



A STUDY ON IMPACT OF SOCIAL MEDIA INFLUENCING THE STUDENTS ACADEMICS

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ABSTRACT

The purpose of this study is to evaluate the impact of social networks on the academic performance of selective students. In this article, the authorities discuss the real impact of youth communication on social media. The description of the investigation is used to obtain an accurate profile of the situation. It was carried out during the semester of the academic year 2019-2020, summary that social red is convened in an integral part of this complete students' life, wasting most of their free time. Undoubtedly, on social networks, there are also useful things for the development of students. Additionally, communicating with peers through social media can help students socialize, find new friends, and discuss study problems with them. Therefore, it can be concluded that social redesigns have a double impact on student representation, and there is a need to get closer. Use of social networks by adolescents with maximum responsibility.

KEY WORDS: *Social media, network, academic performance students.*

INTRODUCTION

Today the internet has taken a firm place in peoples live. It is difficult to imagine a young man a who at least once a day did not check for updates in social networks and did not lease through the news lines. When used properly, social media can be a valuable addition to a departments communication strategy. The modern reality requires us to stay in touch and keep abreast of the latest news and trends. However, does this tend affect the performance of the students? when social media such as facebook, youtube, and twitter appeared, our world was divided into online and offline. Social media or online technology platforms that help to connect the people together far and near. It issued to build relationship among people. With their help, we can communicate with each other, even on different continents listen to music, rebooks, look at photos and much more. social media have greatly simplified our lives and

tightly tide to ourselves. During the time spent discovering individuals for acquaintances. Youngsters go into different connections and get the chance to speak with a relatively boundless number of individuals and premium gatherings, with a wide range of identities, take in a considerable measure of stories, have the opportunities to trade suppositions of talk about issues important to them. Therefore, uses of social networks, in most case, are a representative of the younger generation. Social networking has become a common international trend which has spread across almost every corner of the world. The use of social media sites have exploded and evolved into an online platform where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to



technology and entertainment industry. In the last ten years, the online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings personal information, pictures and videos at a truly astonishing rate. Seventy three percent of wired American teens now use social media websites. The increased use of social networking websites has become a social norms and way of life for people from all over the world. Teenagers and young adult have especially embraced these sites as a way to connect with their peers around the globe, share information, reinvent their personalities, and showcase their social lives.

Twitter, Orkut, etc diverting students from their studies. Students spend more time on social media than they do using personnel email. Even though, there is loss of privacy and safety, social media provides opportunities for connecting with friends, classmates, and people with shared interest. Zahid amin et al., their study indicate that the effect of social media can be positive as in their study closely determined the real effect of social media sites. Agwi Uche Celestine et al., there study reveals that the nature of social media activities which the student engages in does not have any significant impact on the student academic performance.

OBJECTIVE OF THE STUDY

1. To analyse the impact of social media on student’s academic activities.
2. To find out the negative influences among the students activities.

RESEARCH METHODOLOGY

The methodology adopted studying the objective of the project was surveying the students in Thoothukudi town. So keeping in view the nature of requirement of the study to collect all the relevant information regarding the student’s activities. Direct personal interview method with the help of structured interview schedule was adopted for collection of primary data and secondary data are used.

REVIEW OF LITERATURE

According to Rithika.M and sara selvaraj reveals that social media networking sites like Facebook.

ANALYSIS AND DISCUSSION

Table-1 Maintaining Social Networking Accounts

| GENDER | Maintaining social media networking Accounts | | | | | Total |
|--------|--|----------|----------|----------|-----------|-----------|
| | None | 1 | 2 | 3 | 4 or More | |
| Male | 2 (16.7) | 5 (41.7) | 0(0.0) | 2(16.7) | 3(25.0) | 12(100.0) |
| Female | 4 (22.2) | 6 (33.3) | 4 (22.2) | 2 (11.1) | 2 (11.1) | 18(100.0) |

Source: Primary Data

Table-1 shows that out of 30 respondents most of the respondents are female.18 respondents are female among them 33.3 respondents used 1 social media account. 22.2 percentage respondents not use social media and 22.2 percent respondents used 2 social media accounts. 11.1 percentage respondents used more than 4 social media accounts. 12 respondents are male among them 41.7 percent respondents

maintaining one social network site. 25 percentage respondents maintain more than 4 social media accounts.16.7 percentage respondents use 3 social media accounts. 16.7 percentage respondents not use any social media accounts.

**Table- 2 Perception about the social media**

| Gender | Perception about the social media | | | | Total |
|--------|-----------------------------------|-----------|----------|---------------|------------|
| | Very important | Important | Neutral | Not Important | |
| Male | 0 (0.0) | 4 (33.3) | 8 (66.7) | 0 (0.0) | 12 (100.0) |
| Female | 2 (11.1) | 6 (33.3) | 8 (44.4) | 2 (11.1) | 18 (100.0) |

Table-2 shows that out of 30 respondents 12 respondents are male among them 66.7 percentage neutral opinion to use the social media to their studies. 33.3 percentage respondents said social media networking is very important for their studies. 18 respondents are female among them 44.4 neutral

opinion about the social media. 33.3 percentage respondents said social media is very important and 11.1 percentage respondents said very important. Thus the table shows that most of the respondents said social media is used for their studies.

Table -3
Chi square tests for age and Impact of Social Media Networks

| Impact of Social Media Networks | value | Df | Asymptotic significance | Result |
|--|--------|----|-------------------------|--------|
| Distract away from studies | 21.417 | 9 | .011 | NS |
| More than the hours spend reading | 10.607 | 9 | .304 | NS |
| Engage academic discussion on social media platforms | 23.700 | 12 | .022 | S |
| SNS takes away from studying time | 17.482 | 6 | .008 | S |
| Help to improve the grades | 26.786 | 9 | .002 | S |

Ho: There is no association between age and the impact of social media negatively influencing academic work of the students.

From the above table it is found that the calculated p value (.011) is higher than the significance level at 0.05. Hence, it is stated that there is no significant relationship exist between the age and distraction from studies. Calculated p value (.304) is higher than the significance level at 0.05. Hence, it is stated that there is no significant relationship exists between the age and spending time on social media. Calculated p value (0.022) is lower than the significance level at 0.05. Hence, it is stated that there is a significant relationship exists between the age and engaged on social media. Calculated p value (0.008) is lower than the significance level at 0.05. Hence, that there is a significant relationship between the age and distraction of study time. Calculated p value (0.002) is lower than the significance level at 0.05. Hence, that there is a significant relationship between the age and improve the grades.

CONCLUSION

Many teachers find social networking a great way to expand their personal learning network and to discover resources. Just about all students rely on social media of some kind as a part of their daily routine. The use of social-media for socialization and an a pastime is well known. But considering that many social media applications had their origins in the academic setting, it is interesting to assess the repercussions of social media on academia.

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