

THE IMPACT OF SOCIAL MEDIA ON STUDENT ACADEMIC PERFORMANCE AND WELL-BEING

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ABSTRACT

Social media platforms are experiencing fast growth among the younger population worldwide. Students extensively participate in the use of social media. Consequently, they will have an impact on both the personal and academic lives of students. This study aims to determine the influence of social media on the academic performance and well-being of students. The survey method was utilized to gather the relevant information for the investigation. A total of 324 students were chosen as the sample. A random sampling strategy was utilised to choose the sample. Afterwards, the data was analyzed using Statistical Technique. The findings indicated that the majority of students in the society expressed a preference for utilising social media in a constructive manner for their academic pursuits, rather than engaging in its misuse. This suggests that social media has an influence on the academic achievement of kids. Hence, social media plays a role in enhancing kids' academic achievement. Nevertheless, the findings indicated notable disparities in academic achievement and the influence of social media on students' well-being. Instructor Social media can be utilised by students as well as teachers as a tool for teaching and learning, with the aim of facilitating and enhancing the learning process. Evidence from research indicates that a significant proportion of pupils are experiencing addiction to social media. In order to achieve this objective, the researcher proposed that social media should also be utilised for educational purposes. It was suggested that Social Networking Sites should be expanded and new pages should be established to improve academic activities and prevent any negative impact on students' academic performance. Additionally, it was recommended that teachers and parents should closely supervise students' usage of these sites. The purpose of this initiative is to establish equilibrium between students' engagement with social media and their academic pursuits, in order to prevent any negative impact on their academic performance and overall well-being.

Keyword: Social Media, Academic Performance, Students.

INTRODUCTION

Social media networking is the most popular way of communication. People from various walks of life are using it. The general population has embraced social media. Social media sites such as Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn,

Google+, Flickr, Snapchat, Vine, and Tumblr are just a few examples of the online networking platforms available. As a result of the rapid dissemination of useful information, social media networking has become the most rapidly expanding form of

association. Despite the fact that social media has revolutionized several industries, its greatest influence has been felt in the realm of education. Much attention has been focused on the incorporation of digital technology into educational settings in the past few years. The academic community and school administration are under widespread pressure to find ways to update and improve the educational system so that it better prepares students for the workforce and helps them achieve their professional goals. Carrying extremely advanced electronic gadgets, students participate in campus life. The fact that these pupils have utilised their smartphones for anything other than learning shows that there is a significant chasm. Having faculty and students who are proficient in the use of digital tools for learning and teaching is a major concern for educational institutions. For the sake of both academics and socializing, students often use online spaces known as "social media networks" to make new friends, share information, and communicate with existing ones. The popularity of social media networking apps for mobile devices is driving this rapid growth in this kind of online communication.

The development of the internet has made it the most effective means of communication. So, as a means of communication and interaction, two-thirds of the global internet population uses social networking or blogging sites. As defined by William et al. (2009), social networking sites (SNSs) are "online communities of Internet users who want to communicate with other users about topics of mutual interest," whether that be academics, business, or personal interests. The concept of a "global village" has come to fruition because to the proliferation of social media websites, which allow billions of people to interact with one another. The usage of social networking sites for distant communication has yielded numerous benefits. A person's academic performance is a major factor in their placement, whether it is in a school or a career. This is why a lot of people are thinking about how they can do better in school. The global focus on academic achievement has prompted a plethora of research into what makes for top performance in the classroom. Academic performance will always play an important part in determining a person's future success, both in terms of their employability and their capacity to advance in their chosen field of study (Kyoshaba, 2009). Among a school's primary aims is the improvement

of its students' academic performance, as shown by their test scores. The establishment of schools, according to Hoyle (1986), is predicated on the idea of improving students' academic performance through the dissemination of knowledge and skills. How well a student, teacher, or school does academically is a measure of the efficacy of their educational efforts. Exams and ongoing assessments are typical ways to gauge academic performance, but nobody seems to agree on the best way to do it or which parts of knowledge—declarative facts or procedural skills—are more significant (Annie, Howard & Mildred, 1996). Students' performance in university courses is directly correlated with how much time they spend on social media. The majority of social media users are students, yet there is a dark side to technological progress that has led to problems like the erosion of students' actual values. As its name implies, social networking services on the internet facilitate the formation and maintenance of relationships between users based on their shared interests and activities. Students may feel enticed to skip out on reading and schoolwork due to the abundance of social networking sites available online. These days, a lot of students can't get enough of the latest internet craze—Facebook, Twitter, etc. Livingstone (2005) claims that young people use social media at a higher rate than older generations. For many, social media has become an integral part of their well-being, allowing them to spread joy and cultivate positive relationships with friends, family, and acquaintances. An individual is considered to be in a state of wellbeing when they report high levels of happiness, contentment with their life, and positive interpersonal relationships (Ryan and Deci, 2001). People desire to live in communities with lots of social connections because, at our core, we are a socially connected species that relies on the sharing and elaboration of our feelings for optimal health. According to research by Leary et al. (1995), people report higher levels of life satisfaction when they have strong interpersonal relationships. The theory of social comparison that attempts to explain why people act in a certain way and how they measure up to others from both a positive and negative perspective. By comparing themselves to others on social media, people want to better their attitude and way of life. In order to better themselves, people often look at how they stack up to others in terms of their attitude, abilities, and ideals. Every facet of everyone's lives is becoming digital as a result of

social media and other new technology. Social media platforms are a common means of communication and pleasure for the vast majority of the world's population, regardless of age. The health of individuals is related to this communication since

Significance of The Study

College students are quickly becoming more and more interested in social networks as a new hobby and a way to get relevant, interesting, and educational material on their own. So, it's important to look into how social media affects its users, especially how students' use of these sites affects their health and how well they do in school. It will give the experts a chance to learn new things and look into new things because of this study. In the future, it could also be used for study.

Objectives of the study

- To define social media and explore the reasons why students use it.
- To determine the amount of time students spend using social media.
- To investigate the impact of social media on students' academic performance and well-being.

Research Questions

- What is social media and why students use it?
- How much time do students spend using social media?
- What is the impact of social media on students' academic performance and well-being?

Literature review

Social Media

Students are using social media sites more and more to connect with others online and make it easier for information, ideas, pictures, and videos to spread. The use of social media in schools has been the subject of heated discussion for a number of years. Many parents and teachers don't want their kids to use social media at school because they're afraid of what might happen. Social media is growing quickly all over the world. There are more and more young and old people who want to talk to people they don't know on social networking sites like Facebook, MySpace, Skype, WhatsApp, and Twitter.

Knowledge workers can expand the number and quality of their business connections on social networking sites. These sites also make it easier for people in the community to find experts, share content, and work together to create content. With social media networking, academics can access a huge amount of information and people they can talk to that are not in their normal social group. Study Gate is an example of a social media site that is focused on study. Teachers can get students to think about what they've learned and build a group of learners outside of school by using social media. On a teacher's Facebook page, there was a lot of positive comments about the class and the teacher, as well as hopes for more motivation and emotional learning. Teachers can build strong professional relationships and a feeling of their own brand identity on social media by sharing content and having thoughtful conversations with their peers. Sometimes, teachers can find information and tools on social networking sites that they can use in the classroom. When teacher educators are available and easy to talk to, or when they have relaxed conversations with students on social media sites like Facebook, WhatsApp, and Research Gate, those students get the help they need. How to Use Social Media for Learning When it comes to higher education, the ability of social media networking sites to share and create new information is priceless. Social media is a big part of both students' daily lives and their classes today. Through social media, it's easier and faster to share information, talk to people, and get information. These social networking sites make it easier for teachers and students to talk to each other. Students can then use what they learn to improve their education. Teachers are using social media more and more to do things like hold live lectures, help students outside of class, and even set up arguments between students. It's easier for teacher educators to connect with current and past students when they're not on campus thanks to social media. Students who are learning to be teachers share course materials through student-run groups and personal pages on a variety of social media sites. The internet has many tools that teachers can use to connect with each other and share materials with their students and other teachers. By making hash tags, teacher educators can make it easier for students to tag academic posts. Then, students can look through the entries to see what the group has come up with. To bring social media into the classroom, teachers like to say that

they can really teach kids through these sites. They are not only making everyone's lives easier, but they are also building a name for themselves in the community and getting ahead in their jobs. On sites like Facebook, Twitter, blogs, and YouTube, you can see teachers doing great work. The fact that so many people use these social media sites can help professors get more respect in the scholarly world. People mostly use Facebook and LinkedIn to connect with others for business and social reasons. However, WhatsApp, blogs, and wikis are better for teaching and learning. If you're in charge of admissions, enrollment, public relations, or student services and you want to connect with your social media community, Social Media for Community Building is the missing piece. Every part of higher education is using social media, whether it's for recruiting, college life, or keeping in touch with alumni. At every grade level, both teachers and kids use social media a lot. A lot of people might be interested in what experts have to say if they don't use social media. Putting it into practice in schools and universities could be very helpful.

Social Media in Teaching and Learning

In the classroom, students are increasingly turning to open social practices like blogging and social media sites like Facebook, Twitter, Google Plus, and Flickr to facilitate easy communication within and between groups of students, as well as with people outside of the class, such as experts in the field or other students studying similar topics. Considering the hazards of openness and maintaining constant connection with students to handle academic concerns and social media issues as they emerge are both prompted by the fact that these platforms are typically accessible to the public. Open discussion and scholarly debate in genuine online venues have academic rewards that outweigh these hazards. One subset of social media is rapidly growing in popularity; it's all about connecting with students in ways that go beyond the classroom. Using social media in the classroom has several benefits. According to research, students' access to information, ability to communicate in real-time outside of class, likelihood of forming collaborative groups, and level of creativity were all positively affected by the usage of social media tools in the classroom. After viewing instructional videos or discussing what they have learned, students can participate in online discussions with their instructors. Educators can gain knowledge from their

pupils through social media interactions as well. Also, when students study, reflect, share, communicate, and summaries, teachers may keep an eye on them. Thanks to social media, students and teachers may stay in touch no matter where they are, giving them more leeway to work when it's convenient for them. For kids, the social and creative learning opportunities presented by Facebook, WhatsApp, YouTube, and the Kaizala app go beyond the four walls of a typical school.

Well Being

When someone is mentally healthy, they feel good feelings like happiness or contentment (Edward, 2005). Not being sad, worried, scared, or bored is a sign of good mental health. Keyes and Haidt (2003) say that a person's mental health leads to good interactions. Deci and Ryan found that there are two main ways. There are two kinds of happiness: hedonic (having good relationships with other people) and eudemonic (being happy with yourself). The most important things for a person to grow are to be positive and mentally healthy. It's a sign of a healthy view on life (Gable & Haidt, 2005). Seligman (2011) says that a person's psychological well-being is affected by five things: engagement, meaning, accomplishment, good feelings, and relationships. According to a study by McDool et al., students' mental health got worse when they used social media. When asked about their lives and schooling, people who use social media were less satisfied, except for their relationships. Also brought to light was the fact that girls were hurt worse than boys. According to Khurshid and Haroon (2018), social media has a big effect on students' lives and helps them learn things that help them in school. For young people, especially college students, there is a strong link between using social media and having a healthy mental state. Alkan and Doğan (2018) found that there was no strong link between secondary school students' use of social media and their overall health and happiness. This is because of the low number of users and the lack of good effects on health and happiness. The findings were also the same when looking at how men and women use social media. According to a study by Dhir et al. (2018), students who use social media too much are more likely to get social media fatigue, which in turn raises their risk of anxiety and sadness. They feel tired and have FOMO (fear of missing out), which is an effect of social media on their health. Weinstein

found a number of links between using social media and being happy. There were times when it was good and times when it was bad. This means that it's like an emotional seesaw, where the results change depending on the person riding it.

Research Methodology

The main point of this study is to find out how students' use of social media impacts their mental health and how well they do in school. The poll

method had to be changed in order to get the data needed for the study. The research method used in this study was a descriptive poll. As part of this plan, 324 college students were used as a sample, and data was gathered using standardised methods and well-organized study tools. A method called "random sampling" was used to pick the samples. For this study, a questionnaire was used that was both well-made and self-made. data.

Data Analysis

Table 1: Demographic Data.

Gender	Frequency	Percentage %
Male	140	43
Female	184	57
Age	Frequency	Percent (%)
18-25 years	126	39
25-30 years	56	17
30 years and above	142	44

The demographic information about the individuals is shown in the table below: Out of all the people who answered, 140 were men and 184 were women. 126 of them (or 29%) were between the ages of 18 and 25, 54 (17%) were between the ages of 25 and 30, and 142 (or 44%) were over 30. At level 100, 55 respondents (17%) have been found. At level 200, 59 respondents (18%) have been found. At level 300, 83 respondents (26%), at level 400, 30 respondents (9%), and at level 500, 97 respondents (30%) have been found.

Table 2: Distribution of respondents according to Faculty.

Faculty	Frequency	Percent (%)
Arts	74	23
Education	55	17
Social Sciences	52	16
Business Administration	72	22
Environmental science	71	22
Total	324	100.00

The table shows the distribution of students from the selected faculties as follows: Arts 74(23%), Education 55 (17%), Social Sciences 52 (16%), Business Administration 72 (22%) and Environmental science 71 (22%).

Table: 3 Impact between Social Media and Academic Performance of the Students

Variable	Mean of Academic Performance	S.D	t' Value
Before Starting use of Social Media	233.6	35.6	24.6
After Starting use of Social Media	297.2	73.5	

At the 0.01% level of importance, the data in the table above show that there is a link between doing well in school and using social media. This says that social media affects how well students do in school. In this way, we can say that using social media improves how well kids do in school.

Table: 4 Time Spent on Social Media and Academic Performance of the Students

Time Spent	Percentage	Mean of Academic Performance	S.D	F Value
Less than 1 Hour	12.30%	197.19	4.4	2080.3
1 - 2 Hours	26.50%	233.27	18.5	
3 - 4 Hours	49.80%	326.14	35.6	
5 - 6 Hours	11.40%	427.26	12.4	
Total	100%	297.2	73.5	

Out of all the people who answered, 123 (12.3%) spent less than an hour a day on social media, 265 (26.5%) spent one to two hours, 498 (50.8%) spent three to four hours, and 114 (11.4%) spent five to six hours a day on social media. Table-2 shows that kids who spend 5 to 6 hours a day on social media sites do better in school than their peers. It is no longer true that kids' use of social media networks doesn't have a big effect on how well they do in school.

Table: 5 Impact of Social Media and Academic Performance of the Students

Impact on Education	Percentage	Mean of Academic Performance	SD	t' Value
Positively	78.80%	317.65	67.9	20.1
Negatively	21.80%	221.16	31.7	
Total	100%	297.2	73.5	

According to the data in the table, when questioned about the influence of social media on their education, 78.8% of respondents gave a positive response and 21.8% gave a negative one. It shows that students' education is affected by social media use in a good way. They seem to be doing better in school as a result of their usage of social media.

Conclusion

This study found that students do experience some bad effects from social media, like not having privacy, being distracted from schoolwork, and having a lot less time to do useful things. But it also found that there are good things about social media and how to use them correctly. Social networking services (SNS) let students stay in touch when one isn't in class and needs to catch up on what's going on in the class. They can also use SNS to make online groups where they can work together on projects or talk about course material. Like other studies that have been done, this one found a number of interesting things. One of the independent variables that affected students' academic success was their use of social media. This variable was negatively linked to their results, but all the other variables were positively linked. Based on the results, teachers should come up with a way for their students to use social media effectively in the classroom, administrators should make rules to protect students and teachers from seeing

inappropriate content, and the government should put in place safeguards to stop students and teachers from using these platforms too much. The study was mostly about how students use social media and how that affects how well they do in school. What the data showed was that most of the students knew about social media and could connect to the internet on their phones. As a result, kids who spend five to six hours a day on social media do better in school than their peers. Additionally, students who have used Spare Moment on social media sites do better in school than their peers who have not. These results show that kids who have used WhatsApp do better in school than those who have not. Researchers found that students who used it for schoolwork did better than those who used it for other reasons. It has an effect on kids who have used social media well.

Recommendations

- In the light of the findings of this study, the following recommendations are made:
- 1: Students need to know that social media can have a negative impact on their health and academic performance.
 2. It is important for parents and instructors to keep an eye on students' usage of these sites.
 3. Educators ought to make sure they leverage social media to boost children' wellness and academic achievement in the classroom.
 4. Students need to learn to control their study time

and ignore the social media distractions. Students need to limit the amount of time they spend on the internet.

5. In order to improve academic activities and prevent students' academic performance from falling, social networking sites should be enlarged and new pages should be created.

6. The pupils need to find a happy medium between idle chatter and serious work.

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