

Effects of Social Media on Students Academic Performance at Tehsil Samarbagh Dir Lower

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Abstract: *This study was conducted to investigate the effects of social media on the academic performance of students at Tehsil Samarbagh Dir Lower. The required data was collected through questionnaire from students and parents then analyzed through statistical tools. The study findings reveals that social media has both positive and negative impacts on student academic performance, according the statement of students and parents the students of targeted area not use the beneficial site of social media. Most of students are deeply busy in the rough use of social media, which creates a lot of problems, including waste of time, leak of privacy, false information, criminal activities, low ethical background and poor level of academic performance. According to Ofuebe & Nweke (2022), Social media's impacts on students' mental health and wellbeing have drawn a lot of attention. Like anxiety, Stress and depression may be more widespread in people, who are more expose to cyber bullying, online harassment, and negative social comparisons. So the overall study conclude that social media has deep negative impacts on student's academic performance at Tehsil Samarbagh Dir Lower KPK Pakistan.*

Introduction

Kaplan and Haecien (2010), states that social is collection of applications which based on internet that made by technological and ideological basis of Web for the purpose of new creation or exchange. Oxford Dictionary (2011) define that social media is a network of multiple Websites and application that utilize for the aims of social connectivity and networking. According to Dearborn (2014) social media is the famous and well known channel of communication, very advance and fast channel which perform on broad level with extreme satisfaction, also has deep impact with proven standard which trusted by billions of people to share their knowledge, experience, information, idea thinking, contents, brands, products, services and skills. In comprehensive words we can say that social media involves different channel s that link an individual with other people, friends, relatives though the help of internet.

Humphreys (2007) conducted his study on topic "Mobile Social Network and Social practice" and he concludes that the uses of social media network have been replaced by mobile phone. Complete communication system is integrated in single mobile phone. Due to the development of new services mobile users are allow to perform multi-functions. Now a day mobile can perform multiple distinct operations, these operations includes simple audio call, video call, messaging, use of twitter, whatsapp, IMO, messenger, Facebook, Google searching, online videos, audios, films,

movies, Islamic literature and classes. So all of the basic need facilities are available in a single device. Unfortunately our people especially youth (students) use the harmful side of mobile phone and neglect the beneficial side. They are going to use Facebook, twitter, and Google etc for illegal unsuitable purpose. They waste their time and valuable resource in the use of Facebook, videos searching, films and movies. In this century social media become a killer of ethics, norms, values and Islamic beliefs. In short words we can conclude that people especially youth are going to neglect the benefits and advantages of social media and to highlights the harms and disadvantages of social media.

Heyam (2014) explained that social media has different classes which are beneficial for experts, scholars and individuals to search particular class for positive purposive. Each class has own features and specification which perform specific function. However, this division and classes become hazards for less qualified people particularly youth (students) who use these classes in negative purposes. Youth (students) are continuously busy in using Facebook, video calls, IMO, and rough use of Google for prohibited films and movies.

Jain, Verma, and Tiwari (2012), conducted the study which entitled that “The impact of social media networking in promoting education”. This study findings shows that social media provides benefits to students in different ways even chatting with teachers, friends and other students, because through chatting they learn very more. They gained words that are more new and vocabulary, they enhance their writing and reading skills and they decrease the spelling mistake and improving communication skills.

Khan (2010) state that in students’ academic life social media play key role. He realize that social media provide four (4) essential advantages to students. These advantages including enhancing motivation of students towards learning, improving the level of relationship, increasing collaborative capabilities of students and providing course related materials.

Kaplan and Haenlien (2010) argue six (6) different classes and categories for social media, which explained below. First one is Twietter which includes Blogs and micro blogs, the seconds one is Wikipedia which consist of collaborative projects, the thirds one is social media networking sites, the fourth one Virtual second worlds, Fifth one is YouTub which involves contents communication and last one is virtual game world

Nicole, Charles and Cliff (2007) research study findings realize that students are using such sites of social media which have both positive and negatives effects on the life students in academic as well as general views. Today social media has free access for everyone, but wise people search only purposive and positive aspects, while stupid people using un-purposive and negative sites of social media. Social media is very good communication tools, which provide batter achievement opportunities, skills improvement opportunities and large experience with overall world. With these advantages, social media also have disadvantages like waste of time, searching irrelevant materials, viewing unsuitable films and videos with 20 hours Facebook, IMO, Whatsapp and messenger. In comprehensive words, social media is a good tool of communication for best people and curse for bad people.

Davies and Craston (2008) realize that social media bring some associated risks including fake contact theft identification, criminal concerns, unsuitable advertisement and sexual abuse. O’Keeffe and Clake (2011) explained that there are some challenges associated with social media like privacy concern case, Facebook depression, cyber-bullying and sexual harassment.

According to Calrete, et al (2010) cyber-bullying is a type of bullying mostly occurs in electronic data. Actually cyber-bullying is that behavior which conducts through electronic media by an individual or groups of people and continuously share hostile, unsuitable massages, which harm other people and discomfort other. Social media create privacy concern issues. Most of people face a problem that people share fake information. Including private, public and group information are display without any limit and malicious people. In most of time different problems and conflict are create due to the use of social media network sites

Obi and Bulus(2012) conducted a study which entitled that “ the need for safety consciousness among youth on social networking sites” and he summarized that the use of social

media suffer/effects the English language writing. During chatting the use short-handwriting which effect their writing in examination. Such type of error is replicate in education sector.

Brown (2010), Minocha, et al, (2011) argues that social media including such factors which are easily accessible and adoptable. Social media has motivational and flexible features which connivance avoidance. Therefore social media has strong impact on the life of youth especially students life which change his life patterns, style, behaviors and attitudes. Also bring change in the ethics, norms and Islamic idea-logy of and individual particularly students. Social media provide vast exposure to users, which connect the user with different friends, give the opportunities of information sharing, receiving new updates and experience, achieving knowledge and more extra purposive and un-purposive access. In positive aspect social media play key role, but in negative aspect social media is the prime enemy and killer of ethics, behavior, beliefs, Islamic boundaries as well as time and other resources.

Kuppuswamy and Shankar (2010) in his study conclude that social network deviate the focus and connection of students from education. Social network direct the attention of students towards non-educational activities including useless and unnecessary chatting, useless video calls, unsuitable use of Google and searching unnecessary films and movies.

According to Calvete, et al, (2010) cyber-bullying is a type of bullying mostly occurs in electronic data. Actually cyber-bullying is that behavior which conducts through electronic media by an individual or groups of people and continuously shares hostile, unsuitable messages, which harm other people and discomfort other. Social media create privacy concern issues. Most of people face, this problem that people share fake information. Including private, public and group information are display without any limit and malicious people. In most of time, different problems and conflict are create due to the use of social media network sites.

The usage of social media has rapidly become prevalence in Pakistani society, gaining approval over the past 4 to 5 years. Notably, the utilization of Facebook has rush, reaching a staggering 750 million users since 2012. Additionally, LinkedIn has amassed around 100 million members, Twitter witnesses an influx of approximately one seventy seven million tweets, and YouTube records an impressive 3 billion views daily (Ortiz, 2020).

Social media is an advanced way to communicate. Most people, especially youth (students), use social media. Social media has advantages and disadvantages in every aspect of life. Social media provide advantages in sharing information, saving time, efforts, and financial resources. On the other hand, social media has the disadvantage that most students become negligible performance holders due to the use of social media, which wastes time, resources, skills, God-gifted capabilities, causes depression and anxiety. Social media affects the English language writing. During chatting, they use short handwriting, which affects their writing in examination. Such types of errors are replicated in the education sector. An individual who uses social media above the normal required time then it's becomes a curse for them and should be wasting their time, resources, efforts, struggles, skills competences, gaining power, communication technique, and overall capabilities. In results, this individual should face problems of lack of time resources, skills, and capabilities, as well as losing their gaining power and communication skills. Therefore, most people, especially youth and students, are using social media on a very large scale, which affects his overall life and career and causes depression and wastage of time. In this research, the study finds out the effects of social media on the academic performance of students in Tehsil Samarbagh Dir Lower. Also, to find out a solution for this problem.

Objective of the Study

This research in conducted for the achievement of following objectives.

1. To find out the effects of social media on the academic performance of students in Tehsil Samarbagh Dir Lower.
2. To search out proper solution for particular problem from which students are suffering in negative side.

Hypothesis of the Study

This study has two hypotheses the given below

H₁: There is a positive association between the use of social media and adverse effects on the students’ academic performance.

H₂: The more the use of social media the more will be negatively affect the academic performance of the students.

Significance of the Study

This research study has great importance for different type of people in society. These people including youth especially students, parents of students to prevents to their children from this course, teachers to control their students and Govt to set specific limit for the use of social media. Especially this study was conducted for the students, but broadly this study encompasses different type of people with different ages, qualification, experience and income levels. So the study fall insights on the every type of people to protect their selves from the illegal and rough use of social media.

The research focuses on the effects of social media on the academic performance of students. Nature of the study is quantities and survey (questionnaire method) was used to investigate the relationships between independents variable and dependent variable. The results of the study depends on collection of data and fully utilization of statistical tools to analyze the data

Research Sample

The targeted Tehsil is included in the rural area. So all villages, people and schools survey was difficult to access. There for 200 educated people were selected as a sample using Yemen formula.

Sampling Techniques

Purposive sampling technique was used to collected data. Two hundred questionnaires were randomly distributed among the educated people. These educated people include teachers of public and private schools, clerks, students, govt servants of other departments and common educated people. 180 questionnaires were filled and returned which show 90% of the population

Results

Demographic Analysis of Respondents

Table 4.1.1 shows the distribution of age, gender, qualification and job experience analysis. The table shows the overall profile of demographic analysis. The detail of every factor is given in the concern table as following.

Age Analysis

Age	Frequency	Percent
10-20 years	44	24.45
21-30 years	48	26.66
31-40 years	40	22.23
41-50 years	35	19.44
Above 50 years	13	7.22
Total	180	100

Explanation

The above Table 4.1.1 is distributed on the base of age. 44 (24.45%) of the respondents are the age 10-20 years, majority 48 (26.66%) of the respondents are the age of 21-30 years, 40 (22.23%) of the respondents are the age of 31—40 years, 35 (19.44%) of the respondents are the age of 41—50 years, minority 13 (7.22%) of they are the respondents age of above 50 years. As show above.

Gender Analysis of Respondents

Gender	Frequency	Percent
Male	148	82.23
Female	32	17.77
Total	180	100

Explanation

Table 4.1.2 shows distribution of gender. So majority 148 (82.23%) of respondents are males while minority 32 (17.77%) of the respondents are females. As shown in the table 4.1.2

Qualification Analysis of Respondents

Qualification	Frequency	Percent
S.S.C	40	22.23

HSSC	27	15
Bachelor	58	32.22
Master	46	25.55
Above Master	9	5
Total	180	100%

Explanation

The Table 4.1.3 explains the level of qualification of respondents. Majority 67 (37.23%) of the respondents have Intermediate qualification, 58 (32.22%) of the respondents have Bachelor qualification, 46(25.55%) of the respondents have Master qualification, Minority 9(5%) of the respondents have above of master qualification.

Job experience Analysis of Respondents

Job experience	Frequency	Percent
No experience	70	38.89
1-5 years' experience	51	28.33
6-10 years' experience	42	23.33
Above 10 years' experience	17	9.45
Total	180	100%

Explanation

The table 4.1.4 shows the distribution of job experience, Majority 70(38.89%) of the respondents have no job experience, 51(28.33%) of the respondents have 1-5 years job experience, 42(23.33%) of the respondents have 6-10 years job experience, Minority 17(9.45%) of the respondents have above 10 years job experience.

Positive Impact of Social Media

Valid Options	Frequency	Percent
Source of learning	22	12.22
Create strong relation	29	16.11
Global village	26	14.45
Mean of sharing information	25	13.88
Provide job opportunities	28	15.55
Shows actual politics	23	12.78
Basic tool of communication	27	15
Total	180	100

Explanation

Table 4.2 shows the detail explanations of the positive impact of social media and responses of the respondents. 22(12.23%) of respondent are strongly agree that social media is source of learning, 29 (16.11%) of the respondents agree that social media create strong relation among the students.

26 (14.45%) of the respondents are argue that due social media world become a global village, 25 (13.88%) of the respondents are suggested that social media is a mean for the sharing of information.

28 (15.55%) of the respondents are agree that social media provide job opportunities on large scale, 23 (12.78%) of the respondents are strongly agree that social media aware people from the actual politics, 27(15%) of the respondents states that social media is basic tool of communication.

Negative Impact of Social Media

Valid options	Frequency	Percent
Waste of time	14	7.78
Social problem	12	6.66
False information	13	7.22
Lack of privacy	9	5
Lack of labor	15	8.34
Deviate the attention	13	7.22
Disturbance in classroom	11	6.12
Affect grads	16	8.88
Unsuitable problems	9	5

Criminal problems	12	6.66
Depression	19	10.56
Suffer ethics	13	7.22
Affect academic performance	24	13.34
Total	180	100

Explanation

Table 4.3 shows that 14(7.78%) of respondent are strongly agree that social media waste the time. 12(6.66%) of respondent states that social media create social problem, 13(7.22%) of respondent are agree that social media share false information.

9 (5%) of respondent are argues that social media lack of privacy due to social, 15(8.34%) of respondent are states that use of social media affect students labor in negative side, 13(7.22%) of respondent are strongly agree that social media deviate the attention of students from learning process, 11(6.12%) of respondent are support that social media use of social media disturb classroom management.

16(8.88%) of respondent are agree that social media affect the grade of students toward decline, 9(5%) of respondent are states that social median spread unsuitable advertisement,12(6.66%) of respondent are argue that social media cause criminal problems, 19(10.56%) of respondent are strongly agree that social media depression and anxiety. 13(7.22%) of respondent are agree that social media suffer the ethical standards, Majority 24 (13.34%) of respondent are strongly agree that social media affect the performance and carrier of students.

Conclusion

The overall study concludes that social media is collection of applications which based on internet that made by technological and ideological basis of web for purpose of new creation or change. The study aim is to investigate the impact of social media on students’ academic performance. For this aim, all aspects of social media were analyzed. The opinions of respondents were obtained. The overall analysis reveal that social media has two type of impact on his users especially on youth (students). Social media has some positive impact, but negative impacts of social media are very large then positive impacts. We can conclude that social media is beneficial for mature and qualified people, while social media is harmful for youth of present period. Now a day most of problems are caused by social media. Social media affect most of students due to leak of privacy and false information are consequences of social media. Academic performance, carrier, grade and future of students are suffered due to the use of social media.

Recommendations

- 1) The Govt should prohibit the useless use of social media networks.
- 2) The Govt should impose the rules of privacy on social networks and users.
- 3) The parents should have to keep sight of strictness on their youth.
- 4) The teachers have prohibited the use of social networks devices in schools, colleges and universities.
- 5) Also to enhance the useful aspects of social media.

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