

A study on the impact of social media on education and academic performance of engineering students in Lucknow city

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Abstract

The purpose of this research study is to examine the impact of social media on engineering students. For this descriptive survey research design was adopted. The study was conducted at the private engineering college in Lucknow, U.P. The simple random sampling technique was used to select a sample of 60 students. Questionnaire was used to collect the data from the participants. The descriptive statistics of frequency counts and percentage were used to analyze the data. Research findings showed that social media has an impact on students as it is lowering their concentration level and creating distraction. It was also found that it is not lowering their grades as they are capable of managing their grades along with online participation. As they use these sites for their educational purpose in linking to subject matter and for discussing their studies and sharing study material.

Key Words: Social media, concentration, distraction, grades.

Introduction

Nowadays social media have become an important communication tool. It has covered every aspect of life such as advertising, marketing, networking, politics, entertainment, education and entire social life. Social media has changed the world rapidly and has become the best medium to explore wide area of knowledge, to connect with others, to get information and to share information.

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks (*Obar and Wildman, 2015*).

Social Media is a new way of life, a new trend or the subculture of the modern day society (Qualman, 2012). Sociologists have proposed that social media is the biggest socio-cultural and economic shift since the industrial revolution. A new society is visualized by them in which there is domination of social media in the life of people.

The use of social media has become the daily activity of every individual. Every generation, i.e. children, youth, adult and old are the users of social media for various purposes. It is found in many researches that young generations are the maximum users of social media. It becomes

important to see the impact of social media on the educational attainment and academic performance of student .It is to be analyzed that how much educational goals are achieved by the use of social media.

Social Media and Youth

Youth are the regular users of social media. They spend notable large portion of their time on social media sites. The term ‘net generation’, ‘millennium generation’ and ‘digital natives’ are used for youth who are born in the era of internet (Marc Prensky,2001). They are familiar with internet since childhood and use it for social interaction, identity expression, media production and consumption.

With the arrival of web 2.0 youth have become the contributors of the media content and are engaged in web production and creation of media content.

Youth are able to overcome the limitations of geography; they are able to contribute to the society with their innovative ideas by producing content on internet.

Youth are well acquainted with sophisticated knowledge and skills. They communicate both offline and online and are continuously connected with their peer group through social media sites. The conversation between them is continuous and without any obstruction which is very similar to the communication face to face. They have become multitasking and at a single time they are engaged in study, e mail, chat, web search etc. They have learned to manage their busy schedule and online participation. They continuously shift from one activity to other activity. The tools used by them to communicate on social media are the wall post, status updates, thumbs ups etc. these tool initiate a chain of interaction of youth on social media.

Problem Statement

This research paper attempts to see the impact of social media on engineering student’s education and their academic performance.

Review of Literature

“A literature review is a systematic, explicit, and reproducible method for identifying, evaluating and synthesizing the existing body of completed and recorded work produced by researchers, scholars and practitioners (Arlene, 2010).”

Deva Prasad Francis (2013) reported that there is positive effect of social network sites on students. Social networking sites are functional for students as they use it for connecting purpose. Social networking sites increases the sociability of students. On the other hand it was also found that social networking sites were not used for constructive purpose by students i.e. for educational purpose. They are less interested in using it for studies rather use it mostly for connecting with their friends and relatives.

Shu-Sha Angie Guan & Kaveri Subrahmanyam (2009) observed the benefit of internet for youth is

that it helps in cognitive, social and psychological development. It also enhances youth learning and empowerment.

Social Networking Sites usage has benefited education in three ways i.e. facilitation, collaboration and sharing. Social Networking Sites facilitates communication between student and teacher enabling student to learn about the announcement made by teacher regarding lectures, homework, assignment, projects etc. As well as being in regular contact with the teacher's helps them to get the information about the links related to course material. It also helps in collaborative learning as students exchange ideas, share information, join academic group related to their interest and college course. They are engaged in group activity by sharing assignments, project and ideas (Muzman & Usluel,2010).

A study by Karpinski & Kirchner showed that there is a relationship between facebook use and academic grade. Facebook users have scored less grades than non facebook users. The student who used facebook had G.P.A of 3.0 to 3.5 where as non user of facebook had a G.P.A of 3.5 to 4.0. In addition to this the non user of facebook used to study more than facebook user as they spend 11-15 hours per week for study, while non user spend 1-5 hours per week for study. The use of facebook is lowering the academic performance of the students.

Kalpidou, Costin & Morris(2011) discussed that a study conducted by Ohio State University found that there is relationship between facebook use and grades. The more is the use of facebook, lower is the academic grade.

R.Subramani (2015) discussed in research article that only few college students use social media for educational purpose while rest of the students use it for entertainment purpose. There is no gender and age difference in the usage of social media by college students.

A study conducted by Subramani examined the academic use of social media applications by university students and to study the usage of various academic applications by the university students of Tamil Nadu. It was found that out of 482 students only 29% students downloaded video files for academic excellence. They do not download audio books for academics. Only 40% students downloaded electronic books for academic purposes. Maximum students were unaware of e-magazine for studies. Students do not frequently access e-journal from the social networking sites. They neither download e-dissertation for academic nor research purpose. Majority of students has downloaded fewer files. The results indicate that university students have very little exposure to use social media content into their academic life. Non inclusive attitude is seen in the students in the usage of academic content present through Social Networking Sites. Students are not aware of the academic use of social media. Mostly students use Google for academic purpose. There is a direct relationship between social media usage and academic performance of university

students. social networking sites are preferred in place of reading time and home work by students. They have become addicted to social networking sites (Oshavire, 2015).

Olubiyi (2012) noted that students are 24 hours preoccupied with social media. Even during lectures students are using social networking sites like facebook. The learning time has been crushed by the passion for meeting new friend's online and discussing trivial issues. Most students' academics suffer because of the distraction caused by social media.

The use of social media affects the use of English and grammar by students. The students use short form of words in chatting and use it in their answer books in the classrooms which affect their marks. They generally use 4 in place of 'for', U in place of 'you', D in place of 'the'.

From the review of various studies it is found that Social Media use by students is influencing their studies both in positive and negative way. Considering these as a base , this study focuses on knowing the impact of social media on engineering youth, who are technologically sound.

Objective of Study

The study was conducted to undertake the analysis of the impact of social media on the educational attainment and academic performance of engineering students.

Methodology of study

It is questionnaire and interview survey type research carried out on 18-22 years undergraduate engineering students .This study has the sample size of 60 respondents. Random sampling method is used to decide the sample. There were 60 boys and girls in the sample. The boys and girls are from technical institute in Lucknow. 5 point scale questionnaire was distributed to students in which they have to indicate their level of agreement to the statement using the scale strongly agree, agree, undecided, disagree and strongly disagree. After the collection of questionnaire collective interview of students were taken to know about their usage of social media by students. Their response was collected and on the basis of frequency counts analysis was done. Due to limited resource it was not possible to include whole population of college in study.

Findings and Discussion

Response of the respondents are collected through questionnaire and analyzed.

2.Students views on the benefit of social media for educational work-Students were asked to indicate their level of agreement to the statement that, 'social media sites are beneficial for them in their educational work like job links, study material etc.

Table 1:

Statement	SA	A	UD	DA	SDA
Social media sites are beneficial for educational work like job links, study material etc.'	40%	53%	-	7%	-

Through the response of the students it was known that 40% students strongly agreed and 53% agreed that social media sites are helpful in their educational task. And only 7% students disagreed with the statement. Most of the students are benefited from the social media sites as they join the study group, where they can go for discussion as well as they also get to know about various links related to study material.

2. Students views on the use of social media for discussion of college work.

Table 2:

Statement	S.A	A	UD	DA	SDA
We use Social Media Sites to discuss college work like home work, project, presentation etc.	18%	80%	-	2%	-

Most of the students i.e. 80% agreed and 18% strongly agreed that they use social media for discussion of college work, assignments and projects. They also use this media for sharing their assignments among them selves. According to them it is the fastest and cheapest mode by which they can communicate and easily exchange their notes. Only 2% students disagreed with the statement as they are less users of social media.

3. Students views on use of social media during class lectures.

Table 3:

Statement	S.A	A	UD	DA	SDA
We access Social Media Sites during Class Lectures.	7%	-	20%	33%	40%

Maximum students strongly disagreed and disagreed with the statement for the use of social media during class lectures. They were not allowed to use mobile phones during lectures. Some students refrain themselves from using mobile phones because of strictness by teachers and some do not use it because they know that if they use it they will be sidetracked from listening the classroom lecture. 20% students remained neutral as they sometimes use mobile phones and access social media .7% strongly agreed as they use social media during lectures.

4. Students views on use of social media kills study time.

Table4:

Statement	S.A	A	UD	DA	SDA
Social Media Sites kills study time.	13%	58%	-	20%	-

13% students strongly agreed and 58% agreed to the statements that use of social media sites kill their time of study. Only 20% students disagreed who were mostly the passive users of social

media sites. Students are aware that most of the time they are engaged in chats and content sharing through social media. The time which they should use for study, they spend on using these sites or scrolling to know about others. They also revealed that they access these sites parallel to their studies.

5. Students views on use of social media causes distraction to their education work.

Table5:

Statement	S.A	A	UD	DA	SDA
Social Media Sites causes distraction to my education work.	23%	57%	-	-	20%

It was found that 57% agreed and 23% strongly agreed with the statement that social media sites are causing distraction from their studies. 20% strongly disagreed with the statement. It was revealed that those who were frequent users were more distracted as compared to less users.

6. Students views on use of social media decreasing concentration level.

Table 6:

Statement	S.A	A	UD	DA	SDA
Social Media Sites decreases concentration level.	7%	73%	-	12%	-

Most of the students i.e. 7% strongly agreed and 73% agreed to the statement that use of social media is lowering their concentration level. It was found that after the use of social sites the students mind remain occupied with the posts they saw on these sites and it influences their concentration level. Even less users reported this. Only 12 % users disagreed with the statement as they are not influenced by the post.

7. Students views on use of social media on the effect of it on their grades .

Table7:

Statement	S.A	A	UD	DA	SDA
Social Media Sites lower our grades and decreases performance.	%	20%	20%	47%	13%

47% students strongly disagreed and 13% strongly disagreed with the statement as they were able to manage their studies and performance in exam. They see no effect of social media on their grades .20% remained neutral as they see no relation between the use of social media and increase or decrease in grades.20% agreed that it influences their grade, as they grades are lowered by the use of social media.

8. Students views on use of short words due to the use of social media.**Table8:**

Statement	S.A	A	UD	DA	SDA
We often use short words in class notes or during exam which we use in chatting.	33%	33%	7%	10%	17%

From the answers of the students it was found that 33% strongly agreed and agreed that in class assignments as well in exams they use short words in place of full words. They also disclosed that many times their teachers complained to improve it. 10% disagreed and 17% strongly disagreed with the statement as they never used short words in notes or exams. 7% remained neutral.

Conclusion

It is found in the study that students feel that social media is useful in their education work for sharing study material and to discuss their study topics. Most of the students revealed that they do not use mobile phones to access social media sites in the classroom. Most of them agreed that social media kills the study time. Many of the students agreed upon the distraction in education work due to social media. Nearly about 80% students considered it true that social media use in lowering their concentration and they are not able to concentrate in their studies as the thoughts about social media over power them. Most of the students believe that their grades are not affected by the use of social media. As they are able to manage their studies. Nearly more than half of the students agreed on the use of short words in their notes and answer sheet. It is found that over use of social media sites are affecting their studies. If it is used in the controlled way it will not affect studies.

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