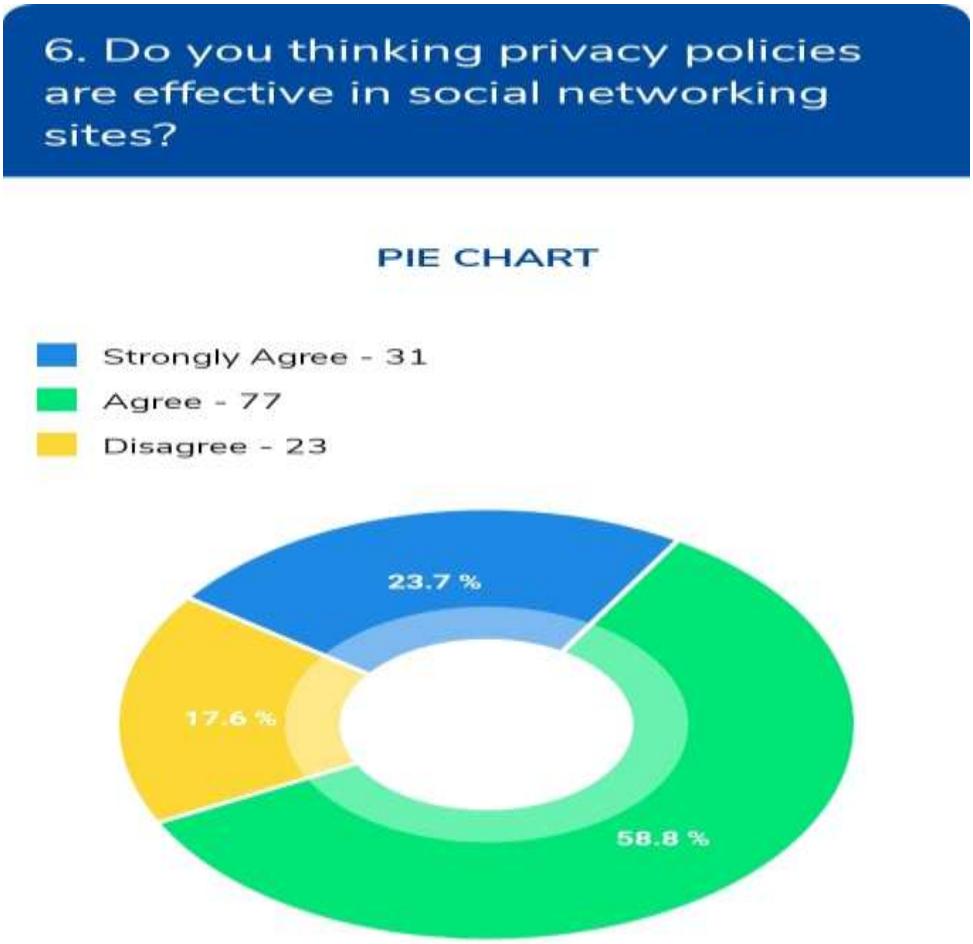
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- **Do you thinking privacy policies are effective in social networking sites?**

31 students Strongly agree to this point, 77 students agree and 23 students will disagree to this point.

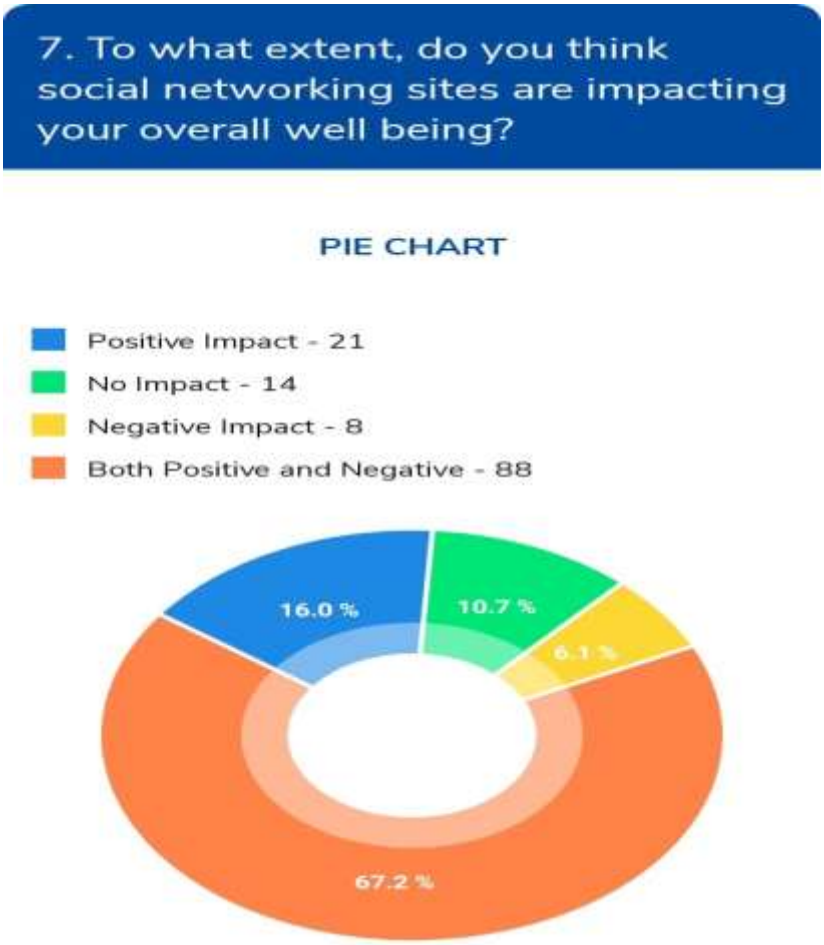
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- **To What extent, do you think social networking sites are impacting your overall well being?**

88 students said that it will bring both positive and negative impact on our overall well being and 21 students said that it only bring positive impact and 14 students said that it will bring No impact and 8 students said that it will bring negative impact.

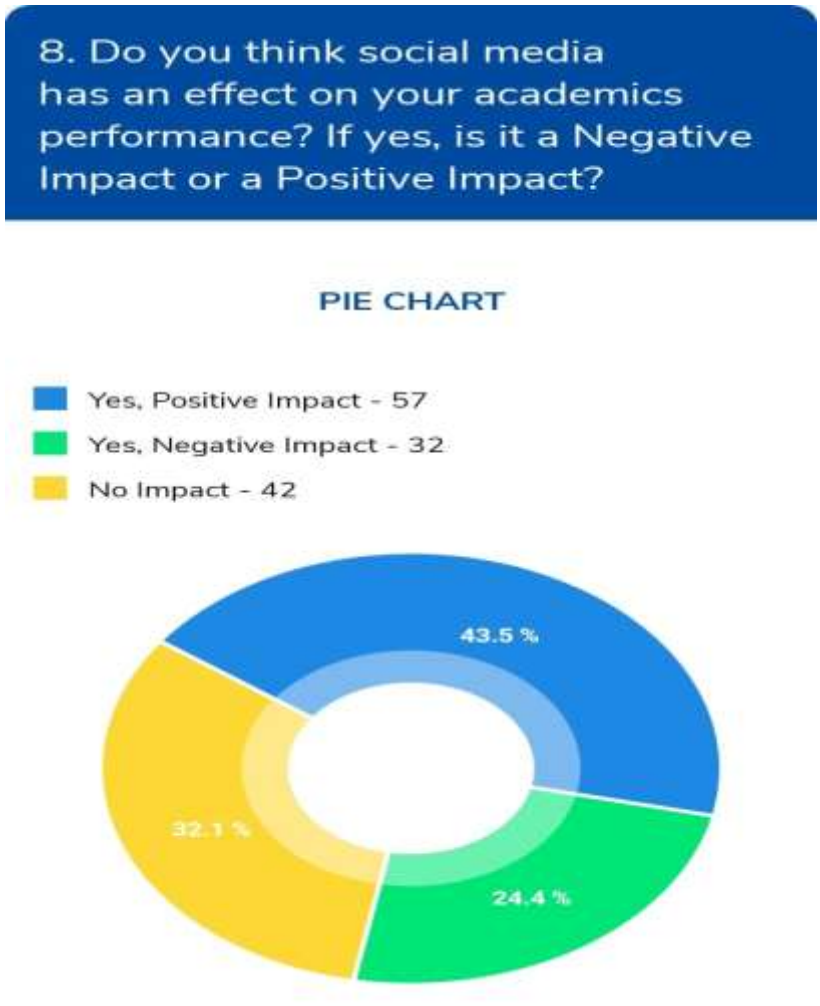
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- **Do you think social media has an effect on your academics performance? If yes, is it a Negative Impact or a Positive Impact?**

57 students said yes it has positive impact on our academic performance. 32 students said yes it has negative impact on our academic performance. 42 students said no impact.

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FINDINGS OF THE STUDY

- Most of the teenagers spend more time on social networking site.
- Results show that the respondents use social media networks less for educational purpose.
- Majority of respondents said that it will bring both positive and negative impact on our overall well being.
- Majority of respondents believed that it will impact us neutral.
- Majority of respondents said that they will use Social Media platforms for the purpose of education and research.

LIMITATIONS OF THE STUDY

The present study is a case study of a particular city therefore the results of this study cannot be applicable on throughout the country or state. The number of samples was also small. This is mere a research paper and the time spent in this research was also not long. It is difficult to made deep generalisation within a short period of time.

IMPLICATIONS FOR FUTURE STUDY

Further research could look at why WhatsApp and Facebook have become so popular in comparison to other social media platforms. Because both social networking sites have large utilisation rates, it would be interesting to earn why people use them so frequently. It would be a worthwhile issue to investigate as these websites become more popular. Finally, additional study on gender and social networking websites usage is needed to better understand the effects of males and females using these sites.

CONCLUSION AND SUGGESTIONS

Social media has now become an important part of life for the people. People are assessing social media for number of reasons. Students specially use social media for number of purpose. This study shows that majority of students using social media platforms and they spent their 2 to 3 hours each day on social media. In this study, most of the students were under graduate students who are using social media most of the time. Most of the students are using social media for more than 3 years. They mostly use social media for sharing information and learning technology. Most of the students take help of social media during

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completion of assignments because it aware about innovations previously done researches which help students complete their assignments more accurately. As per this research, most of the students were agreed that social media is useful in studies because it provide most of the information on a single click without any delay. Social media poses positive effect on studies because it is helpful in providing many information and previously done researches and about upcoming technology and with social media it is very easy to share any information to anyone who connected to the person through social media. Everyone started sharing their personal information and various data on social media, these information‟s are used by hackers and unwanted persons for their personal benefits and their personal benefit causes big harm to the authentic users so there is privacy issues related to social media. There are many drawbacks of social media but in many ways social media is useful for students because it provide education, connectivity with others, provide many information‟s and aware with various updates, innovations and other things In present world social media poses positive effect on life therefore social media is essential for modern world.

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