

SOCIAL MEDIA AND ACADEMIC PERFORMANCE OF HIGHER SECONDARY STUDENTS IN DISTRICT MULTAN

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ABSTRACT

The study aimed to discover the perceptions of students about the influence of social media on the academic performance of students at the higher secondary level. This study was quantitative. The total population of the study was all students 17062 government girls' higher secondary schools located in Multan District but the study was delimited to 10 schools of the same district. A sample comprised of 337 respondents was chosen by a simple random sampling technique. The researcher used a Likert-type questionnaire which consisted on 38 statements. The questionnaire was administered among a selected sample of about 337 students of science, commerce, and arts at a higher secondary girls' school. One-way ANOVA showed frequent use of social media among students. However, no significant relationship was found between the use of social media and the academic performance of students. It is recommended that social media should be used for educational purposes so that it may create harmony among social media and different academic activities of pupils to escape hindrances in their academic performance.

Keywords: Social Media, Academic Performance, Higher Secondary Students

Introduction

Social media is in the form of different websites or application that allows users to produce or distribute content to contribute to using social media networking (Kaplan, Andreas, Haenlein, Michae, 2010). Ayiah and Kumah (2011) explain about social media is a trap and supports the network which permits the public since dissimilar locations or history combine split or switch information to one another. According to Gunco et al., (2011) social media are gathering of dissimilar social media network sites or different services which assist or maintains by the public for using different sites of social media. Similarly, Kaplan or Haenlein (2010) said about the thought of social media and the foundation of different programs which have been establishing the abstract or scientific source that allows a large variety of exchange users to produce dissimilar materials. Social Media are rising speedily among students of all age groups around the globe. At present Technology for communication has become the earth's keen on a universal community. Able technology has similar to two sides of the coin which bring both negative and positive sides. With the help of using different internet websites technology, man can do everything in a better form. According to William et al. (2009) people around the globe are using the internet for mutual interest and for educational and business purposes they are communicating all over the world. The users of social media networking sites are millions of people who are connected with billions of people through different internet networking.

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Greenfield and Subrahmanyam (2008) said about academic performance is measured by taking tests, and assessments from the students at the end of the year. The examination or outcome at the end of the session is an important goal for the school, colleges, or university. According to Obi et al., (2012) and Odunsi (2017), academic achievements are influenced badly by social media. The use of social media neglected the academic or professional responsibilities of the students. According to Cain (2009), students spent more time using social media or Facebook there is a connection between student's educational performance and the quantity of time they spent using social media. He said that the students have less awareness about the use of media networks for academic purposes. He says that students have easy access to their laptops or smartphones they every time use social media like Facebook or YouTube which is the reason for the students' continuous disorder from their educational activities. Many people are using the internet or social media to connect to their friends to swap their academic achievements. Davic et al. (2012) said good academic performance depends on the activities established by the schools to impart knowledge or basic skills to the persons who go on them to improve their academic performances. The students, teachers, or institution can be achieved their educational goals based on academic performance or achievement after the outcome of their education. Boyd et al.(1996) give facts about the declarative knowledge or skills are the most important aspects of academic achievements that can be measured commonly by using continuous assessments and examinations but there is no general agreement that how it can be best tested.

There exists a relationship between the performances of higher secondary students and social media networking site users (Bonds & Raacke, 2008). Now a day there is easy access to different media networking sites students are addicted to using internet websites like Twitter, Instagram, or Facebook. They think that cannot live without using the internet. Students or adults now have different social networking accounts like Yahoo mail, Google, Bing, or Facebook. They can easily communicate with everyone in the world. They can search different educational topics with the help of using searching engines using these sites. Wise (2009) says about the reason for the poor performance of students in school examinations is social media uses furthermore, at the same time poor quality of teachers' performance is the basic reason for this is often the use of social media or Facebook. According to Tuckman (1975), the performance of students is clear or can be validated to easily understand the different skills, proposed grades, perceptions, or knowledge. The study of Lenhart et al. (2010) concluded that a 57percent of students aged 18to29 years have their profile on Facebook or on other internet websites they mostly use social media to chat with their friends. Merten & William (2009) said about using social media by students use internet sites significantly but mostly in the evening time, moreover, they suggested that they should spend only 30 to 47 minutes on the internet or social media daily. Karpinski & Duberstein (2010) express that 50 percent of students have a Facebook account that they used several times on social media all day. The internet and its different websites are used by teenagers nowadays more rise or becoming spread among students. The students are not concentrating on their studies due to using Facebook, chatting, or exchanging their pictures or personal information. The students could not perform well in examinations because of the use of the internet or social media they could not read their books or not do their homework not concentrate on

academic activities not performed well in the examination (Hasnain et al. 2015). So, the excessive use of social media influence students' academic achievements. Using different websites in the classroom negatively impacts students' attention that's why some teachers or colleges have banned using social media in the classroom. There is a trending issue that is facing different students regarding their academic achievements by using media websites (Ayiah & Kumah, 2011). The learners consecrate additional interest in using different internet or social media rather than their studies. Most learners have to addictive to using different internet or media sites. Students' rate for using media websites is more exposure can be manipulated to their educational achievements (William et al. 2009, Asemah, 2012). Now a day, social media has become a part lives of everyone this become the most powerful medium of interaction people have easy access to the internet or different social media devices. Social Media has positive and negative impacts too but it's up to the user how he/she uses social media.

The Objectives of the study

- To know about the influence of social media on students' Academic performance at the secondary level in Multan District.
- To investigate the relationship between social media and the academic performances of students.

Hypothesis

- There is no influence of using social media on students' academic performance at the secondary level.
- There are no relationships between the use of social media and the academic performances of students.

Research Methodology

This section is designed to defend the research methodology implemented by the researcher to examine the influence of social media on students' educational performance. The research was descriptive and a quantitative research design was used to conduct the study.

Population

The total strength of the study consisted of female students of all (56) Government girls higher secondary schools in District Multan. The total population of schools was 17062 students at higher secondary level in district Multan who were enrolled in session 2018/2019 Multan district.

The Sample of the study

The researcher selected the higher secondary students of science, commerce, and arts. They have a better understanding of the effect of social media on their educational

performance. The study was enclosed about 14 schools in the Multan district. The sample consisted of 337 students and they were selected by using the technique of convenient sampling.

Development of Research Tool

All information was collected with the help of a questionnaire which was developed by the researcher herself after an in-depth review of related literature. The questionnaire consisted on 38 items that were related to the uses of social media. It was comprised of the five points Likert response scale from response options strongly agree, Agree, undecided, Disagree, and Strongly disagree.

The Data Collection Procedure

Data were collected from female students of Government higher secondary school by the researcher herself. The questionnaires were distributed among the higher secondary school students. All the students were clarified by the researchers that data will be kept confidential and only use for research purposes. So, the learners share their genuine or precise data manipulation of social media in their learning presentation to higher secondary students.

The Data Analysis

To examine information received from respondents, a statistical package for social sciences (SPSS) and different statistical techniques were applied to get the results. The researcher use Descriptive statistics which included Percentages, Frequency, and Mean, and inferential like ANOVA, and z-test for the analysis of data.

Research Hypothesis

There is a significant difference between social media and students performances groups.

Table 1: ANOVA

Score of variance	Sum of value	DF	Mean score	F	Sig.
Between assembly	150.379	2	75.190	.392	.000
Within Group	36408.880	308	191.623		
Total	62811.069	329			

The result of ANOVA display that there is a significant dissimilarity among the performance of higher secondary female learner who had different use of social media by different groups because the value of ANOVA is less than (0.01). The sum of squares between the groups is 150.379 between the 3 groups. The mean square within the groups is 191.63.

Table 2: There is no significant relationship between social media and the performance of rural or urban higher secondary students

Area	N	Mean	Std. Deviation	z-value
Rural	82	153.3781	15.19637	1.87
Urban	246	153.4927	13.38599	

Table Value = 1.96

Calculated Value = 1.87

Calculated Value < Table Value

The results in the table expose that at the level of significance (0.05) the calculated Z-rate is less than the table rate. So we accept the null hypothesis or reject the alternate. This displays that there is no significant relationship between social media and students' performance whereas; Mean scores of rural and urban students were 153.37 and 153.49.

Findings

The ANOVA test result shows in the table that the significant diversity among the performances of higher secondary female students had a different use for social media by different groups because the value of ANOVA is less than (0.01). The sum of squares between the groups is 150.379 among the 3 groups. The mean square within the groups is 191.63. The results of the Z-test on the table expose that the significance of the level is (0.05) Calculated Z-test value is less than the table value. So we accept the null hypothesis and reject the alternate. The displays that there is no significant relationship between social media and students' academic performance. The mean score of rural and urban students were 153.37 and 153.49.

Conclusion

The conclusion of the studies shows that social media has no effects on the students and their educational performance and that it may have benefits if used properly by the students. The students can enjoy online games; plan for a project, students can go on a discussion about topics by using different social networking sites. The student who has not attended the classes can get their academic information from their class fellows by using different social media sites like WhatsApp or Twitter. People should be guided on the benefits of using social media networking sites and the students should be given lectures on some rules and regulations or some ethical considerations for using social media sites. The university should control the more using of social media or the internet by students. Government should put someplace sufficient to control the using social media or the internet among students. The learner permitted that they use different social media sites for learning or teaching purposes with the help of YouTube they can search for difficult topics which can be facilitated during their educational activities. The students think that they use social media networks for content with their friends or family members. With the use of Facebook or YouTube, people should be aware of the latest updates in the news or students can apply for online admission or job. By using of

internet students have been updated with new technologies in educational fields. The students should have sufficient knowledge that the use of the internet is not just a waste of time for them they can use mostly social media or the internet for educational purposes not for just socializing activities.

1. The ANOVA test revealed the performances of higher secondary students had different use of social media by different groups because the value of ANOVA is less than (0.01). The calculation squares among the groups are 150.379 between 3 the mean square within the group is 191.63.
2. The ANOVA test showed a significant difference between the use of social media and students' performances in different groups. Like commerce, students use social media more than science and art students.
3. The results of the Z-test in the table expose that there is no significant relationship between the uses of social media and students' performance.
4. The result shows that rural and urban students use social media at a different frequency with the value of demographic variables of Area.

Recommendations

Recommendations of the present study describe below:

1. Parents and teachers should properly guide their students about the effective use of time than spending more time using the internet or Social Media (Facebook, WhatsApp, YouTube, and Google). Aware of them to use the internet for educational activities effectively.
2. Students would be knowledgeable about the influence of Social media on their academic Performance.
3. Instructors should make sure that they use social media for the improvement students get better educational Performance of the learner in school.
4. Government should take some steps for Improvement in the educational system in Pakistan. They should provide digital resources for learning for every student in educational institutions.
5. In the present study, data were collected from girls' higher secondary schools further researchers may collect data from boys' higher secondary schools to get more clear results.
6. In the present research, the tool was a questionnaire for the collection of data, the further researcher can use observational, interviews, and case studies to know about more precise results.

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