

ROLE OF MEDIA ON ACADEMIC PERFORMANCE OF STUDENTS

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ABSTRACT

The engagement of students in social media networking activities has been observed to result in increased focus on their academic pursuits, leading to a higher investment of time and effort in their studies. The current investigation was carried out within the Lahore District situated in the province of Punjab. The primary aim of this investigation is to examine the influence of social media utilisation on the scholastic achievement of college students. The research was carried out in various urban centers, namely, Lahore, University of the Punjab, G.C University, University of Lahore, and Superior University. This study employed a multistage sampling method. During the initial phase, a random selection process was employed to choose four universities located in the Lahore district of the Punjab province. During the second stage, a random selection process was employed to select four departments from each university. In the third stage, a sample size of 400 participants was chosen through convenience sampling. The sample consisted of 100 students from each university and 25 students from each department, all of whom were enrolled in degree programs. Data were obtained using a meticulously designed interview schedule. The data that was gathered was subjected to analysis through the utilization of the Statistical Package for Social Sciences (SPSS). The findings indicate that a significant proportion of the participants utilized social media platforms to enhance their scholastic achievements. Therefore, there is a strong positive correlation between academic performance and social media usage.

Keywords: Social Media, Networks, Internet, Students, Time.

INTRODUCTION

The untamed use of social media platforms among students has become increasingly prevalent in contemporary times because of the effortless mode of communication they offer through various technological devices such as smartphones, iPhones, blackberries, tablets, iPads, and laptops, all of which are connected to the internet. The prevalence of compulsive behavior related to social networking has escalated notably in contemporary times. The potential negative impact of this phenomenon on the scholastic achievement of excessively engaged students is disconcerting. Students' academic performance is typically indicated by their grade. Excessive engagement with social networks may lead to dependency among students, potentially resulting in a corresponding impact on their academic performance. Excessive utilization of social networks has been found to have adverse effects that may outweigh the potential

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advantages and result in serious repercussions for the academic achievement of those affected (Bhandarkar, Pandey *et al.*, 2021).

Social media has become increasingly popular among individuals of various age groups, including educated youth, adults, and the elderly, in their daily lives. Social media platforms have emerged as a viable avenue for individuals to engage with their social circles on a regular basis, particularly in instances where physical interaction is not feasible or when family members reside at a considerable distance. Social media serves a multitude of purposes, including, but not limited to, communication through messaging, expression through blogging, dissemination of personal photographs, and other related activities. The engagement of students in social media networking activities has been observed to result in an increased focus on their academic pursuits, leading to a higher amount of time spent studying. According to Alamri (2019).

A common practice among young adults is to create profiles using personal, nick, or organizational names, with the purpose of sharing personal information, messages, photographs, and event details with select groups. University students were unrivalled in their abilities. Since the end of World War II, university students have been vanguard for social alteration. They were among the early adopters of the Internet for social interaction and data sharing, and played a key role in the development of broadband Internet infrastructure. During the 1990s, the Internet was implemented in universities to enhance research efforts. University students created several widely used Internet applications and tools, including Yahoo!, WhatsApp, Facebook, and Napster, while they were enrolled in their academic semesters. The emergence of Facebook, WhatsApp, and Twitter has given rise to novel forms of social interactions and familial ties. In contemporary times, social media has emerged as a prevalent and inventive mode of communication that surpasses traditional electronic and print media. Social applications serve as a communication medium for a diverse range of individuals, including journalists, politicians, officials, celebrities, and members of the public (Giunchiglia *et al.*, 2018).

Social media platforms provide a means for individuals to establish personalized profiles and connections with other users. Individuals can upload visual media, share their current activities, and communicate via private or public messaging with a selected audience on the platform. In the current era, characterized by an abundance of information, social media platforms are experiencing a notable surge in their user base, particularly among youth demographics. The evolution of technology has progressed significantly since its inception to its current state. In contemporary society, technological advancements encompass individuals. Presently, individuals are affected by the routine interruption of technological advancements. Currently, creators are developing novel technologies that will have a significant influence on the daily routines of numerous individuals. The advent of technology has enabled individuals worldwide to enhance their quality of life. The advent of technology has had a discernible influence on social media. The influence of social media on society is both significant and multifaceted. Whether it pertains to the existence of an individual or the prosperity of an organization. Nonetheless, governmental intervention is a plausible course of action that could result in the removal of the posted status. The advent of social media has democratized individuals' ability to attain significant following and exert influence over others. Twitter users can amass a diverse spectrum of followers, ranging from hundreds to millions. The contemporary technological epoch has facilitated individuals to establish connections and form networks with others, irrespective of their geographical location (Othman, Apandi *et al.*, 2017).

Observing the contemporary trend of individuals relying on their technological devices instead of engaging in interpersonal communication has led me to comprehend the extent to which social media has pervaded our existence. The proliferation of social media platforms has occurred relatively recently, with a span of only eight years. It is difficult to fathom a future ten years from now in which there is no widespread enthusiasm for the utilisation of Facebook or Twitter.

A decade and a half ago, individuals relied on infrequent phone calls from distant acquaintances to maintain communication. During that time period, communication via email was infrequent. The utilisation of social media has enabled numerous individuals to establish connections with acquaintances or relatives, thereby facilitating seamless communication among them. According to information presented on the Wikipedia website, social media refers to computer-mediated tools that enable individuals to generate, disseminate, or swap information, concepts, and visual content within virtual networks and communities.

According to Alamri (2019), social media refers to a collection of webbased platforms that are founded on both ideological and technological principles, which facilitate the generation and sharing of content by users. Social media platforms have been found to promote unfavourable conduct among adolescent pupils, including delaying tasks (in order to socialise with peers), and they may be more susceptible to engaging in alcohol and drug use. Nevertheless, a significant number of students dedicate a considerable amount of time to engaging with social media platforms, including but not limited to Facebook, MySpace, World War Craft, and Sim City. Initially, this activity may appear to be unproductive, however, it facilitates the enhancement of crucial analytical and interpersonal proficiencies among students, and encourages individuals who are eligible to vote to generate and disseminate information. Presently, irrespective of the positive or negative connotations associated with social media, a considerable number of students utilise these platforms on a daily basis. The increasing prevalence of social media platforms suggests that technology could potentially play a significant role in the academic achievement of contemporary students. Numerous parents express concern regarding their children's excessive engagement with Facebook and other social media platforms, which may lead to inadequate focus on academic pursuits. Thus, our study aims to establish a correlation between social media usage and academic performance among students, as noted by (Lau 2017).

Presently, it is observed that students are highly engaged on social media platforms, leading to their online. It was found that the employment of these online platforms has an impact on students' English language proficiency and grammatical competence. The students employed abbreviated forms of English grammar on their online communication platforms, which they subsequently carried over into their academic discourse. These four use things like four in place of for and U in place of You D in place of the act, which could affect the class assessment. The Oman government's decision to increase Information and Communication technology has resulted in initiatives to expand internet penetration. Currently, various media platforms cater to the informational, educational, and entertainment requirements of the populace (Leyrer-Jackson & Wilson, 2018).

Statement of the Problem

Social media has emerged as an efficient medium for communication. Globally, the number of social media users was 1.26 billion. According to recent statistics, Pakistan boasts a significant social media user base of 10 million individuals, with a majority of 6.7 billion belonging to the age group of 28 years. However, the significance of the conventional media cannot be overlooked. The utilization of traditional media holds significant value in shaping and modifying educational practices in human society. Numerous media outlets covering a wide range of topics, such as current events, leisure activities, athletic competitions, cinematic productions, animated content, and various other facets of human existence, effectively fulfil their respective roles. Print media, such as newspapers, magazines, journals, digests, and features, are significant sources of both information and entertainment. The objective of this study was to investigate the impact of social media use on the academic achievement of college students. This study aims to identify and analyze the specific objectives that are being pursued. The purpose of this study was twofold: first, to evaluate the demographic and educational characteristics of the participants, and second, to investigate the impact of various factors on students' academic performance. This study aimed to investigate the potential of social networking sites as a tool for facilitating educational learning among students.

Research Question

What is the impact of social media use on university students' academic achievement?

Significance of the study

The youth cohort represents a significant demographic segment comprising 50% of the overall population and holds a pivotal position in societal progress and advancement. As such, they are considered as the future of any nation. Individual development is significantly influenced by their importance and value attributed to them. All discernible factors affecting the younger generations were observed. The influence of media on Pakistani youth is significant given the escalating frequency of social media usage among this

demographic. This study investigates the impact of the media on the academic conduct of young individuals in Pakistan.

REVIEW OF LITERATURE

According to Hamat, Embi *et al.* (2012), an examination of the extant literature on social networking sites (SNSs) indicates that their affordances and reach have attracted millions of users. Although social networking sites (SNSs) have gained widespread acceptance among various higher education institutions worldwide, a thorough examination of pertinent literature reveals that the extent to which Malaysian students embrace social media in an educational setting remains incompletely elucidated. The capacity of social media to facilitate connections by rendering them conveniently accessible can offer numerous advantages for young individuals, such as furnishing a digital platform for them to investigate their interests or concerns with like-minded individuals, academic assistance, and enhancing their online communication abilities and knowledge. It has been observed that students who are hesitant to express their opinions in the classroom actively participate in book discussion blogs and produce written content for authentic readership through the platform of students' United Nations agency. A set of novel online resources is progressively expanding to enhance educational experience.

Alnjadat, Hmadi *et al.*, (2019) conducted previous research that investigated the overall usability of social media among young students in higher education. Likewise, the utilization of social media has asserted that the assimilation of social technologies is complex and intricate. At advanced levels of education, students are expected to tackle more intricate academic assignments, and it is widely acknowledged that contemporary cohorts of learners recognize the impact of social media and social technologies on the learning process. Several previous studies have indicated that the level of effort required to initiate victimization on social media has an impact on educational pursuits. Nevertheless, the general approach is to implement a chosen social structure.

Shankar *et al.*, (2011). The functionality of social media has evolved beyond the initial purpose of facilitating interpersonal communication between acquaintances and loved ones. Presently, it has become a domain in which consumers can acquire additional knowledge regarding their preferred enterprises and the commodities they offer. Marketers and retailers leverage these online platforms to effectively reach customers and provide a novel shopping experience. The proliferation of advanced search engines, mobile devices with sophisticated interfaces, peer-to-peer communication channels, and online social networks has expanded the reach of marketers to consumers through novel touchpoints.

Tolmie, Muijs *et al.*, (2011) the existing literature suggested that university students utilize social networking sites (SNSs) to facilitate informal learning and that this practice yields various advantages to their academic journey. However, several of these inquiries have relied on self-report surveys to explore student engagement with SNSs. Although these findings are valuable, self-reporting is not always reliable. A recent study conducted by Ohio State University shed light on the correlation between social media usage and academic performance. According to the findings, college students who engage with Facebook tend to allocate less time to study, resulting in comparatively lower grades than their counterparts who do not use popular social networking platforms, as per the World Health Organization (WHO).

De Zwart, Lindsay *et al.*, (2011) The issue of whether social networking helps or hurts a student's academic performance is often depend on the larger issues identified with the overall use of SNS (e.g., its psychological effects; individual self-discipline and self-regulation concerns; human adaptability concerns). The utilization of social networking sites (SNS) offers several benefits, including the facilitation of a platform for innovative thinking among individuals, promotion of enhanced social interaction through electronic media, provision of greater accessibility to information and information sources, fostering happiness among users of similar SNS, reduction of obstacles to group interaction and communication, such as geographical distance and socio-economic status, and elevation of the technological proficiency levels of frequent social media users.

METHDOLOGY

The current investigation was carried out within Lahore District, situated in the province of Punjab. The primary aim of this investigation was to examine the influence of social media use on the scholastic achievement of college students. The study was conducted within the confines of the city of Lahore, encompassing the University of Punjab, G.C University, University of Lahore, and Superior University. This study employed a multistage sampling technique. During the initial phase, a random selection process was employed to select four universities located in the Lahore district of Punjab Province. During the second phase, a random selection process was employed to select four departments from each university. During the third stage, 400 participants were selected through convenience sampling. The participants were students enrolled in degree programs, with 100 students selected from each university and 25 students selected from each department. Data collection was facilitated by the implementation of a meticulously designed interview schedule. Data were analyzed using the Statistical Package for Social Sciences (SPSS).

RESULTS AND DISCUSSIONS

Table. 1

Demographics	Frequency	Percent
Gender		
Female	192	48
Male	208	52
Total	400	100
Universities		
UOL	100	25
GCU	100	25
Superior	100	25
PU	100	25
Total	400	100

The tabular representation illustrates that there were 192 females, accounting for 48% of the total, and 208 males, representing 52% of the total; the percentage of validity remained constant, while the cumulative percentage totaled 100. The study involved the selection of four universities, namely, the University of Lahore, G.C University, Superior University, and University of the Punjab, from the district of Lahore. Data were collected from each university using 25% of the total sample size, consisting of 100 questionnaires. The distribution of the sample size was deemed valid, as it resulted in a cumulative percentage of 100, with a total of 400 respondents.

Table No.2

Constructs	Mean	SD	Alpha	Items
Interaction with Peers	3.49	0.87	0.86	4
Interaction with teacher	3.12	0.72	0.84	4
Collaborative learning	3.48	0.71	0.81	7
Academic performance	3.00	0.54	0.70	3

The presented table illustrates that Cronbach's alpha coefficient for peer interactions is 0.86, encompassing four items. Cronbach's alpha coefficient for a set of four items measuring interactions with teachers was 0.84. Cronbach's alpha coefficient for collaborative learning was 0.81, as determined by a scale consisting of seven items. Cronbach's alpha coefficient for academic performance, based on a three-item scale, was 0.70.

Table No.3

Independent and Dependent Variable	R	R.Sq	B	T	P	Result
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Interaction Peers->Collaborative Learning	0.61	0.37	0.49	15.2	0.00	Significant
Interaction Teachers->Collaborative Learning	0.61	0.37	0.50	15.4	0.00	Significant
Collaborative Learning->Academic Performance	0.71	0.50	0.82	20.1	0.00	Significant

Table provides the R and R². The R-value denotes a simple correlation and exhibits a considerable degree of correlation, with a value of 0.61. The coefficient of determination (R²) denotes the proportion of overall variability in the dependent variable (Collaborative Learning and Academic Performance) that can be accounted for by the autonomous variable (Interaction with Peers and Teachers). The present scenario allows for a plausible explanation of the values of 0.37% and 0.50%, respectively. This finding is of great significance. The effectiveness of Collaborative Learning is greatly influenced by interaction among peers, as evidenced by a statistically significant regression coefficient of 0.49 ($t = 15.2$, $p < 0.000$). The effectiveness of Collaborative Learning is greatly influenced by the level of interaction between teachers and students, with a coefficient of 0.50, and a t-value of 15.4, indicating a statistically significant relationship with a p-value of less than 0.000. The results indicated that collaborative learning had a significant impact on academic performance ($B = .815$, $t = 20.095$, $p < 0.000$). Therefore, a single-unit alteration in collaborative learning and interaction with both peers and educators has a noteworthy impact on academic achievement.

CONCLUSION

The findings of this research indicate that students enrolled in the chosen universities possess knowledge of social networking sites and the means to utilize them. The results of the study suggest that social media has a significant positive impact on academic performance through its ability to facilitate peer-to-peer and teacher-student interactions as well as collaborative learning. In conclusion, it is noteworthy to acknowledge the multifaceted and complex nature of media's impact on students' academic performance. The impact of media, encompassing a range of media, including television, social media, and online platforms, on students' academic progress is characterized by a combination of benefits and drawbacks. Recognizing the potential negative impact of the media on academic achievement is crucial. The widespread prevalence of media, particularly in the realm of entertainment, has the potential to act as a catalyst for distraction and hinder time management among students. Excessive engagement in social media, online gaming, and entertainment content can divert students' attention from their academic responsibilities, leading to a reduction in study time and efficacy. In addition, the inclination of certain media platforms to induce addiction could potentially result in procrastination and hinder students' ability to focus on scholarly endeavors. In conclusion, it can be asserted that media exerts a significant influence on students' academic performance. By leveraging the advantageous features of media, such as their ability to provide educational materials, raise global consciousness, and offer collaborative prospects, students can augment their overall educational journey. However, it is crucial for students to exercise prudence with respect to the potential negative consequences of excessive media consumption, distraction, and pervasive propagation of misinformation. By cultivating conscientious habits in media consumption, enhancing media literacy skills, and striking a balance between media engagement and academic pursuits, students can maximize the benefits of media while achieving academic success.

SUGGESTIONS

The study's results and conclusions led to the formulation of recommendations. It is recommended that the expansion of social media platforms and the creation of new pages be considered to improve academic activities and mitigate the potential negative impacts on students' academic performance. It is recommended that students strive to achieve a balance between engaging in casual conversations and dedicating time to academic pursuit. Therefore, it is imperative to focus more on this matter. It is recommended that students reduce their frequency of Internet usage. To achieve balance, it is recommended that the examination of the impact of social media on students' academic performance should prioritize positive rather than negative aspects.

The foremost suggestion is to utilize social media platforms for pedagogical objectives, which necessitates enhancement within academic institutions. Several methodological approaches have been suggested to achieve this objective. Prioritization was given to the study groups, communities, and forums. If one were to propose real-time learning experiences such as online discussions, it would be optimal to schedule them during the evening to night hours, as this time slot accommodates the availability of many students who are free to engage with social media. It is advisable to promote learning and teaching endeavors, as a significant proportion of university students possess the means to access the Internet through computers, laptops, or smartphones. The preponderance of evidence suggests that Facebook is the predominant and favored social network used by students. Consequently, it is recommended that educational activities centered on Facebook social media have the potential to yield high levels of success and increase student engagement. It is imperative to provide training to both students and academic staff regarding the efficient utilization of social network technologies. It is recommended that academic institutions arrange seminars and workshops to augment their understanding of effective utilization of social media platforms for educational purposes. It is recommended that a designated committee or responsible authority be established to assess the advancements made in the utilization of technology. Learning experiences that are highly valued involve the sharing of materials through social media as well as the expression of ideas, exchange of knowledge, and participation in discussions.

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