

INFLUENCE OF SOCIAL MEDIA ON ACADEMIC ACHIEVEMENT AND SOCIAL INTERACTION OF DEGREE COLLEGE STUDENTS OF PURVANCHAL REGION, UTTAR PRADESH

Anuj Kumar Singh *

* Assistant Professor-
Library, Government
Females Degree College,
DLW,
Varanasi, Uttar Pradesh,
India &
Research Scholar,
DLIS, BHU,
Varanasi, Uttar Pradesh,
India.

QR Code



Abstract: - *Background:* Nowadays, every youth cannot stop themselves from using social networking sites. Social networking sites are also widely used by students of universities and colleges for their academic work. The present study examines the purpose of using social networking sites and their impact on student's academic status, social interaction, and learning ability.

Methods: The study was conducted on 380 female PG students of 13-degree colleges in Purvanchal region of Uttar Pradesh in the age group of 21-24 years from August to December 2022 through a descriptive survey research design. A stratified random sampling technique was used to select a sample of 380 PG students. Where necessary, the collected data were analyzed by percentage, average mean, and chi-square test.

Results: The results revealed that out of 380 sample sizes, 72% of female PG students use social media, and 58% of the respondents use it to accomplish their academic activities. 76% of the female students use social media for making reels and 63% of them use social media to pass the time, 52% use it to watch videos and 36% use social media for chatting. Interestingly, 66% of female students are the ones who cannot live without using social media. Most of them (68.5%) used social media when they were going to bed i.e. from 11 PM to 2 AM. 32% of female PG students felt that their social interactions were badly affected by the use of social media apps. The most used social media platforms by female PG students are YouTube (87%), Facebook (81%), WhatsApp (76%), Instagram (63%), Snapchat (54%), Sharechat (48%), Moj (47%), Josh (44%), Flik (34%), Twitter (12%), Chingari (7%), Telegram (5%), Pinterest (2%), LinkedIn (1%) and Koo (1%).

Keywords: Social Media, Degree College Students, Facebook, WhatsApp, Instagram, Snapchat, Twitter, Purvanchal region.

Introduction

In the present era as the whole world has become a global village, social media plays a vital role in disseminating information in society. Twitter, Facebook, WhatsApp, etc. play an important role

in disseminating information. Nascent and fast knowledge and information are spreading and disseminating through these social media. Sometimes very innovative and primary information resources are also being disseminated

through social media and are being used by every sector of society. Today, when the Internet network has spread to remote rural areas also, the youth of the village are using social media not only for entertainment, but it is also becoming an effective means of living their lives. Social media has become an important means of getting education even for the students of rural areas. Every citizen of the society is taking advantage of such information and readers from almost every field are using it. The educational sector is also not untouched by such use of social media. While students are using social media indiscriminately, teachers too are using social media for their academic and non-academic tasks. Social media has become an unprecedented platform for intense propaganda. Use of technology always works in two ways, the first positive effect and the second negative effect. The same is for social media.

Review of Literature

Over the past, several studies have been carried out on the use of social media. Some important reviews of the literature are mentioned here for the present study. "Social networking sites play a very important role in education. Indeed, students are afforded multiple opportunities to improve learning and access the latest information by connecting with learning groups and other educational systems" (Greenhow and Robelia, 2009). "Students can also exchange information by connecting with different individuals. This can positively impact student learning outcomes" (Yu et al., 2010). "Studies revealed that among the

various age groups of students, university students are among the most used social networking" (Azizi et al., 2019). Although most students use social media for knowledge acquisition, it is necessary to know whether students use it only for knowledge acquisition or for the fulfillment of any other purposes. Is its misuse having any bad effect on their life?

As the study by Zou et al. (2019); Melkevik et al. (2015) & Hu et al. (2001) reveal that "Spending too much time on social networking sites can lead to a sedentary lifestyle and reduced levels of daily physical activity, which in turn can make them vulnerable to non-communicable diseases such as obesity, diabetes, and hypertension." According to Woods and Scott (2016) "social media has more adverse effects than positive ones". The study by Bekalu et al. (2019) suggests that "as students spend more time on social media for other than academic purposes; this causes distraction from the learning environment, affecting their academic progress". A study by Kolhar, M. et al. (2021) reveals that "Most of the respondents use social media applications for non-academic purposes. It affects their relationships and physical activity which makes them vulnerable to non-communicable diseases and mental health problems". Due to the increasing number of such sites and the high demand for social media among college students, the researcher tries to examine the intent of the female students of degree colleges of Purvanchal region, Uttar Pradesh for social networking sites. Although a lot of studies have been done on the

effect of social networking sites no such study has been done in degree colleges of Purvanchal region. Therefore, this study investigates the usage pattern of social media from the following objectives among female PG students of degree colleges in the Purvanchal region.

Objectives:

1. To study the time spent on social media platforms by the respondents;
2. To find out the purpose of using social media by the respondents;
3. To study the impact of social media on student's education and learning;
4. To examine the effect of social media use on family relationships;
5. To compare social media use between day and night;
6. To find the most preferred social media app among the respondents.

Scope of the Study

In today's digital era, social media is playing an important role in the academic life of every student. The use of social media has made it easier to both access and disseminate information. Through social media, students get an opportunity to exchange, express and share their ideas and information. Emphasis is being laid on student-centered teaching in higher educational institutions and innovative ICT-enabled teaching-learning processes are being adopted. Continuous efforts are being made for better use of social media to make teaching-learning effective. Since

social media is being used by students in the classroom, it can be used in the context of skill development, language writing learning, post-class curriculum and exam discussions, contemporary and peerless communication, community development, webinars, etc. In recent years, especially during the COVID-19 pandemic, it has been observed that academics are taking, delivering and hosting lectures online and disseminating information using social media. Due to the use of social media, there has been a warm relationship between teachers and students, and students have become more technology savvy. Indeed, social media has enhanced teaching-learning practices, dissemination of information and pedagogy.

- i. The study highlights the influence of social media use among female PG students of degree colleges in Purvanchal region;
- ii. The study also highlights the adverse impact of social media use on academic pursuits and relationships with family and friends among female PG students of degree colleges of the Purvanchal region.

Limitations of the Study

The present study is limited to the regular female postgraduate students of 13-degree colleges of the Purvanchal region.

Sample Selection

Purvanchal is the eastern part of the state of Uttar Pradesh which includes about 17 districts like Varanasi, Jaunpur, Chandauli, Mirzapur, Sonbhadra, Bhadohi, Ghazipur, Azamgarh, Mau,

Ballia, Gorakhpur, Kushinagar, Basti, Deoria, Maharajganj, Siddharthnagar and Sant Kabir Nagar. There are 06 State Universities located in this region, including about 138 government and aided degree colleges. For this study, only those degree colleges have been selected where all three faculties i.e. Science, Arts, and Commerce are running. Thus, out of 138-degree colleges in the Purvanchal region, 13-degree colleges were found suitable from this point of view. A total of 3084 regular female postgraduate students were enrolled in all these 13-degree colleges for the session 2022-23. The sample size for this study is determined with the help of the Krejcie & Morgan Sample determination table (1970). And as given in this table, a 341-sample size is given for the 3084 population. Hence, a sample size of 341 was set for the present study.

Research Methods Used

As the main objective of this study is to find out the impact of social media on female postgraduate students of degree colleges in the Purvanchal region, therefore survey method was found suitable for this study. This survey was conducted from August 2022 to December 2022. A structured questionnaire consisting of 24 open-ended and choice-based questions was designed online (Google Form) and offline (print format) for data collection. Questionnaires were sent through email to slightly more respondents than the intended sample size of 341. Thus, a total of 450 questionnaires were sent to the respondents to get good results. After weeding out the

incomplete questionnaires, the researcher received a total of 380 completely filled questionnaires. The questionnaire received from 380 respondents is more than the sample size of 341 prescribed for this study, hence it was considered as the basis for the study. All the questions were designed keeping in mind the college female students so that they can understand it easily and can respond to all the questions. All the respondents were instructed to read each question carefully, satisfy themselves, and then fill up the questionnaire honestly. The data obtained from the respondents were kept confidential so as not to affect the results of this study.

Sample size of study population = 341

Questionnaire distributed = 450

Filled questionnaires received = 380

Statistical Analysis

Continuous variables were examined by computing means, whereas categorical variables were calculated by frequencies and percentages (%). The significance level was set as 5%. SPSS version 22.0 is used for data analysis. Microsoft Excel is used to create graphs and tables.

Results

A total of 72% (274) female PG students out of 380 reported that they are using social media applications for a long time (Fig. 1). Respondents' ages ranged from 21 to 24 years. Moreover, 30% (n = 114) of them were aged 21-22 years, and 5% (n = 19) of them were aged 24

years. A majority (65%) of them were aged 22-23 years (n = 247) (Fig. 2).

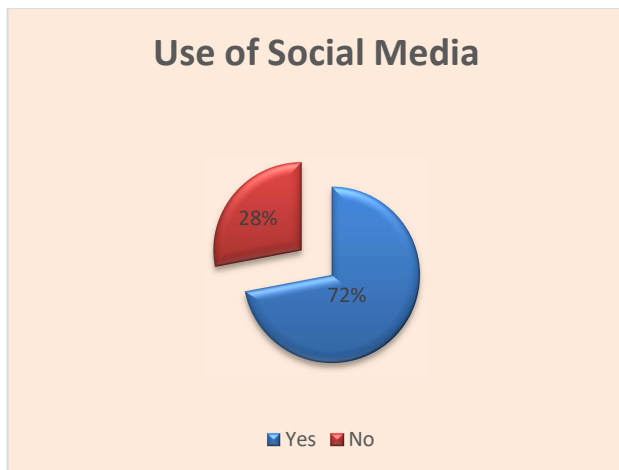


Fig. 1: Percentage of Respondents using social media

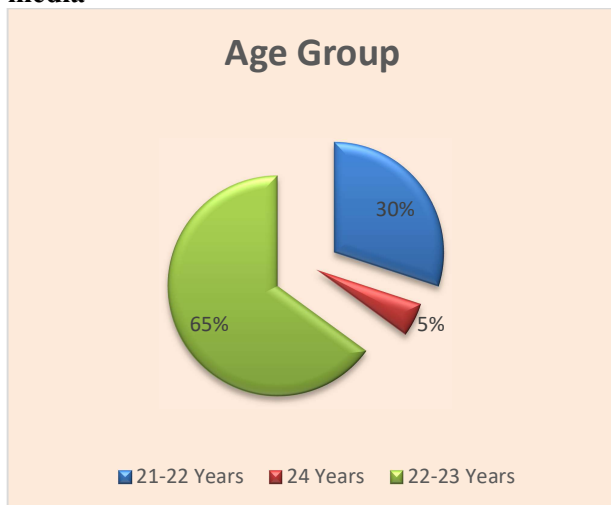


Fig. 2: Age percentage of respondents

Regarding the purposes for which social media platforms were used, more than half (58%, n =220) of the total population of female PG students use social media for academic purposes. While 63% (n=239) of them use social media to pass the time, 52% (n=198) use it to watch videos and 36% (n=137) use social media for chatting. 24% (n=91) use it to play games, 38% (n=144) use it to listen to music, 11% (n=42) of them use it to listen to News, 52% (n=198) of them use it

to shop online, 76% (n=289) use it to make reels (Shorts Videos) and interestingly, 66% (n=251) of the female PG students are the ones who cannot live without using social media. (Fig. 3)

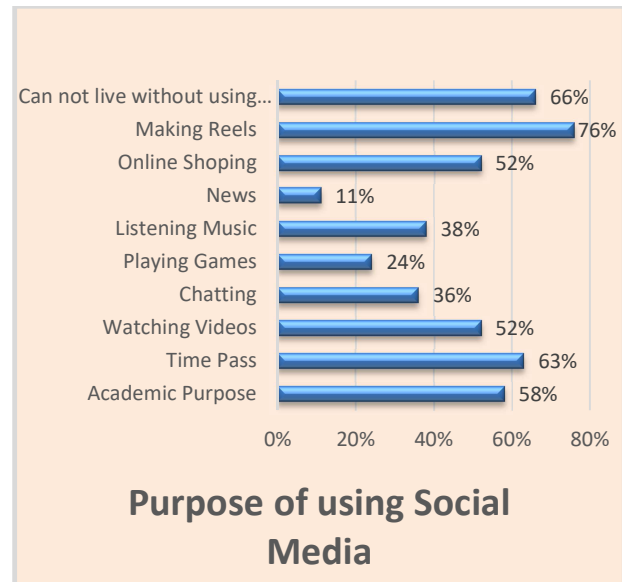


Fig. 3: Purpose of using social media platforms

Most female PG students (68.5%) use social media when they were going to bed i.e. from 11 PM onwards (Table 3). Most of the respondents reported that they could not wake up early in the morning due to late night sleeping. 49% of PG female students felt that their social interactions were severely affected by the use of social media apps.

The preferences given by the respondents regarding the use of social media platforms by the female PG students are YouTube (87%), Facebook (81%), WhatsApp (76%), Instagram (63%), Snapchat (54%), Sharechat (48%), Moj (47%), Josh (44%), Flik (34%), Twitter (12%), Chingari (7%), Telegram (5%), Pinterest (2%), LinkedIn (1%) and Koo (1%) (Fig. 4).

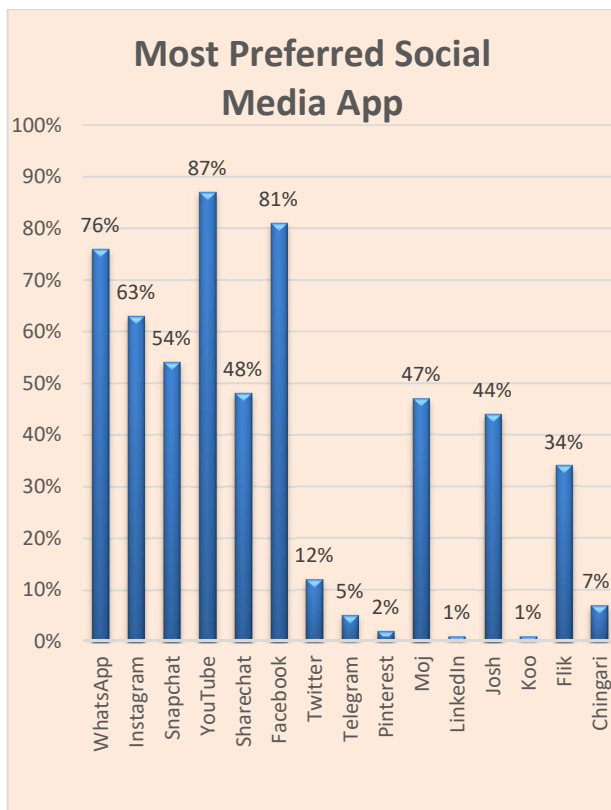


Fig.4: Percentage representation of the most preferred Social Media Application

DISCUSSION

I. Social media: as an academic tool and its adverse effect on learning activities:

Social media usage is popular among college students because of its free availability on smartphones and other tech-savvy devices. Social media platform saves the time of the students and awakens the learning potential. The above figure 3 depicts that 58% of the total students in this study use social media for their academic purpose and 63% of them use it as time passes. Social media today has become such a medium, using which students can take maximum advantage to fulfill their academic pursuits. Information on every subject can be easily accessed with the help of these social media tools and technologies. But

while on the one hand, there are many advantages of using social media, on the other hand, there are many more side effects of its use. Figure 3 reveals the adverse effects of social media use on the respondents of this study. 76% of the students use social media for making reels and 52% of them use social media for watching videos and online shopping. 38% of the respondents use social media for listening to music and 36% for chatting. Interestingly, 66% of the respondents admitted that they cannot live without using social media for a single day. Some other studies like Elantherayan, P. & Shankarkumar, S., (2019); Abbas et al. (2019); Owusu-Acheaw & Larsen, (2015); Wang, Q. et al. (2011) have elaborated that respondents use social media for chatting and watching short videos most of the time and less for educational purposes. So, it is to be noted that students use social media mostly for time passes and not for educational purposes which is an alarming sign for their future. There should be a time limit for the use of social media not only at home but also on the college campus. Females have to make a firm commitment to themselves for this and promise themselves that they will watch only academic content on social media. We have to create an environment where college students can use social networking sites mostly for academic purposes only. Most students finish their academic work early so that they can use social networking sites for online shopping, chatting, video gaming, etc. in their free time. In this free time, if students watch academic videos, read online books, listen to online lectures and

visit academic sites, they will have no problem passing regular exams and other related activities (Abbas et al. 2019). The results of this study show that majority of the female students use social media for non-academic purposes. Therefore, based on the results, it can be observed that there is a dire need to sensitize the students towards better use of social media to comply with the educational objectives.

Table 1 shows that social media has affected the academic performance of the students in this study. Some questions were placed among the students to know their interests and sentiment regarding the use and effectiveness of social media applications in their educational and learning activities.

Table 1: Effect of Social media use on Academic and Non-academic Purposes

Influencing factors	Female PG Students (n=380)			
	Yes		No	
	<i>f</i>	%	<i>f</i>	%
Impact on Study Hours	230	60.5	150	39.5
Impact on Class Period	61	16.0	319	84.0
Social media attracted more than studies	264	69.5	116	30.5
Social media addiction	184	48.5	196	51.5
Social media strengthened freedom of expression	245	64.5	135	35.5

Table 1 shows very interesting results of the respondents. 60.5% of female PG students admitted that their study hours are badly affected by the use of social media while only 16% of

respondents admitted that social media has an influence on their class period. 69.5% of students believed that social media attracts them more than studies. As far as social media addiction is concerned, 51.5 percent of girl students are addicted to it. When they were asked about freedom of expression through social media, 64.5% of students accepted while 35.5% did not. Based on the results, it can be seen that social media has had a great impact on female students and has greatly affected their academic performance.

II. The effect of social media on relationships with family and friends

In today's era, we all feel free to use social media, and our precious time is wasted watching it. Due to this, not only our behavior is deteriorating, but the distance from relatives and friends is also increasing. People living in the same house are not able to talk to each other, ignorance of each other is increasing and people are getting irritated. This behavior can often be seen in school students as well. It has been observed that they prefer to spend most of their time alone. In the present study, it is found that 42% of female students spend 2-3 hours on social media during the day and 53% of female students spend 2-3 hours on social media at night (Table 2). It means females spend 4-6 hours daily on social media. Doctors believe that if one continuously spends more time on a mobile screen for 1-2 hours then it has a profound bad effect on the body.

Table 2: Time spent on social media applications

Time Duration	Female Students (n=380)			
	Day		Night	
	f	%	f	%
0-60 Minutes	27	7.0	36	9.5
1-2 Hours	57	15.0	148	39.0
2-3 Hours	160	42.0	201	53.0
More than 3 Hours	46	12.0	108	28.5
Not used	00	0.0	120	31.5

It cannot be denied that the use of social media has brought far-flung people very close and has increased their acquaintance with each other. A new relationship develops between them using social media. However, it has been observed that such online relationships are very formal and temporary. Out of a total of 380 students included in this study, 32% of the students believed that their relationships were adversely affected by their involvement in social media (Fig. 5). As Larsen noted in his 2015 study, "relying on social media (i.e. without physical closeness) to build and maintain relationships can lead to loneliness, isolation, and depression". Abbas et al. (2019) also stated in their study that, "Smartphones create a psychological distance between individuals by reducing face-to-face interactions between family members and friends, and this can negatively affect the quality of time spent on these relationships. This can have a significant impact on social well-being and satisfaction among

friends". As Zou et al. revealed in their study in 2019, if someone excessively uses social media in their free time, it not only leads to mental illness but also reduced physical activity.

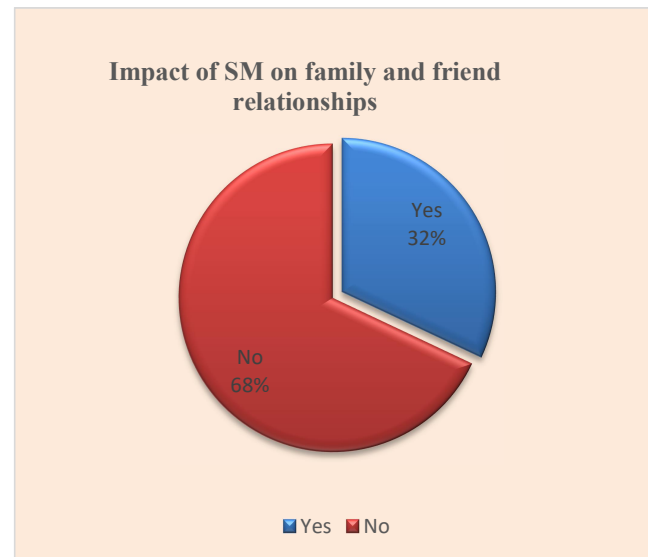


Fig. 5: Percentage of respondents affected due to social media

III. Social Media: As a Dangerous Sleep Disruptor

As stated by the American Academy of Sleep Medicine, an adult need 7+ hours of sleep per day "Sleep is essential for physical health and mental health. For your health today and in the long run. To feel more energetic and optimistic. Sleep is as important for your body as diet and exercise"

(<https://sleepisgoodmedicine.com/benefit-from-sleep/>). Previous studies have found that excessive use of social media disrupts sleep, leading to fatigue, restlessness, and irritability. As we can see in Table 3, the respondents in the present study use social media excessively when they go to bed (68.5%) followed by during meal time

(55%), college time (37%), travel time (33%) and class time (8%). The percentage of respondents using social media at bedtime is higher than on other occasions, and if someone uses social media till late in the night, then surely it will disturb his sleep, and due to this people have to face different types of physical fatigue. Students are heavily using social media even while having food, which is not a good sign for their health.

Table 3: Use of social media on various occasions

Social media usage time	No. of Respondents (n=380)	
	f	%
Bed Time (11 PM onwards)	260	68.5
Meal Time	209	55.0
Travel Time	141	37.0
College Time	125	33.0
Class Time	16	8.0

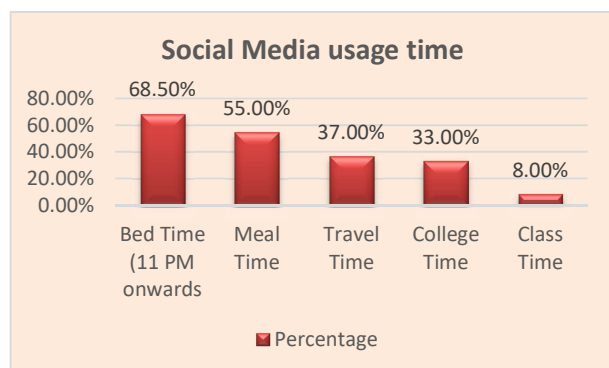


Fig. 6: Social Media usage time during various occasions

It has also been seen among female students that they use social media more at night than during the day. This means that female students do not want any kind of disturbance while using social media, they want to use social media in a leisurely

way. But they are unaware of the side effects of sleeping late at night. Studies by Huecker and Hanson (2019) and Levenson et al. (2016) state that, "Sleep is a restorative process for health, sleep deprivation impairs mental health, affecting cognitive functioning, motor processes and emotional stability. Sleep disturbances increase the risk of metabolic diseases such as diabetes, obesity, and high blood pressure". To avoid such habitual habits, awareness has to be created among social media users. Awareness campaigns and information booklets are to be distributed about the ill effects of social media use. The use of social media has become a part of our life, if one wants to stay fit and fine, then use these social media apps in a very creative manner.

IV. Use and effect of social media during the COVID-19 pandemic

It was the era of the coronavirus pandemic which has boosted the use of the internet and social media not only among students but also among adults. During covid-19 all educational institutes were closed and students were using mobiles and laptops for online classes, a new way of teaching method, social interaction was completely absent so students are using social media for their entertainment and this experiment made them addicted to social media. During online teaching, students had to sit with their eyes fixed on the screen for a long time and there was no one to talk to, in such a situation, the students had to face many mental and physical problems. Social media was the only medium through which students interacted with their friends and relatives.

Therefore, the effect of Covid-19 was visible in the mental, physical, and social behavior of the students, and due to this, they were falling prey to anxiety. Therefore, it becomes the responsibility of the family members to consider the factors that enhance home-based physical activities for the students. Talk to the students face to face and prevent the growth of a frustrated mindset arising inside the students. Try to promote physical activity by creating a routine chart so that female students use social media sparingly. And finally, the government is also requested to consider such management so that COVID does not spread again.

Conclusion

Social media has a profound impact on society as well as academics. During the COVID-19 pandemic, almost the entire world was taking advantage of social media to teach and disseminate information in the academic community. Students from primary to higher are taking advantage of this and most of the time students are getting information, knowledge and writing their research papers with the help of social media. But while students are getting benefited by using social media for educational purposes, social media is playing a vital role in making students a habit of its adverse use. After analyzing the results of this study, it concludes that most female students of degree colleges of Purvanchal region, Uttar Pradesh are using social media indiscriminately but mostly for non-academic purposes. Most female PG students excessively use social media like YouTube,

Facebook, Snapchat, WhatsApp, Instagram, shorts reel videos, etc. to pass the time. And this excessive use of social media has reduced the learning tendency of students to a great extent. Due to using social media on mobile phones till late at night, students are suffering from depression and their family and friendly relations are also deteriorating. Nowadays, various educational lectures, videos, readymade materials, quizzes, competitive paper sets, etc. are abundant online. Students may use such videos and lectures or other online e-resources to ensure proper use of social media for their academic careers.

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