IMPRESSION OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE AND MORAL VALUES OF STUDENTS: A CASE OF THE COLLEGES LOCATED IN AREA OF OMERGA, SUB-DISTRICT

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ABSTRACT

In this technical world, young youth of India enjoyed to spend their foremost time on social media. Not only in cities but also in rural areas, it found that the present generation has attraction towards social media. In today's world, life cannot be imagined without social media like WhatsApp, Facebook, YouTube, TikTok, Instagram, LinkedIn and Twitter accounts etc. In the present work, we have study the impact of use of social media on academic performance and moral values of students located in omerga sub-district. This expressive, investigative study surveyed the types of social media platforms students commonly use, the amount of time students spend on social media, the purposes for which students use the social media and the influence of social media use on students' academic as well as social life. The study also found that majority of students agreed that their educational performance is influenced due to the massive use of social media. Additionally, near about 50% students from these colleges think them self as they are addicted to use of social media.

KEYWORDS: *Social media, Students life, Academic performance, Molar values.*

INTRODUCTION

Social media is social interaction among the people in which they create, share or exchange pictures, ideas, views in virtual communities and networks (Ford & Ravansar 2017). It is the use of web-based media to have an interactive dialogue. The social media is increasing the democratic participation and it allows people to keep in touch with friends, family and communities (Smock et al. 2011) The way in which people interact with others through social networking sites people are more connected with the other but at the same time it is making the people more isolated and creating a new sub-culture. 15 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. The social media that we simply cannot live without it anymore consume our daily routine so much (Dash 2017). Roughly, an ordinary professional uses the social media for one or more of the following four broad categories i.e. to build your social circle, to obtain new information, to spread some information and knowledge and to expand business (Shensa 2015).

The impact of social media on our life has been very mixed, with ranging from good and bad effect working side by side. Additionally, social networks grab the total attention and concentration of the students and divert them towards non-educational, unethical and inappropriate actions such as useless chatting, pornography, time wasting by random searching and not doing the rightful that is reading. Correspondingly, Whatsapp, Tiktok, Facebook, YouTube etc. (Boyd & Ellison 2007) has introduced many attractive tasks like online addiction, advertisements etc. so that people can never get enough of these things (Purva et al. 2015). The social network addiction becomes a useless node for parents, friends and other associated people. Nowadays, most of the students misses their classes due to arrangement they made with their friends online, which could lead to missing of test if the lecturer decide to do one, and they do not meet the required percentage of attendance before exams, which could lead to them not writing exams. After all these students cannot miraculously have good grades and this seems to be an issue which has affected academic performance of the students (Mensah & Nizam 2016).

If a person has never learned about moral values then how can he/she decide between the good and the bad one (Landry 2014). Moral values reflect an individual's character and spirituality (Asiri 2003). They help in building good relationships in personal as well as professional lives. However, a student should have molar values such as honesty, hard work, respect for others, co-operation, compassion, forgiveness, adjusting and compromising etc. (Farhan 2000; Paul 2020). The main responsibility of the Students when they take an active role in their learning by recognizing they are accountable for their academic success. Student responsibility is demonstrated when students make choices and take actions which lead them toward their educational goals (Owusu & Larson 2015; Asemah & Okpanachi 2013).

Herein, with continuation of the our ongoing research on application of social media and computer technology in field of academic, education, school and college management (Rajmane et al. 2019), we focused on influence of social media and various applications of information technology in education sector. The main purpose of this study is to determine the Effect of social network on the academic performance as well as on molar values of students.

STATEMENT OF PROBLEM AND DESIGN OF THE STUDY

Formerly, no any research article has been published on to the perceived impact of social media on molar values and academic performance among college students in Omerga sub-district. The present study adopted serves as the basis from which to examine the type of social media used frequency and the effect of social media on students' academic performance and molar values. The study adopted descriptive survey design. It was adopted due to its appropriateness to collecting aimed data from a selected population who are considered representative enough. It is concerned with the use of sociological investigation that uses question based or statistical surveys to collect information about how people think and act. Herewith we have selected U.G. & P.G. students from the colleges located in Omerga sub-district area as responder.

OBJECTIVES

The central objective of the present study was to investigate the influence of social media on molar values of students. Along it with, some sub-objectives were designed as

1. To find out the frequently used type of social media by students
2. To find out favorite social cite among the students used for educational purpose.
3. To find out the amount of time students spent on social media
4. To investigate the purposes for which students used social media

5. To find out tendency of students regarding forwarding masses.
6. To examine the superficial impact of social media use on students' academic life.

RELEVANT RESEARCH HYPOTHESIS

There will be a significant relationship between social network and academic performance as well as social behavior of students.

SIGNIFICANCE OF THE STUDY

Social networks such as Whatsapp, Facebook, Tiktok, Youtube etc. are becoming more popular among college students and are a new way of spending free time and serve as a separate channel for finding the necessary information, both educational and entertaining. Hence, it is important to examine the effect social networks on their users, in particular, how the use of social networks affects the academic performance of students and their social behavior. The findings of the study will be of massive profit to all educational stakeholders, particularly teachers, researchers, students, curriculum planner, government and parents.

SAMPLE AND SAMPLING TECHNIQUE

The sample size for the study will be 200 students from U.G. and P.G. colleges located in Omerga sub-district. We are adopt a simple random sampling technique to select 80% from the student.

Instrumentation

The investigation instrument that was used for collection of data is a set of structured questionnaire. Substances in the questionnaire were arranged and forms constructed in such a way that they confirm and relate to the objectives of present study.

Method of data analysis

The data were analyzed using simple frequencies and percentages. Graphical charts were used to present the frequencies and the corresponding percentages were worked out on them to have a set of interpretable data. This method helped to put in proper view the findings of the study.

RESULT AND ANALYSIS OF DATA

Education is very essential part of an individual's life, for every teenager education is more important. Today students' shows very much interest for using social networks but unfortunately it affect education seriously. Technology is a step towards improvement, no doubt, but any technology, which can provide ease to social networks can be unsafe for social network addicts. Providing facility of social networks is a straight invitation for addiction to any student, as academic satisfaction is not enough for those students who suffers from social isolation. The problem of the study is that students have not been able to integrate social media into their academic learning process in a positive way, these seems to be used for only their social life's which has caused addiction problems for students and this would affect their academic performance. Additionally, due to abuse of social media influence the social ethics and molar values of the students. We have covered opinion of 200 UG and PG students of colleges located in Omerga sub-district. Fifteen questions were used for data collection.

### *Number of accounts in various social cites created*

Generally, near about every student has mentality to creates accounts on every single social cites. We gave priority to find out how many social cites do student have account. From the analysis of survey, we have found that 72% students has opened accounts on four or more than four social cites. 20% students interested in three popular social cites that are Whatsapp, Facebook and Tiktok. 6% students were familiar with only Whatsapp and Facebook. Results showed that only 2% students have limitation on use of social media and they have only one account either on Whatsapp or on Facebook.

Type of social media most frequently used

Whatsapp is the most favorite among the students, near about 86% students were used Whatsapp frequently. 10% students were used Facebook regularly and remaining 4% students were not considerable to use of any social media.

Time spend per a day on social media

The results showed that, majority of the students spend 2 to 3 hr. on social media. We found that only 2% students were spend less than 1 hr. for social media use and more focused on academic class activities. 12% students were somewhat addicted to social media, they spend more than 4 hr. on social cites.
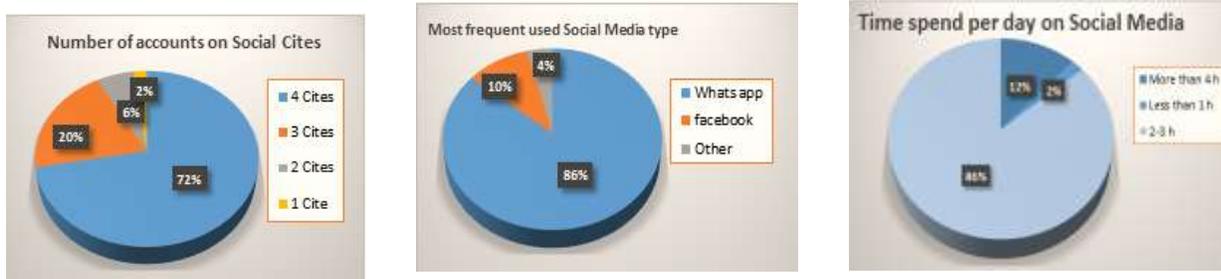
Fig. 1: a) Number of accounts.   b) Most frequently used type of SM.   c) Time spend on SM.

Most convenient time to use social media.

Further analysis revealed that 34% of the respondents often use social media in free time where as 48% respondents used it on nighttime. 15% & 3% students were spend time on social media in college timing & meal timing respectively.
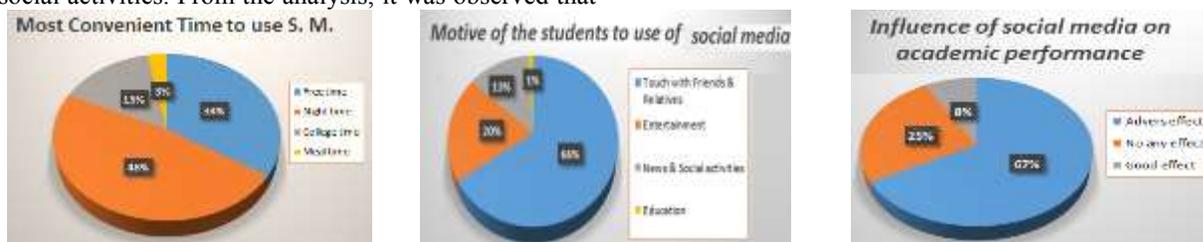
Motive of the students to use of social media

Majority of students used social media for getting touch with friends and relatives. 20% students agree that they used social media for entertainment where as 13% students getting touch with news and social activities. From the analysis, it was observed that only 1% students used social media for educational purpose.

Influence of social media on academic performance

67% students agree with the undesirable impact of social media on their academic performance and 25% respondents said that, there was no any effect of using social media on their educational life. Whereas, the opinion of 8% students was as their academic performance was enhanced through study material available on social media and they feel positive impact of social media on academic performance.

Fig. 2: a) Most convenient time.   b) Motive of the students to use of SM.   c) Influence of SM.

Type of social media preferred for educational purpose

82% students were visited Youtube for educational purpose whereas 12% respondents were familiar with Tiktok for educational dissertation. Facebook was the priority of 4% students to getting educational information through groups available on Facebook cites. Just 2% students were not comfortable to use social media for educational purpose.

Belief on educational material available on Social media

It is very important to find out reliability of study material accessible on social media. The results showed that 76% students trusted on study material available on social cites whereas 20% respondents nonbelief on material uploaded on social cites. Notably only 4% students suspicious about educational material available on social media.

Preference to E-learning tool or classroom learning

From this survey analysis, we found that social media have huge audience for the academic purpose but results showed that the students till dependent on classroom learning. 82% students think that classroom learning was the much more effective than E-learning whereas 15% students attracted towards social media for effective learning. The opinion of 3% students was

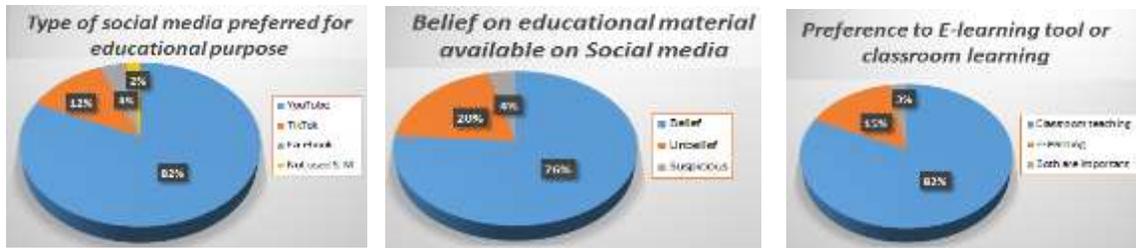as; there was no any correlation between E-learning and classroom learning.

Fig. 3: a) Type of SM for Education.   b) Belief on study material on SM. c) Preferred learning method.

Social media is the best way for student to reach teacher

The results reveled that, 44% respondents excited to use of social media for better communication with teachers while 56% students liked face-to-face interaction with teachers.

Consciousness about forwarding the messages on social media

Generally, social media is the superior medium to transfer information to enormous public with viral messages. It was important to study tendency of users for forwarding messages on social media. The obtained views exposed that 86% students were unconsciousness about forwarding messages, they were just followed the process of others and forwarded messages without reading or thinking on it. Only 14% students were serious about the forwarding messages, they take decision after validation of it.

Effect of social media use on social behavior

It was observed that the social media also influences social behavior of students. We have designed questioner on molar values of the students to verifying impact of social media on social behavior of students. 86% students agree that use of social media affected their social behavior. Mainly, molar values such as honesty, hard work, respect for others, adjusting and compromising etc. were reduced while co-operation, compassion, forgiveness were found to be improved among the students who used social media. Herewith, only 14% students were considered there was no any remarkable impact of social media on their behavior.

Fig. 4: a) Interaction with teachers.   b) Consciousness about messages.   c) Effect of SM on social behavior.

English typing on social media

Usually, all users of social media has communicated with modified English, they used short words for interaction. This routine of writing leads in misspelling habit of the users. 84% students were observed above mentioned output and normally they did mistakes in the time of regular English writing. Even though, 16% students were not agreed to above results and they think that there was no any correlation between both types of writing.

Addiction of social media

Continuous use of social media leads in the addiction of it. Addicted users cannot stay away themselves from use of social media. Addition of social media is the serious drawback of social media use. The obtained results showed, 55% students were not think themselves as addicted to social media.

Fig. 5: a) English Typing on SM.   b) Addiction of SM.

CONCLUSION

The present study makes significant contribution to understanding effect of use of social media on students life located at Omerga sub-district. Several benefits are originates with social media networks such as sharing information and ideas, improving reading skills etc. Despite the benefits that comes with the participation of students on social media networks, its misuse could lead to addiction and affect the academic life of the student and thereby their performance.

From the obtained results, we have concluded that, majority of students have more than 4 social accounts while they loved to use Whatsapp for 2 to 3 h per day and they preferred night time to stay online on social media. Students are liked to use social media but they agreed on the negative impact of it on academic performance. YouTube is the most trusted social cite for the purpose of educational material but still they gave first favor to classroom face-to-face interaction. Additionally, students were happy whenever they interacted with teacher via social media. From the results, it is clear that the molar values and social behavior of users are also influenced by social media use. We have observed that students are habituated mistyping of English words and are forwarded masses without its validation or concern. Besides, there is confusion between students about their addiction of social media use.

Recommendations

Based on results obtained in present study, we have recommended that the college management should develop strategies that encourage advanced usage of social media for learning purposes such as group discussions, online lectures, presentations, test series and group research projects etc. At the same time, diminishing its adverse impact on students by monitoring social media use among students during learning sessions. We also recommended to parents, they should supervise the use of social media by their child and restricted that use for education purpose. Parents should work on enhancement of molar values of students and involved their child in social activities.

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