A Study To Evaluate The Social Media Trends Among University Of Mumbai Students And Its Impact In Education

Tushar Shah[1] , Umesh Kabadi[2] , Dipti Parab and Vicky Kukureja[3]

[1,2,3]Assistant Professor, Chandrabhan Shama College of Arts, Science & Commerce, Mumbai, Maharashtra, India.

Abstract

The aim of the study is to identify the impact of growing use of social media sites on the academic performance of the students of Mumbai universities and colleges. This study focuses to identify the extent of student's utilization of social networking sites, their reasons for using social media, and their social media preference. It also tried to explore how the different variables such as sex, age, religion, grade level, type of social networking sites, and the number of hours spent in social media usage affect the extent of their academic performance. Binary logistic regression analysis and descriptive methods were used. Study findings showed that a great number of students in University of Mumbai, are addicted to social media. A study reveals that social media should be used for educational purposes as well.

Study also reveal that majority of the students used Facebook to communicate with their friends and relatives followed by Instagram. The students were using social media daily for 1-5 hours. Social Media Sites should be expanded and new pages should be created to enhance academic activities which can be used to improve students' academic performance. Students should be under observation while using social media by Teachers and parents.

Introduction

Over the past few years, the internet has evolved from a medium for distributing a simple and hyperlinked collection of read-only and static websites to a set of dynamic social websites where users can interact, share and constantly update huge amounts of information. In the past, the internet was a one way information transfer tool as content was largely produced by experts, who published factual information and had the skills to create web pages. Users could only view websites but could not comment, change or add any input. Currently, the internet has become an shared and experience giving tool where users can be both producers and consumers of digital content in real time right through a web browser.

The popularity of internet and its usage in higher education has refurbished the scenario of the world around us. At present, advances in its power have opened up new avenues of communication, information sharing and knowledge. New uses have created new opportunities for sharing educational knowledge, as well as research processes with world-renowned scholars. It turns out redesigning instructions and instruction interaction. The Internet has improved virtual collaborative sharing of research findings. Such internet enhanced interactions for communication are termed as social media.

What is Social Media?

The term social media refers to computer-based technology that helps to share ideas, thoughts, and information through visible networks and communities. Social Networking is a compiled term for websites and applications that focus on communication, community-based input, interaction, content sharing and interaction. People use social media to connect and engage with friends, family and different communities. Businesses use social networking sites to market and promote their products and track customer concerns The social network is online and provides users with instant electronic communication of content, such as personal information, texts, videos, and photos. Users connect to a computer, tablet, or smartphone platform via web-based software or applications.

Pros and Cons of Social Media

While there are large number of advantages in engaging in social media activities, students benefit from their social relationships and interactions by gaining emotional support, exposure to diverse ideas, Technology and concepts, ability to perform better in a concern environment and communicate impact fully with peers, friends and chat groups, which ultimately help them in their academic success.

Some might argue that as time spent by students on social media sites increases, their academic performance become progressively worse negatively impacting students' academic performance. We can also cite the overuse of the internet services as an addiction which poses a health threat in the form of mental health issue. Furthermore, addiction to social media activities adversely affect other valued activities like concentrating on studies, participating in sports and physical activities, socializing with family and peers. Other adverse effects are information misuse, identity theft and cyberbullying. There are certain risks associated with cyberbullying which might result in stress and effect focus on academics.

Getting to know the Impact

With respect to the growing usage of social Medias by students, we need to know both positive and negative impacts on the education sector, in order to plan a course of action to promote usage when appropriate and contain the negative impact where applicable. In order to identify the impacts accurately we need to classify social media activities such as

- Chats Groups
- Assignments &Project work
- Keeping up with news and technology trends
- Spreading awareness on various social causes
- Team building
- Engaging parents Etc.

To get better insight, it is mandatory to examine the actual use of the social media site to determine its impact rather than merely focusing on the time spent on the social media sites.

Role of Educational Institutions

Educational institutions have become progressively interested in the collaboration of technology with education, and social media plays a key role in such type of collaboration. Through the optimal usage of social media sites, students not only gain knowledge, but also access educational groups, interact with their peers, explore e-learning and expand their collaborative education. Research institutes recommend the introduction of educational and practical methods to promote the usage of social media sites for academic purposes, improve time management skills and find ways to control the usage for entertainment and socialization. On similar path, teachers and parents should monitor students and help them create balance between social media, academics and other activities to avoid rollbacks in their academic performance. We need to encourage public organizations, governmental and private institutions to promote intellectual awareness and empower and enable families and educator to raise awareness of the risks and advantages of these sites.

Containing the Negative Impact

There are multiple ways, both positive and negative, in which social media impacts students' academic performance. Social media itself is not the problem but the specific use and purpose of social media activities can worsen the scenario. The social media sites are certainly a part of students' lives and one must remember that technology is merely a tool for concepts that have been around for decades such as communication and connections. Social media sites are evolving in use, purpose, a basic grasp of the options and what is happening with our students is truly important.

We need to educate our students about Confidentiality, privacy, safety, and other best practices about using social media. Reducing the amount of time spent on social network sites, paying attention to their academic progress, engaging in social activities with family and friends and discussing their studies in a relaxed atmosphere will definitely help us reduce the negative impacts of social media on the students which will in turn benefit our university students.

Objectives

1. To study the use of social media by students.
2. To study the attitude of students towards use of social media in learning

Methodology

The research was conducted using both qualitative and quantitative methods of data collection for collection of primary data a model survey was conducted in this context to explore the mindset of the students about the issue. Students from selected colleges were given a closed ended questionnaire for extracting their opinion towards the social media, its usage, current trend and its effect in education. The probability sampling technique was adopted leading to systematic selection of respondents. Secondary data will be collected from various references which already exist and published like books, articles in newspapers, magazines, Web and Internet support.

Hypothesis

H01 Time spent on social media negatively impacts academic work
H02 there is no correlation between nature of activities on social media and academic performance

Literature review

S. Abubakar et al (2020) in his study concludes that there is a a significant relationship between social media and student's academic performance. He also said that there is a significant relationship between use of social media and concentration. The more the student use social media his concentration decreases which adversely affects his academic performance.

Dr. Ritesh Chugh in his article mentions that the social media platform continues to transform the learning process and can be used to support the learning and teaching activities that used to be done in the classroom. The use of social media platforms in higher education has many challenges but their importance cannot be overlooked. Research has found that most academics are of the opinion that the social media platform can be used effectively to support the provision of student-centered learning. Through the use of social

media, students no longer continue to be deprived of information but become facilitators and contributors. In the current state of education, learning has become a social process and the use of communication strengthens that process. The use of social media, as in many other places, is here to stay in higher education settings.

Data Collection

To determine the effect of the usage of social Media on the educational performance of student a survey was conduct from the students who used different social networks. In survey a questionnaire was used to collect data from the students .In questionnaire closed-ended questions asked from the target population.
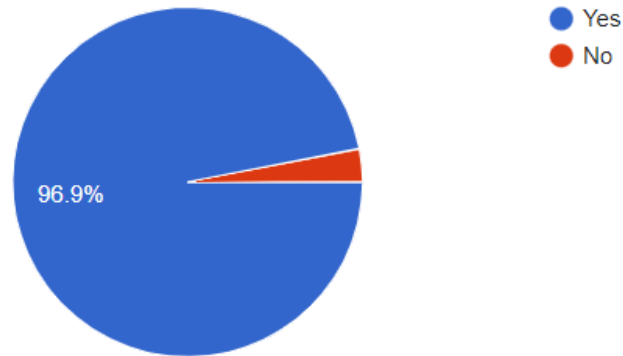
Data Analysis

The data collected through questionnaire was analyzed through GOOGLE FORM and the results are presented in tabular cum graphical form.

Gender
293 responses

Male
Female

30.7%
69.3%
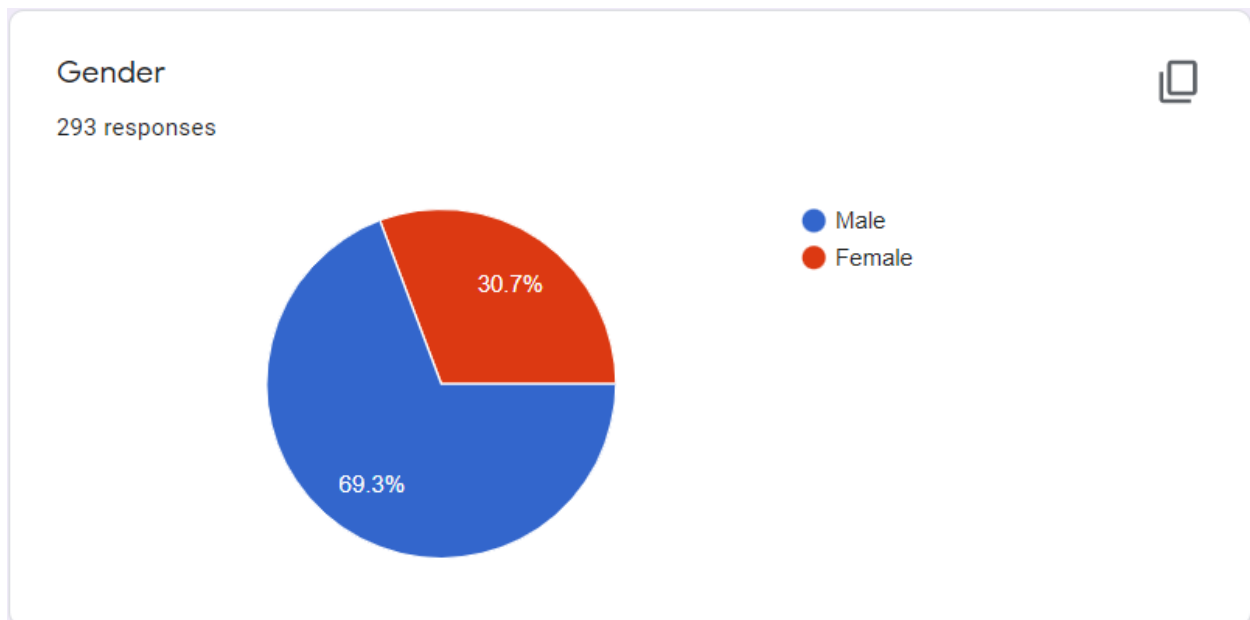
Do you use any kind of social media sites

293 responses

- Yes
- No

96.9%

Tick the social media sites that you use: (you can select more than 1 option)

293 responses

Whatapp	282 (96.2%)
Facebook	129 (44%)
Instagram	242 (82.6%)
Twitter	88 (30%)
Linkedin	31 (10.6%)
Youtube	248 (84.6%)
Snapchat	141 (48.1%)
Telegram	117 (39.9%)
Reddit	2 (0.7%)
Pinterest	1 (0.3%)
Bgmi and online gaming...	1 (0.3%)
Pinterest , Reddit , Googl...	1 (0.3%)
DISCORD	1 (0.3%)
Discord	1 (0.3%)
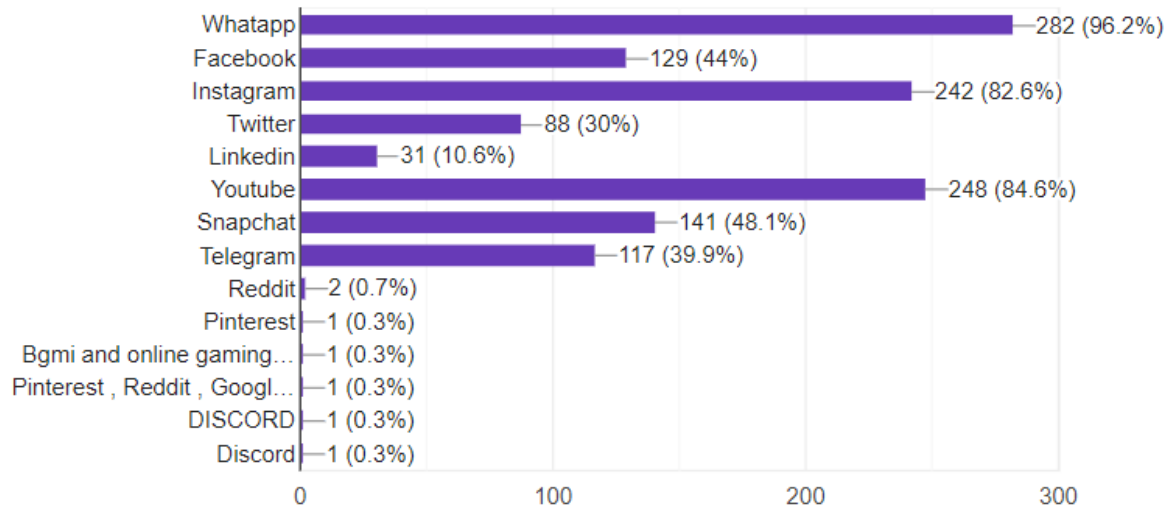
Why do you use social media sites / for what purpose? (can choose more than one option)

289 responses

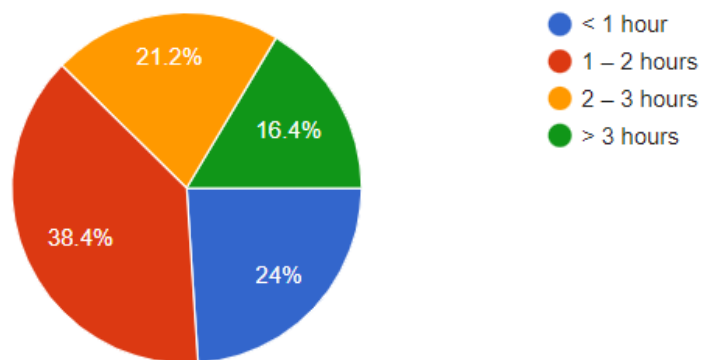| Option	Count
To get information	250 (86.5%)
To play games	76 (26.3%)
To make professional / b...	80 (27.7%)
To keep in touch with fam...	203 (70.2%)
To make new friends	105 (36.3%)
To share videos / picture...	137 (47.4%)
To share your experience	73 (25.3%)
To study	154 (53.3%)
to pass time	136 (47.1%)
For fun 😁	1 (0.3%)
Photography page	1 (0.3%)
For fun	1 (0.3%)
To Earn Money	1 (0.3%)
To take some news what...	1 (0.3%)
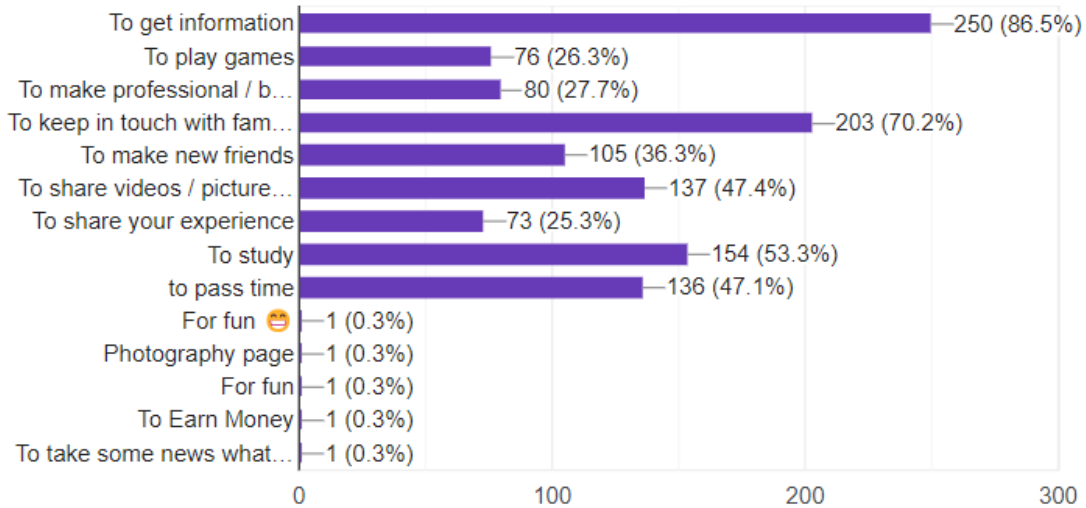
How much time do you spend on social media sites in a day?

292 responses

Category	Percentage
< 1 hour	24%
1 – 2 hours	38.4%
2 – 3 hours	21.2%
> 3 hours	16.4%

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Please take 2 more minutes to answer all the questions as it will help us in our research

Learning Attitude of Students using Social Media:

Strongly disagree   Disagree   Neutral   Agree   Strongly agree
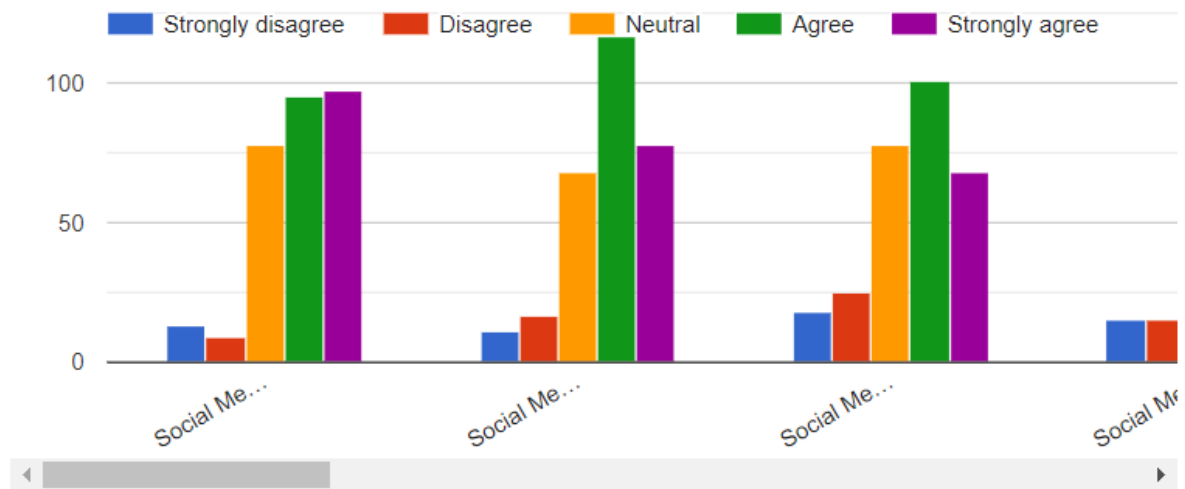
This descriptive study was conducted from October 2021 to December 202, in which 293 youth of age 16 to 25 years enrolled in different educational institutes of university of Mumbai, were included in the study population. Students either don't have an android phone or don't have internet access were excluded from the study. Data were collected using a self-designed structured questionnaire on Google form distributed to students with a response rate of 98.5%. The questionnaire was designed by putting up statements which respondents had to rank using a Google from to indicate their level of agreement or disagreement. 293 questionnaires were retrieved from the study and descriptive statistics was then used to profile the responses from respondents.

Chart 3 shows respondents gave the following as their favorite social media sites. Facebook 129 represents 44%, WhatsApp 282 representing 96.2%, Twitter 88 representing 30%, Linked in with 31 representing 10.6 %, Youtube with 248 represent 84.6 %, Snapchat with 141 represent 48.1 % , Telegram 117 248 represent 34.9 % and others having 7 represent 2.2% respectively. The analysis shows that WhatsApp is the most favorite social media site. This confirms Schreider's (2009) assertion that approximately 96% of undergraduate students are WhatsApp users,

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Result

The study was conducted among students off Mumbai University from different colleges. In this study total of 293 participants were included from different educational institutes of the mentioned study region. Studies show that among youth, the teenage group was more addicted to social media, and maximum participants were using social media for more than 3 hours per day for just getting information, Passing Time & get connected with peers.

We asked various questions from students to know the effect of social network addiction on their academic performance, schedule, and overall impact on studies. Also, we asked if they found social media of any help regarding academics and curricular activities. A majority (86.5%) agreed that social networking sites be helpful regarding academics as they provide information and data regarding different topics, keep them updated, and through online learning and teaching practices provide greater scope. 55.6% of students were of the view that social networking increases research capabilities and helps in learning new information and makes it easy to publish the study while sitting at home. However, 83% of students agreed on the fact that excessive and purposeless use of social networks has negatively affected the study schedule and time table by decreasing the net time for studies. More time spent on social networking sites affects the study timings in a negative sense, thus affecting the study outcome and academic performance. So overall, 63.2% of students agreed upon the fact that social networking addiction harms studies as it decreases the net time of studies and also, produces poor results.

DISCUSSION

1. The responses of both teachers and students came close in all respects of social media Utilization in education.
2. 86.6% of students showed a positive trend towards the use of social media in education.
3. 76.4% of the students approved the benefits of social media utilization in education.
4. 82.4% of the students approved the role of social media utilization in education.
5. 55.3% of the students went through some challenges of using social media in education.

Results (Depend on Coefficient Regression)

Significant level is 4% 0r 0.05

Confidence level is 89% or 0.95

H1 is accepted because p-value < significant level (0.00<0.05)

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H2 is rejected because p-value >significant level (0.675>0.05)

Recommendations

Concluding on the results findings, Suggestions made by peer researchers are as follows Students with phones having internet facility should be encouraged to either use it to complliment their research in the library rather than the usual chatting with friends all the time. Students should be advised to limit the time they spend on social media sites per day and encourage them to rather substitute those hours for reading novels, Research content and relevant academic books to improve their knowledge and Interest. Since the study reveals that the use of social media sites had affected the academic performance of students negatively, there is the urgent need for the introduction of students to the availability of information resource or materials in the library that can help them academically. It is further recommended that students be advised during orientation of the dangers of addiction to social networking sites. They should be introduced to sites that can add values to their academic work and research.

Other general Recommendation

In the light of the study findings, the following recommendations are made;

1. Seminars/Webinar should be organized in the various colleges or faculties to make students aware more about the possible implications of social media usage on their academic performance.

2. Students should make sure that they use these social media sites under monitoring system to ensure that they do not become detrimental to their academics.

3. Parents/Teachers can inculcate new strategies through assignments or discussions on social media platforms to help student adopt the habit of using these sites for academic work.

4. Students must minimize the time they spend on social media to avoid growing obsession by these sites for unnecessary chatting and surfing.

5. The university authority should also restrict access to certain social media sites that may be reason of distracting students' attention during college hours.

Conclusion

The study gives sound and clear information. According to the mentioned study we came to know the various positive and negative impacts of social media on education or students. It is very important to overcome this problem. The nature of social media as a two edge sword has been revealed in the findings of the study that, despite the benefits that students can

harness from social media networks such as sharing of information, building relationship from near and far among others, there is to some extent addiction and distraction of attention caused by the use of social media which could have serious consequences on the academic life of students. Moderating their access to social media is one excellent method. Most of the negative aspects can be overcome by reducing the amount of time spent on social network sites. Paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies

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