

## **A STUDY ON ACADEMIC PERFORMANCE AND SOCIAL MEDIA ADDICTION**

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### **Abstract**

Social media has become a pervasive force in contemporary society. In the current era, it is increasingly challenging to encounter individuals who are not registered users of some form of social media platform, such as Facebook, Twitter, or WhatsApp. Social media facilitates interactions among users, enabling them to create, share, or exchange information and ideas within virtual communities and networks. Notably, over the past decade, Facebook's membership has surged from one million in 2004 to 1.15 billion (Growth). Social media addiction has emerged as a prevalent modern addiction affecting individuals globally.

Since their inception approximately a decade ago, social media platforms have captivated the interest of the masses, leading to the proliferation of such platforms. This study primarily seeks to examine the impact of social networking sites on academic performance. It has become increasingly common to observe individuals, particularly college students, engaging in conversations on their devices in various settings, such as places of worship, homes during family gatherings, highways, colleges, and social events, often to the extent that they are oblivious to their surroundings. This preoccupation with the virtual world results in an inability to prioritize what is important. Consequently, attention has shifted from the real to the virtual world, and from visible to invisible friends. This situation necessitates urgent attention to implement measures that can holistically shape their personalities, as they represent the future generation and potential income earners for their families.

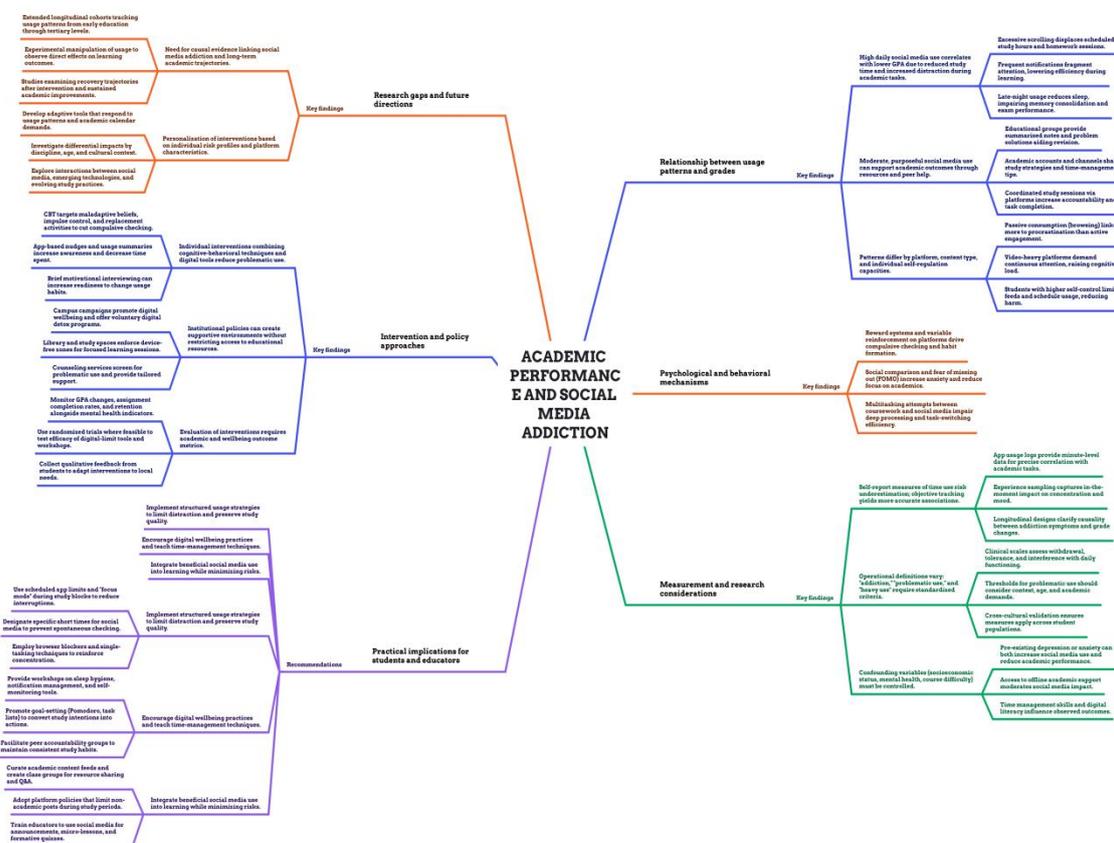
**Keywords:** Social Media, addiction.

### **INTRODUCTION:**

In contemporary society, social media plays a significant role in individuals' lives, serving as a powerful tool on a global scale. The dissemination and acquisition of information and knowledge are heavily reliant on social media platforms. Various individuals utilize different social media platforms, such as Facebook, WhatsApp, Twitter, and Instagram, for diverse purposes. The influence of social media transcends age, gender, class, and geographic distinctions, affecting both rural and urban populations. Notably, the prevalence of social media usage is particularly high among students, especially those in higher education. Mobile addiction has emerged as a critical social issue in recent years, characterized by compulsive behavior that results in adverse effects. Typically, addiction compels individuals to engage in activities deemed harmful, thereby impacting their normal activities and behavior. Research

conducted at the University of Chicago has concluded that social media addiction is more potent than addiction to cigarettes and alcohol.

Social media addiction has a global impact on students' academic performance. This study examines the effects of social media addiction on the academic performance of social work students. Media exerts both positive and negative influences, contingent upon the individual's purpose of use. It provides an accessible means of obtaining information from any location. This study emphasizes the relationship between academic performance and social media addiction. College students, regardless of their economic status, often possess branded mobile phones for accessing social media sites. Social media is recognized as a continuously evolving phenomenon that significantly influences both personal and professional aspects of life.



## REVIEW OF LITERATURE

**Bernard John Kolan (2018)**, "Effect of Social Media on Academic Performance of Students in Ghanaian Universities: A Case Study of University of Ghana, Legon." Different forms of education including distance education has been widely patronized and facilitated to some degree through these social media networks. Acquiring information both locally and internationally from friends, lectures or experts is no longer a struggle as compared to the olden days and the internet is the ultimate master behind this success. "Social media is a useful servant but a dangerous master" and can also be "described as a two edge sword" and as such, users especially students must be alert about its dangers and be prudent in its utilization.

**Khalid H (2017)**, “The Effects of Social Networks on Pakistani Students.” The study states that in Pakistan, every student is using some kind of platform for socializing as well as for academic and educational purposes. Majority of them have accounts on Facebook and use YouTube for different purposes. If the students use these platforms in a balanced way, it will not harm their health. Secondly, there is a huge number of users who are unaware of the terms and policies of the social networks they are using. Thirdly, The study concludes that social networks plays a positive role in students’ academic activities.

**Sudha S (2016)**, “The effect of social networking on students academic performance: The perspective of faculty members of periyar university, Salem” However, the studies appear from two opposing views on the impact of SNSs on users. While proponents argue that it allows users in connecting people of common interest and value, opponents claim that excessive use of these sites affect the social, mental and physical health of the users. Most of the faculty members known that the students are engage in the use of SNSs for socializing activities moderately than for academic purposes. In the meantime, the positive impacts of SNSs on their academic performance are considerably low. A structured questionnaire method was used for this study.

**Nee, Chee Ken (2014)** investigated the impacts of incorporating Edmodo as educational network, into a classroom setting on the academic achievement of Biology students based on three types of conceptual level comprises of direct, simple, and complex concept. The results indicated that students that were instructed by the instruction with intervention performed a larger on the gain scores of all the three cognitive levels; than those instructed by the conventional approaches. This educational network will permeate all facets of the curriculum as a new paradigm of teaching tools.

**Piotrowski, Chris (2015)** designed to analysis the gauge the scope of the research domain of education typology by conducting a content analysis of dissertation research in this area.. A keyword search of the term (Social Media) yielded 662 studies represented in ProQuest’s Dissertations & Theses database. The author summarized the major outcome findings of 29 dissertations that had a specific focus on SM-Education issues. Of these, only 2 studies reported any negative views by either students or faculty on the implementation of SM platforms for academic purposes. Instructors’ lack of efficacy in Web 2.0 technology, privacy issues, and data overload were the major concerns noted. As these results are based on areas of investigatory interest of young researchers, the current findings provide a barometer of emerging trends regarding critical issues in Social Media-Education research. A frequency tally, across these categories, was maintained until all 662 references were scored. The aggregated tallies served to produce a rank order listing of the most emphasized topical areas in SM research by graduate students.

#### **Main Aim of the study:**

The study aims to find the impact of social media influencing the academic performance of college students. This study focus on how social media addiction affect the social work undergraduate students academic performance.

#### **Objective of the study**

- ❖ To find out the number of hours social work students spent on social networking sites.
- ❖ To identify the usage of social networking sites.
- ❖ To identify the effects of social media addiction on academic performance.

#### **Hypothesis**

1. There is a positive impact of social media influence on academic performance.

#### **Methodology:**

A questionnaire designed and was distributed to 150 students of social work department of Mannar Thirumalai Naicker college, Madurai.. They were chosen as they are going to be complete their UG and moving to the next stage of life .The questions also elicited perceptual

responses and certain specific responses, which can be useful to add specificity to the findings.

**Statement of a Problem:**

The usage of social media is found to be among the students of social work .This study tries to identify whether social media addiction affects the academic performance level of the students.

**Tools of Data collection**

For this study the researcher used questionnaire method to collect the data from the social work students of Mannar Thirualai Naicker college.

**Sample Size**

The sample size for this study is 120. Random sampling was used in this study.

**Major Findings**

1. Majority of the respondents have more than 3 accounts in social media.
2. More than 80% of the respondents spend more than 4 hours per day in social media.
3. Majority of the students are aware that social media had affected their relationship with families and friends.
5. 50% of the students visits social media with specific purpose.
6. The students (78%) of them agrees that social media has improved their academic performance.
7. Majority of them spread their knowledge and information to their class mates.

**Conclusion:**

The study indicates that the majority of students who utilize social media experience a positive impact on their academic performance. Additionally, students engage with social media for activities such as gaming, buying and selling products, and acquiring information on new topics. Social media exerts both positive and negative effects. For academic purposes, students employ these platforms with considerable care and responsibility. College students utilize social networking sites for personal development and knowledge sharing in a timely manner, resulting in improved academic performance. Students are well-informed about the use of social networking sites. However, social media can influence and affect cognitive functions in potentially harmful ways. To mitigate this, individuals should avoid compulsive and excessive use of social media. Otherwise, they may become so accustomed to engaging with messages, chats, posts, images, and videos that it interferes with other aspects of their lives.

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